



CEO Exclusive Explores The Expanding Role of Artificial Intelligence

CW Henderson, PhD and Soyini Coke discuss increasing automation in the world of news reporting

ATLANTA, GA, USA, January 27, 2017 /EINPresswire.com/ -- Atlanta, GA Jan 27, 2017: CEO Exclusive host Soyini Coke recently sat down with CW Henderson, President and Founder of NewsRx, to discuss the role of artificial intelligence and automation in news content delivery.

NewsRx has been utilizing increasing amounts of support from artificial intelligence for years. They began by integrating new software to help editors, and ended up almost entirely replacing their editors and writers with artificially intelligent writing software. Of the articles, Henderson says, "You cannot tell that they are not written by humans. We just let people believe what they want. And most people, until the last year or two, have thought that our articles were always written by humans, and they have not been." Computer written NewsRX articles have been downloaded and read over a billion times, and the NewsRX automation creates about 30,000 articles weekly.

Henderson claims that almost anything can be automated if you have the time and the human talent available to create the program, but that can be a challenge. Not only do you need an expert team of programmers, you need a person who is an expert in the field you are trying to replicate. CW is such an expert in news articles. He took the 10 steps he learned in journalism school to create an article, and worked with the programming team to break those down into even smaller steps. CW says, "The AI is the same as a human in terms of writing our news articles, and it's because we were willing to write the code that was required, and of course over the last couple of decades you have to keep writing code and keep revising code because the world changes."

Coke and Henderson also discuss other ways artificial intelligence and automation are showing up in the world, and where we can expect to see more. The full podcast is available at ceoexclusiveradio.com, or on [iTunes](#), and the full article on [LinkedIn](#).

C.W. Henderson, PhD, has been on the covers of Billboard and USA Today, which selected him among Six Who Made a Difference. With eleven eHealthcare Leadership Awards, he is the president of NewsRx, author at Penguin Random House, and executive director of Researcher Institute. He is co-inventor of six patents for artificial intelligence and fintech, and he is on the Board of Directors of the Specialized Information Publishers Association division of the Software & Information Industry Association. NewsRx, located in Atlanta, GA and New Haven, CT, pioneered artificial intelligence journalism in 1999, when it became the first company to automate news article writing.

Soyini Coke is the host of CEO Exclusive on Business Radio X. Soyini interviews successful mid-market CEOs weekly to get emerging trends in their industry or area of expertise. They discuss issues CEO to CEO. The show airs every Tuesday at 8AM Eastern at <http://www.ceoexclusiveradio.com>.

Soyini is also the Founder and Managing Principal at Annona Enterprises, which she created to provide actionable, profitable strategies to companies up to \$100M in annual revenues. She started as a business analyst at McKinsey after graduating cum laude from Harvard University in 1998 with a

Bachelor of Arts in Applied Mathematics and Economics.

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