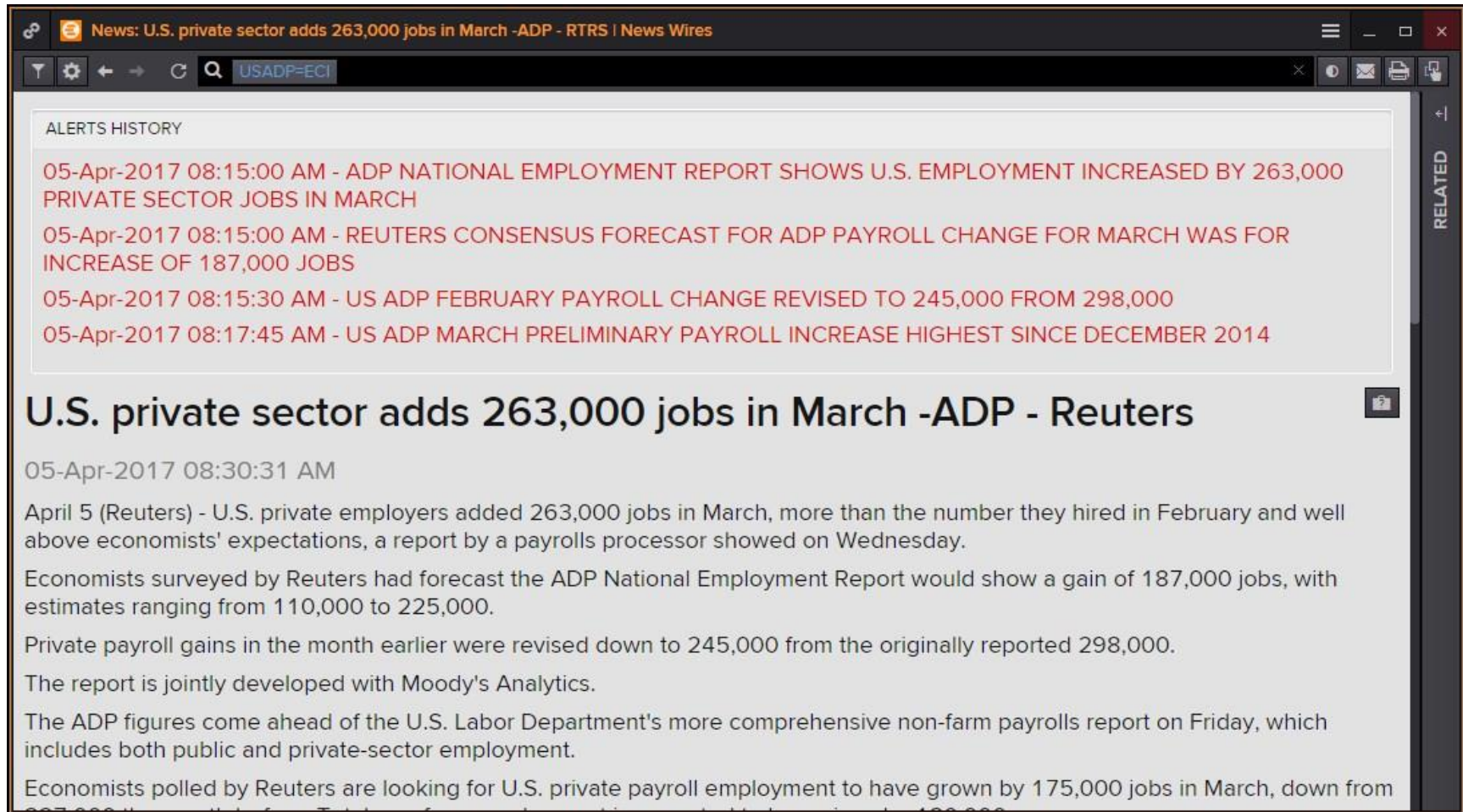


# AUTOMATION AND THE NEWSROOM

# Automation For Speed



The screenshot shows a web browser window with the address bar containing "USADP=ECI". Below the browser, there is a section titled "ALERTS HISTORY" with four entries:

- 05-Apr-2017 08:15:00 AM - ADP NATIONAL EMPLOYMENT REPORT SHOWS U.S. EMPLOYMENT INCREASED BY 263,000 PRIVATE SECTOR JOBS IN MARCH
- 05-Apr-2017 08:15:00 AM - REUTERS CONSENSUS FORECAST FOR ADP PAYROLL CHANGE FOR MARCH WAS FOR INCREASE OF 187,000 JOBS
- 05-Apr-2017 08:15:30 AM - US ADP FEBRUARY PAYROLL CHANGE REVISED TO 245,000 FROM 298,000
- 05-Apr-2017 08:17:45 AM - US ADP MARCH PRELIMINARY PAYROLL INCREASE HIGHEST SINCE DECEMBER 2014

Below the alerts history is a news article snippet with the following text:

## U.S. private sector adds 263,000 jobs in March -ADP - Reuters

05-Apr-2017 08:30:31 AM

April 5 (Reuters) - U.S. private employers added 263,000 jobs in March, more than the number they hired in February and well above economists' expectations, a report by a payrolls processor showed on Wednesday.

Economists surveyed by Reuters had forecast the ADP National Employment Report would show a gain of 187,000 jobs, with estimates ranging from 110,000 to 225,000.

Private payroll gains in the month earlier were revised down to 245,000 from the originally reported 298,000.

The report is jointly developed with Moody's Analytics.

The ADP figures come ahead of the U.S. Labor Department's more comprehensive non-farm payrolls report on Friday, which includes both public and private-sector employment.

Economists polled by Reuters are looking for U.S. private payroll employment to have grown by 175,000 jobs in March, down from

# Automation For Breadth

AP News

## McCormick beats Street 3Q forecasts

October 02, 2014



SPARKS, Md. (AP) — McCormick & Co. (MKC) on Thursday reported profit of \$122.9 million in its fiscal third quarter.

The Sparks, Maryland-based company said it had profit of 94 cents per share. Earnings, adjusted for non-recurring costs, came to 95 cents per share.

The results topped Wall Street expectations. The average estimate of analysts surveyed by Zacks Investment Research was for earnings of 81 cents per share.

### VIDEO: Adobe 3Q Sales Miss Estimates Amid Shift to Cloud

The spices and seasonings company posted revenue of \$1.04 billion in the period, which also topped Street forecasts. Analysts expected \$1.03 billion, according to Zacks.

McCormick expects full-year earnings in the range of \$3.30 to \$3.37 per share.

McCormick shares have declined nearly 5 percent since the beginning of the year, while the Standard & Poor's 500 index has increased slightly more than 5 percent. The stock has increased 1 percent in the last 12 months.

### VIDEO: H&M 3Q Gross Margin 58.3%; Est. 58.4%

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This story was generated automatically by Automated Insights (<http://automatedinsights.com/ap>) using data from Zacks Investment Research. Full MKC report: <http://www.zacks.com/ap/MKC>

# Automation For Efficiency



# Question:

STEVEN LEVY MAGAZINE 04.24.12 4:46 PM

## CAN AN ALGORITHM WRITE A BETTER NEWS STORY THAN A HUMAN REPORTER?



Illustration: Mark Allen Miller

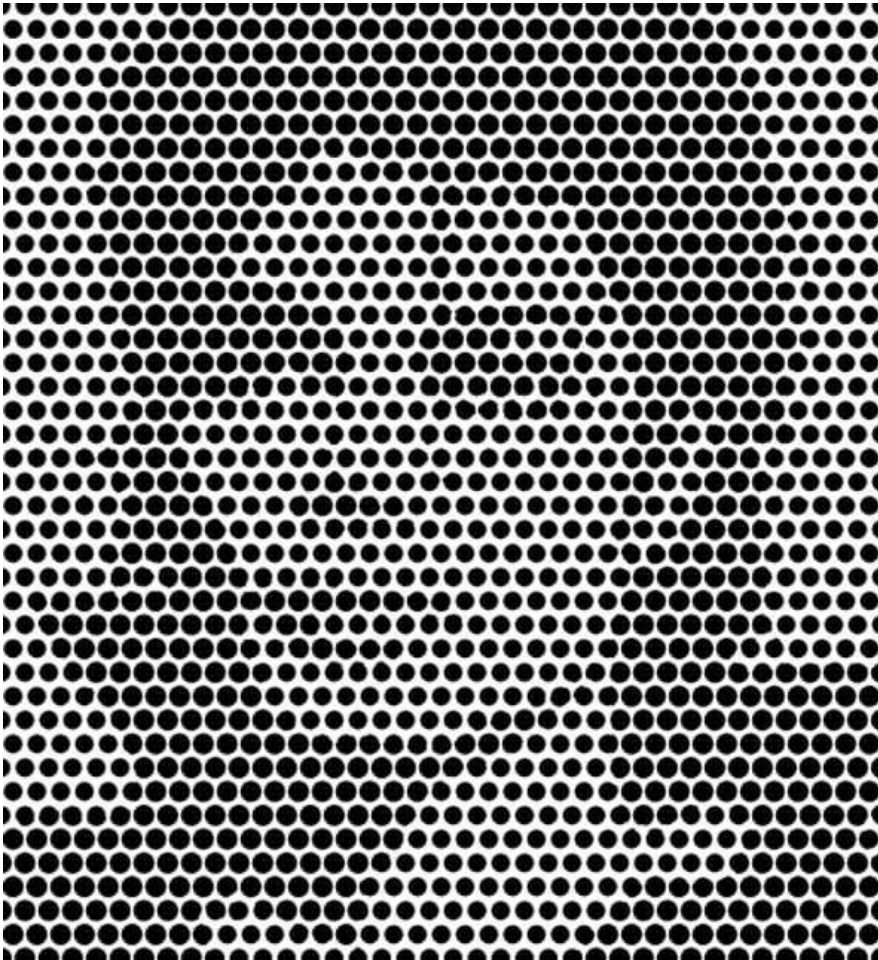
# A Different Question:



# What Else Are Machines Good At?

- Computing
  - Automated data analysis
  - Pattern recognition
  
- Scale
  - Personalization
  - News-on-Demand

# Analysis – Automation For Insight



# Analysis – Automation For Insight

**Question: [Possible Republican presidential candidates in 2016 \(TR130\)](#)**

Businessman Donald Trump is leading by a significant margin, at 27%, placing 1st out of 17, holding steady over last 7 days. Former Ark. Gov. Mike Huckabee has risen significantly . Former Fla. Gov. Jeb Bush has fallen slightly . The rest are unchanged.

Trump is polling weakly [among those aged 18-29](#), at 8% .

Over the last 7 days: Trump is strengthening rapidly [among those aged 60+](#). Huckabee is slowly weakening [in the South East](#). Fla. Sen. Marco Rubio is slowly gaining [in the South East](#).

[Over the last 5 weeks](#): Trump has posted a big gain . Bush has fallen significantly . Former Sen. candidate and business executive Carly Fiorina has risen slightly . Trump is strengthening rapidly [among liberals](#), gaining rapidly [in the Great Lakes region](#), and weakening slowly [among those aged 18-29](#).

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# Computing – Automation For Insight

## NEWS GENERATOR

Apple Inc shares gained 0.40 percent to \$108.22. They are down 1.02 percent so far this week and down 0.90 percent in the last seven days.

Trading volume of 16.3 million shares was 76.8 percent of the previous session's volume and 50.3 percent of the average volume of 32.4 million shares over the last 30 days. The previous session's trading volume of 21.3 million was 0.65 percent above normal based on the 10-day moving average.

The shares are up 2.83 percent for the year to date, and up 13.22 percent for the current quarter. Milestones in the the last year for Apple Inc include a low of \$89.47 on 5/12/2016 and a high of \$123.82 on 11/4/2015.

Apple Inc is a member of the NASDAQ Composite Index <.IXIC>, and the S&P 500 Technology Hardware, Storage & Peripherals (Sub Ind) <.SPLRCTHSP> sector index. Against the NASDAQ Composite Index, Apple Inc stock has performed 1.11 percent worse in the last five days, 6.97 percent better than the last month, and 1.56 percent worse in the year to date.

Against the S&P 500 Technology Hardware, Storage & Peripherals (Sub Ind) sector index <.SPLRCTHSP>, Apple Inc shares have fallen by 0.33 percent in the last five days, outperformed it by 1.29 percent in the last month, and underperformed it by 2.41 percent in the year to date.

Apple is currently higher for two sessions in a row, its first two-day rise since August 11-August 12, a span of more than two weeks. It has fallen more than 3 percent on two occasions in the last six weeks.

There have been 11 analyst earnings revisions lower for the current quarter and 1 revision higher. The current analyst consensus recommendation on the stock is Buy.

# Marrying Machines And Humans



# The Cybernetic Newsroom

Wall Street opened higher on Wednesday as positive comments from Chinese officials kept alive hopes of further stimulus measures.

China's Ministry of Finance said the government will strengthen fiscal policy, boost infrastructure spending and speed up reform of its tax system, adding to other steps to reenergize sputtering growth.

[ID:nL4N11F00S]

"The fear factors regarding China and the Fed is easing somewhat and that is key," said Peter Cardillo, chief market economist at Rockwell Global Capital in New York.

"We're also seeing some of the money that was on the sidelines following the recent volatility, come back into the market."

At 9:38AM the Dow Jones industrial average <.DJI> rose 164.36 points, or 1 percent, to 16,657.04, the S&P 500 <.SPX> gained 18.26 points, or 0.93 percent, to 1,987.67 and the Nasdaq Composite <.IXIC> added 49.60 points, or 1.03 percent, to 4,861.53.

Volume so far on U.S. exchanges was 3.60 billion shares.

The largest percentage gainer on the S&P 500 was FreeportMcMoRan <FCX.N>, which rose 6.2 percent, while the largest decliner was Stericycle Inc <SRCL.OQ>, down 1.0 percent.

On the Nasdaq 100 the largest gainer was JD.COM INC ADR <JD.OQ>, which rose 5.6 percent, while the largest decliner was Stericycle <SRCL.OQ>, down 1.0 percent.

Among the most active stocks on the NYSE were Bank of America <BAC.N>, up 1.67 percent to \$16.43; FreeportMcMoRan <FCX.N>, up 6.15 percent to \$11.04 and Alibaba Group <BABA.N>, up 4.15 percent to \$63.44.

On the Nasdaq, Yahoo! Inc <YHOO.O>, up 0.2 percent to \$30.97; Tetrphase Pharmaceuticals Inc <TTPH.O>, down 78.9 percent to \$9.45 and Apple Inc <AAPL.O>, up 0.4 percent to \$112.78 were among the most actively traded.

Advancing issues outnumbered declining ones on the NYSE by 2,228 to 442, for a 5.04-to-1 ratio on the upside; on the Nasdaq, 1,898 issues rose and 405 fell for a 4.69-to-1 ratio favoring advancers.

The benchmark S&P 500 index was posting 2 new 52-week highs and no new lows; the Nasdaq Composite was recording 24 new highs and 6 new lows.

# The Cybernetic Newsroom

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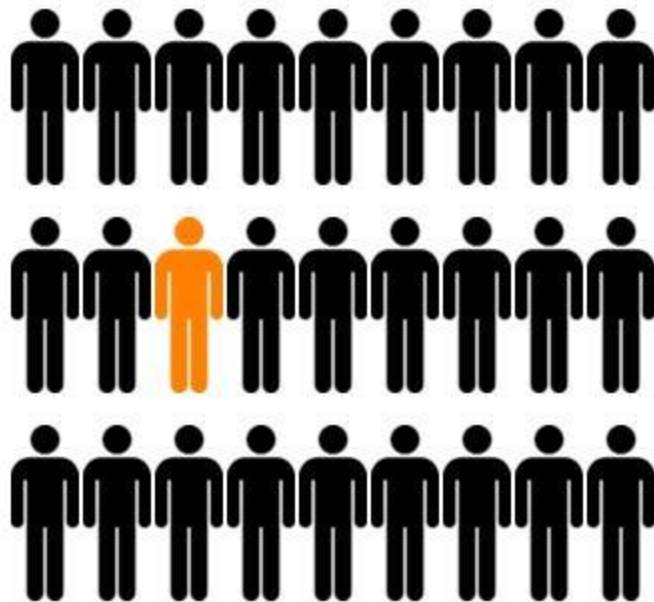
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# Automation for Personalization



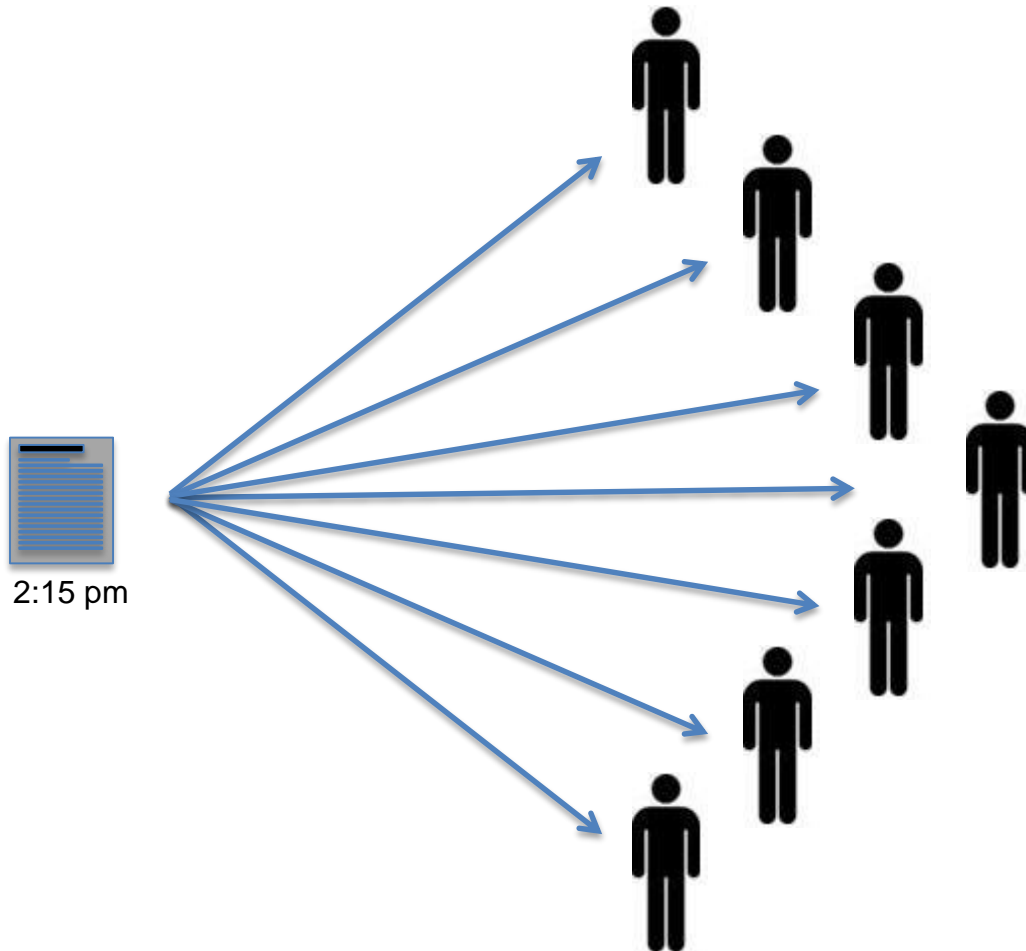
# Automation for Personalization



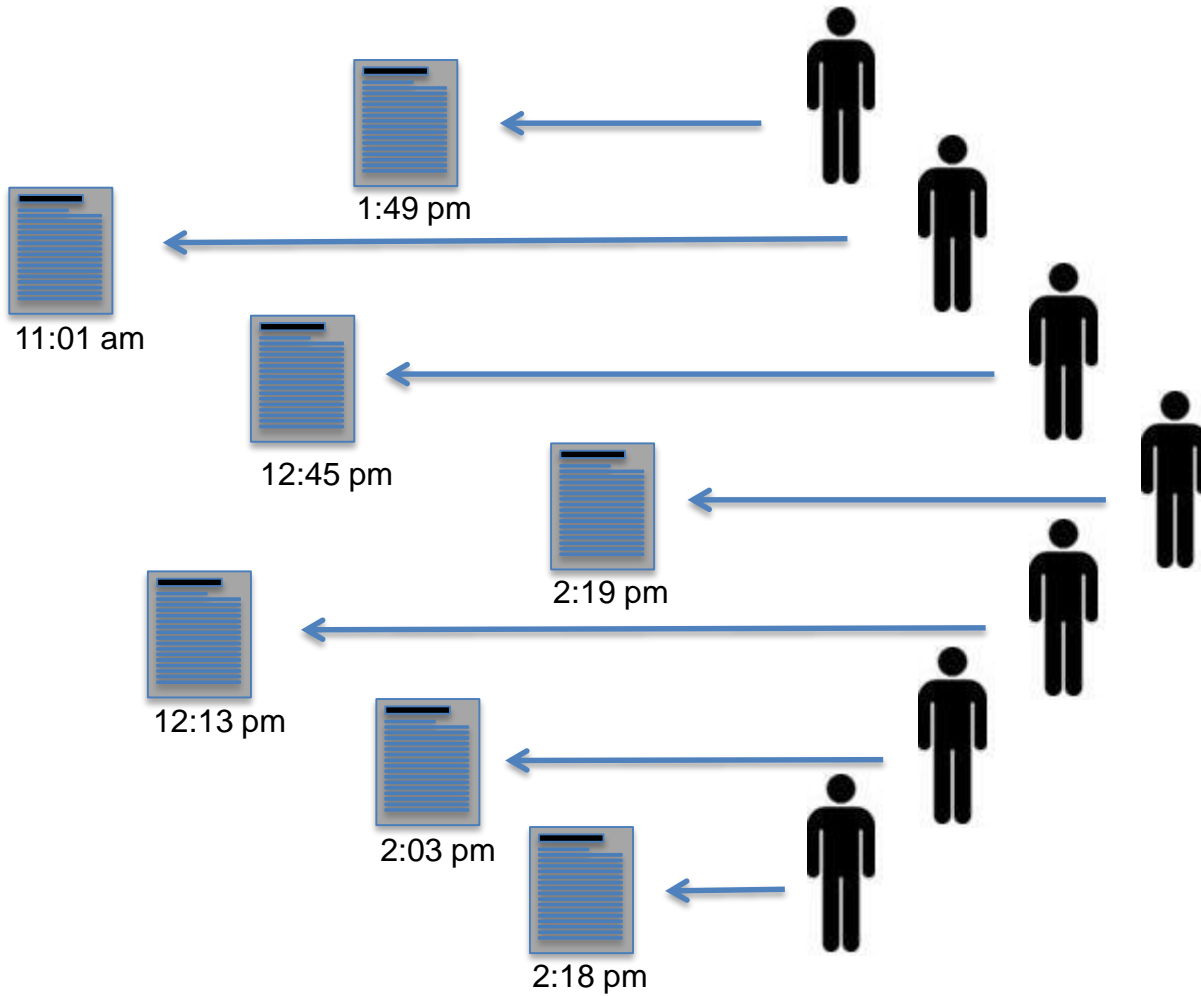
# Automation for News-On-Demand



# News Before The Machine Age



# News In The Machine Age











# New Workflows

- Data
- Structure
- Competitive advantage
  - Information
  - Insight
  - Audience
- Ideas

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	<p><b>DONALD TRUMP</b> Before the presidential campaign, "I didn't know Steve (Bannon)." — <i>PolitiFact National</i> on Wednesday, April 12th, 2017</p>	 Different talk: 2016 vs. 2017
	<p><b>DONALD TRUMP</b> Terrorism and terrorist attacks in the United States and Europe have "gotten to a point where it's not even being reported." — <i>PolitiFact National</i> on Monday, February 6th, 2017</p>	 An abundance of coverage
	<p><b>DONALD TRUMP</b> "If Russia, or some other entity, was hacking, why did the White House wait so long to act? Why did they only complain after Hillary lost?" — <i>PolitiFact National</i> on Thursday, December 15th, 2016</p>	 Accusations came a month before election
	<p><b>DONALD TRUMP</b> There was "serious voter fraud" in Virginia. — <i>PolitiFact Virginia</i> on Tuesday, November 29th, 2016</p>	 No evidence

# New Workflows

- Data
- Structure
- Competitive advantage
  - Information
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  - Audience
- Ideas

HOMICIDE WATCH D.C. Mark every death. Remember every victim. Follow every case.

Latest News Victims Suspects Map Photos Documents Calendar Comments Policy About

Jonathon Malik Adams  
Date: Feb. 27, 2014  
Age: 17  
Gender: Male  
Race: Black  
Cause of death: Stabbing

Suspects:  
Jibril Abdul-Muwakil

Detectives:  
Cari Chama Koullas  
202-859-7773  
James Wilson  
202-497-4491

5 Total, 1 Recommended 2  
Subscribe: Jonathon Malik Adams

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Why this ad? (0)

**Jibril Abdul-Muwakil Indicted in Stabbing Death of Teen**  
Posted Nov. 13, 2014, 12:39 p.m. by Irum Williams

Jibril Abdul-Muwakil, 24, pleaded innocent Thursday to second-degree murder while armed in connection with the fatal stabbing of 17-year-old Jonathon Adams on February 27. At a preliminary hearing in March, prosecutors argued that at the time of the murder, Abdul-Muwakil was supposed to be seeking mental health treatment while on release for a simple assault. — [Read more](#) —

**Probable Cause Found Against Jibril Abdul-Muwakil in the Death of Jonathon Adams**  
Posted March 20, 2014, 10:42 a.m. by Kristian Romanick

Jibril Abdul-Muwakil, a 24-year-old DC man with a history of mental illness, was ordered held on suspicion of second-degree murder Wednesday. He is suspected in connection with the stabbing death of 17-year-old Jonathon Adams. At a preliminary hearing Wednesday, Judge Jennifer Anderson ruled Abdul-Muwakil was a danger to the community based on his criminal history. — [Read more](#) —

**Comment of the Day: "We all need to get together and stop this violence"**  
Posted March 18, 2014, 10:17 p.m. by Dana Deming

This Comment of the Day comes from Gillie who writes about Jonathon Adams: We all need to get together and stop this violence or we going to keep posting messages on this page forever!! It starts with us!! — [Read more](#) —

**Witnesses Describe Suspect in Death of Teen as Schizophrenic and Bipolar**  
Posted March 2, 2014, 5:20 p.m. by Dana Deming

A D.C. teen killed last week had his cell phone stolen and was stabbed 11 times in the head, neck and back outside of an apartment building in Southeast D.C. That's according to court documents charging Jibril Abdul-Muwakil with second-degree murder. Abdul-Muwakil was presented with the charge Saturday and remains held pending a preliminary hearing. — [Read more](#) —

**Links Roundup: Six Homicides in 36 Hours**  
Posted March 1, 2014, 7:56 p.m. by Chris Amis

Six Thursday evening, six people have been killed in DC. We're gathering coverage of their deaths below. NBC Washington looked at Police Chief Cathy Lanier's testimony before the city council on this year's spike in homicides. WUSA spoke with the brother of Khalid and Jason Bryant, who died in the same shooting. WVLA reported from — [Read more](#) —

**36 Hours**  
Posted March 1, 2014, 7:44 p.m. by Laura Amis

Update: This post has been updated to reflect the identities of the victims. Six people have been reported killed in the past 36 hours in Washington, DC. On Thursday at about 5 p.m., 17-year-old Jonathon Adams was found stabbed in the 4300 block of Halley Terrace, Southeast. He was taken to a local hospital where — [Read more](#) —

**Man Killed in Early Morning NW DC Shooting; Fifth Homicide in 36 Hours**  
Posted March 1, 2014, 7:02 a.m. by Laura Amis

Update: MPD has identified the victim in this case as 51-year-old Billy Andre Harris of Northwest. A press release from MPD is after the jump. A man died after being shot early Saturday morning in Northwest DC, the fifth homicide in less than 36 hours in the District. A message on the Fourth District Facebook — [Read more](#) —

**Jibril Abdul-Muwakil Arrested in Stabbing Death of Jonathon Adams**  
Posted Feb. 26, 2014, 7:02 p.m. by Laura Amis

# Thanks

- [reginald.chua@thomsonreuters.com](mailto:reginald.chua@thomsonreuters.com)

- [reginald.chua@gmail.com](mailto:reginald.chua@gmail.com)

- @reginaldchua

- [structureofnews.wordpress.com](http://structureofnews.wordpress.com)