



NOTA & ★ Defender

WEBINAR: The Houston Defender's AI Transformation
Cost-Effective Solutions for Quality Journalism

Hosted By: **E&P**
EDITOR & PUBLISHER



AGENDA

WELCOME & INTRODUCTIONS

Nota Overview

Nota Walkthrough

Houston Defender/Results

Q&A & NEXT STEPS

Nota Overview

Who We Are

An Enterprise B2B SaaS company founded by digital publishing and technology veterans

Our Mission

To provide AI to amplify stories, reaching more people with greater impact.

What We Offer

A suite of assistive AI tools that streamline content creation, optimization and distribution across all platforms

Our Impact

Significant time savings, engagement increases, page views, and revenue generation

Why We're Different

Safe and Secure proprietary LLM, trained by the best journalist and editors in the business

Powering Digital Publishers Across Multiple Verticals

National News

THE HILL

**NEWS
NATION**

Local News

 **LEE ENTERPRISES**

 **McCLATCHY**

Los Angeles Times

Local TV

 **Nexstar**
MEDIA GROUP, INC.

 **DMG**
PATTON MEDIA GROUP

 **To**
MEDIA GROUP

Lifestyle

PMC

cafemom

KnowTechie

Professional/Sports

Daily Journal
Established in 1888

KAWOWO
sports

crictoday
LIFELINE OF CRICKET

Hyper Local News

THE WASHINGTON
Informen

RoughDraft
atlanta

 **Planet
Detroit**

Radio

LA ist

ARIZONA PBS
ARIZONA STATE UNIVERSITY

wlrq

Higher Education

ASU

UIC UNIVERSITY OF ILLINOIS
AT CHICAGO

Nota's Strategic Partner Landscape

Local Media



Nonprofit



News



Television

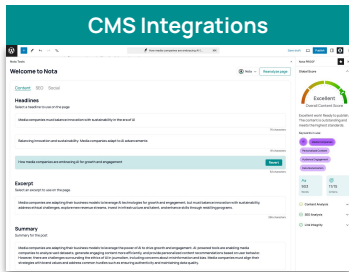


Technology Partners/Integrations

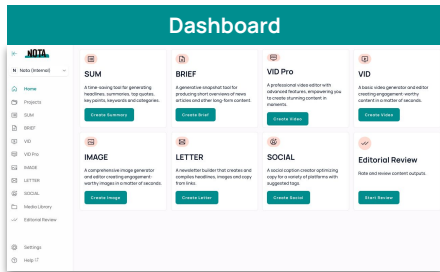


**Currently in conversations regarding integration opportunities*

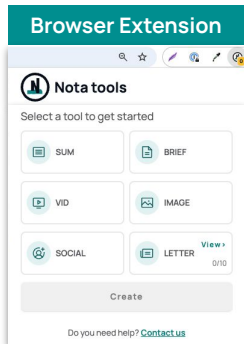
Nota Tools Integrate Into Your Existing Workflow



Ideal for **Digital Editors and Journalists** for pre-publish article optimization for headlines/SEO/etc. to ensure maximum discoverability



Ideal for **Audience Engagement, Social Media Managers, Content Marketing Team** for post-publish repurposing of content into new mediums (image, video, social captions, newsletters, briefs, etc.)



Ideal for **any member of the organization** looking to generate Nota outputs from chromium based web browsers with a few clicks



The Nota toolsuite is built API first

Nota's Editorial Leadership Board

Nota's Editorial Leadership Board, comprising industry experts, guides AI development for responsible journalism practices and product innovation. The board ensures ethical standards, refines AI outputs, and identifies opportunities to advance AI-driven solutions in the journalism industry.

Los Angeles Times

TIME

● USA TODAY

THE WALL STREET JOURNAL.

Bloomberg

DAILY NEWS

VARIETY

People



HUFFPOST

News Corp



THE MORNING CALL
MEDIA GROUP

CS★T

The Fayetteville Observer

Nota's AI-powered tools are driving tangible results

Time Savings

52%

Average reduction in time to publish article content

Production Volume

37%

Increase in the volume of social posts

Engagement

21%

Average pageview increase

Efficiency

85%

Reduction in time to develop newsletters

Performance

9%

Increase in newsletter open rates

NPS Score

50

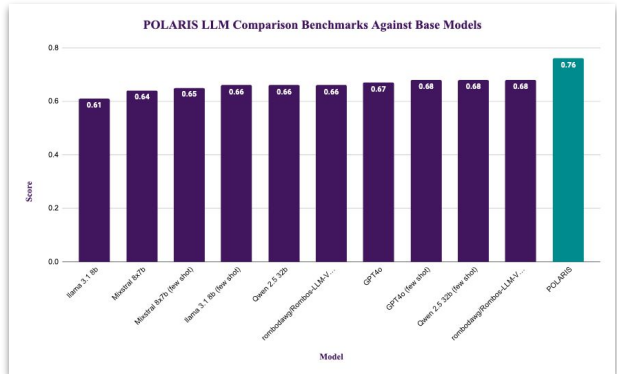
Our customers love us

[Nota Case Studies](#)

POLARIS LLM Simply Outperforms.

Why Newsrooms Choose Polaris:

- **Purpose-Built for Journalism:**
Expert-tuned AI designed for legacy media workflows.
- **Advanced Accuracy Metrics:**
Word-for-Word precision, Semantic Similarity, and Keyword Precision deliver content that matches editorial standards.
- **Unmatched ROI:**
Measurable efficiency, engagement, and revenue growth for every newsroom.
- **For Your Products and Workflow:**
Polaris allows any news organization, of any size, to build their dream solutions.

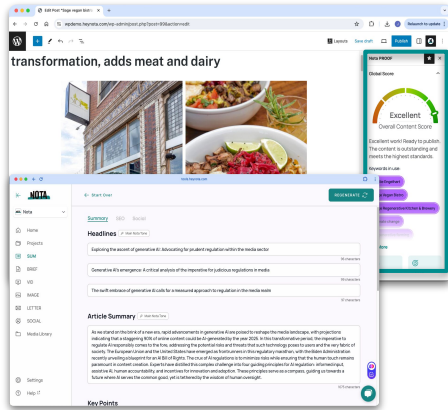


POLARIS surpasses all cutting edge models by +15%



Chartbeat has partnered with Nota to offer a made-for-media AI suite.

Nota's assistive AI tools fit seamlessly into existing workflows, complementing Chartbeat's analytics and optimization tools for publishers.





Customer Spotlight

Nota Customer Spotlight

A Lifelong Connection to the Defender

I was born into the business, deeply rooted in the Defender's impact on the Houston Black community. My path has been anything but linear—from finance to culinary arts, and ultimately, back to our family's mission.

My educational journey took me from Morehouse College to the Culinary Institute of America, and even to Le Cordon Bleu in Paris. As an Executive pastry chef, I was pursuing my passion—until COVID-19 changed everything.

When the opportunity arose to join the Defender, it felt like coming home. I've worn many hats here: paperboy, secretary, distribution team member, virtual event producer, video producer, social media manager, and sales professional.

Through these diverse roles, I've witnessed firsthand how the Defender doesn't just report on community—we are the community.

Speaker - Clyde Jiles

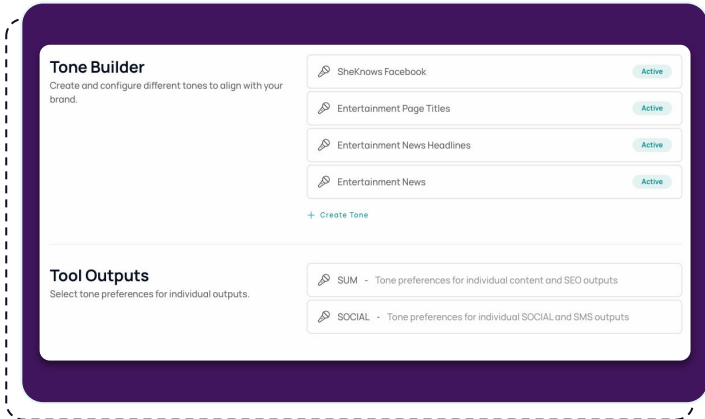
Head of Digital



The Nota Tool Deep Dive - TONE

Overview

- **Tailored Voice Matching:** Exposes outputs that are specific to your writing style and voice for your brand
- **Content-Driven Calibration:** Submit sample content and Nota tools will adjust outputs to reflect the exact style and tone.
- **Language Nuance Refinement:** For English variants (US,UK,NZ), outputs undergo an additional refinement step to capture regional nuances.
- **Spanish Language Compatibility:** Available in Q4. More to come.



The screenshot displays the 'Tone Builder' interface. It features a section for 'Tone Builder' with a sub-header 'Create and configure different tones to align with your brand.' Below this, there are four active tones listed: 'SheKnows Facebook', 'Entertainment Page Titles', 'Entertainment News Headlines', and 'Entertainment News', each with an 'Active' status indicator. A '+ Create Tone' button is visible below the list. The 'Tool Outputs' section is titled 'Select tone preferences for individual outputs.' and contains two entries: 'SUM - Tone preferences for individual content and SEO outputs' and 'SOCIAL - Tone preferences for individual SOCIAL and SMS outputs'.



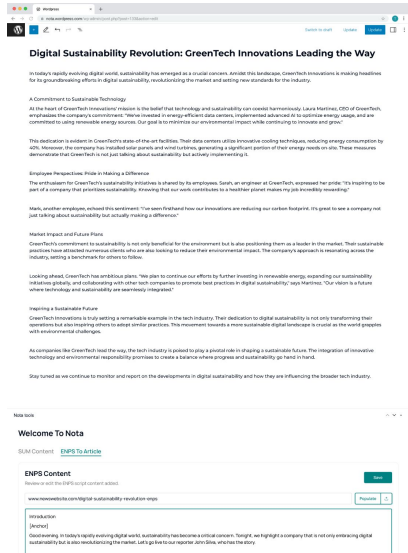
New Solutions!



Tool In Beta: SCRIPT

Overview

- **Script Submission:** Upload ENPS scripts directly to Nota CMS integrations for processing.
- **Comprehensive Analysis:** Scripts are combined and sent to our Polaris LLM for content analysis and refinement.
- **Optimized Output:** Broadcast or on-air audio instructions are removed, producing a clean, article ready version based on the original transcript.
- **Retrieval Augmentation (RAG)** Articles are then connected to your archives, augmenting the story being made with data that is aligned with it from your archives, making the end product far more robust.
- **Metadata Enhancement:** Seamlessly switch to the complimentary tools in the Nota suite to generate article metadata for publishing and SEO optimization. .



Tool In Alpha: CLIP

Overview

- **Live and Archived Video Processing:** Process both live and archived video feeds, generating real-time transcriptions for efficient content management.
- **Targeted Semantic Search:** Allows journalists, editors and video teams to set specific topics of interest, enabling CLIP to locate and generate precise video segments.
- **Detailed Segment Output:** Each generated clip includes the transcript, timestamp, and video segment (ranging from five seconds to longer).
- **Seamless Content Integration:** Clips can be sent to other Nota tools for expanded content creation (see SCRIPT), repurposing and optimized sharing.

The screenshot displays the Nota CLIP interface. On the left is a sidebar with navigation options: Home, Projects, SUM, BRIEF, VID, VID Pro, IMAGE, LETTER, SOCIAL, CLIP (highlighted), Media Library, and Editorial Review. At the top of the sidebar is the 't test' search filter. The main content area is titled 'project ABC' and features a video player at the top left showing a man in a suit speaking. To the right of the video player is a search bar containing 'test' and a 'Search' button. Below the search bar are tabs for 'Transcript', 'Clips', and 'Search Results'. The 'Search Results' tab is active, displaying five search results for 'test'. Each result includes a video thumbnail, a title (e.g., 'Clip #1'), a hashtag '#test', a snippet of the transcript, and a timestamp (e.g., '00:01:56 - 00:02:52').

Future State: Nota Agents

Overview

- **Integrated Workflows:** Seamlessly connect Nota tools to create comprehensive solutions, such as full social media posts with coordinated IMAGE, VID and SOCIAL elements.
- **Efficiency Amplified:** Streamline processes by automating multi-app tasks, reducing the time and effort needed to achieve complex outcomes.
- **Consistent Results:** Maintain brand consistency and tone for publishing to specific platforms.

The screenshot displays the Nota Agents interface. At the top, a header asks "What would you like to create today?". Below this, there are four main creation options:

- Social Media Post With Video:** Create a complete social media post with VID and SOCIAL.
- Social Media Post With Image:** Create a complete social media post with IMAGE and SOCIAL.
- Summarize and create newsletter:** Optimize your content and create a newsletter.
- Video and Image content:** Create media from the same references.

Below these options is a row of tool icons: SUM, BRIEF, VID (highlighted in purple), IMAGE, LETTER, SOCIAL, CLIP, and VID.

The interface also features a "Recent Projects" table and a "Trending Topics" section.

Recent Projects	Tools	Last Edit
Harnessing Clean Energy for...	📄 📧	1 hour ago
Revolutionizing Data Process...	📄	2 hours ago
Shaping the Next Generation...	📄 📧	3 hours ago
Advancing Sound Technology	📄 📧	1 day ago
Exploring the Edge of AI	📄 📧	1 day ago
Pioneering Solutions for a Ca...	📄	1 day ago

Trending Topics Politics ▾

- Judge delays Donald Trump's sentencing in hush money case until after November election
The Los Angeles Times • 11 min ago
- Harris Opens \$110 Million Cash Edge Over Trump After August Fund-Raising Haul
KTLA • 13 min ago
- Federal Judge Temporarily Blocks Another Pillar of Biden's Student Debt Plan
The Alameda Voice • 13 min ago
- In tight Inland Empire race, first transgender candidate could oust first Republican Latina



**Interested in Joining Nota?
Email Us for More Information**

sales@heynota.com