



## **KUOW AI Usage Policy and Guidelines for Staff and Journalists**

*“KUOW is primarily a news organization. We are always testing and questioning the credibility of others. Whether we are functioning as reporters, hosts, newscasters, writers, editors, directors, photographers or producers of news, or other content, we have to stand that test ourselves. Our news content must meet the highest standards of credibility.”* ([KUOW’s KUOW News Code of Ethics and Practices](#))

The purpose of these guidelines is for the responsible and ethical use of Generative Artificial Intelligence (GAI) by KUOW staff and journalists. These guidelines apply to the development, deployment, and use of GAI tools and technologies within the organization.

KUOW recognizes and, wherever possible, aligns with [NPR’s internal guidelines](#) on GAI.

### **What is Generative Artificial Intelligence (GAI)?**

Generative Artificial Intelligence (GAI) refers to AI systems that can create content, including text, images, audio, and video. These systems use machine learning models to generate new data that is similar to the data on which they were trained. Examples of GAI applications include language models like GPT-4, which can generate human-like text, and image synthesis models that can create realistic images from textual descriptions. While all GAI is AI, not all AI is GAI. GAI specifically refers to AI systems that create new content based on their training data.

### **Ethical Considerations**

KUOW is committed to maintaining the highest standards of journalistic integrity and ethical conduct. When using GAI, staff and journalists must adhere to principles such as accuracy, fairness, and transparency, ensuring that GAI tools enhance, rather than compromise, the quality and credibility of our reporting.

### **Editorial Independence**

While GAI can assist in various aspects of news production, ultimate editorial decisions rest with human journalists. GAI tools, when used, should be seen as aids that enhance efficiency and accuracy and not as replacements for editorial judgment.

### **Transparency and Disclosure**

In cases where GAI is used in the creation, curation, or analysis of news content, KUOW will strive to be transparent about the use of GAI. Journalists must disclose when GAI technologies play a significant role in the production of news stories, providing audiences with information on how GAI was employed and its potential impact on the reporting process.

## **Protecting Our Work**

GAI tools that involve data collection, processing, or analysis must adhere to relevant privacy laws and regulations. Given that Generative Artificial Intelligence (GAI) systems derive knowledge from data inputs, it is crucial to recognize that any information we input into these systems may become part of their knowledge base. Consequently, no employee of KUOW should input any intellectual property belonging to KUOW into any GAI system without obtaining prior consent from their manager. KUOW's intellectual property encompasses everything generated during work, ranging from personal notes and draft stories to internal memos and other documents. It is essential to consider anything unique and internal to KUOW as proprietary. If there are uncertainties about what constitutes proprietary and confidential information at KUOW, employees are encouraged to seek guidance from their managers.

Additionally, measures must be taken to secure GAI systems to prevent unauthorized access or misuse of data. When using GAI systems, employees must confirm through a check box or another mechanism that our data will not be used to train the GAI model, ensuring that our information remains protected and proprietary.

## **Diversity and Bias**

KUOW is committed to promoting diversity and avoiding bias in its reporting. Staff and journalists must be aware of the potential biases present in GAI algorithms and take steps to mitigate and correct for them. Staff are required to guarantee that any output generated through GAI aligns with KUOW standards. Although GAI may appear independent, it is ultimately a creation of humans. Consequently, it has the potential to reflect and amplify the biases of its creators and programmers, as well as the biases inherent in the data used for its training. It is imperative that we remain vigilant for these biases when using GAI, just as we consistently do for our own biases, those of our sources, and those of our colleagues. Regular assessments of GAI systems should be conducted to ensure that they do not perpetuate or amplify existing biases.

## **Collaboration and Training**

KUOW encourages collaboration between editorial teams, technologists, and AI experts. Staff and journalists using AI tools should undergo training to understand the technology's capabilities, limitations, and ethical considerations. Continuous learning and collaboration are essential for responsible AI usage.

## **Reporting Violations**

Any concerns or potential violations of this policy should be reported to the editorial leadership or appropriate channels within the organization for investigation and resolution.

## **Use of Disclaimers**

In order to maintain transparency and uphold ethical standards, KUOW staff and journalists must include disclaimers when GAI technologies play a significant role in creating content. Disclaimers should inform audiences about the use of GAI and its potential impact on the content. Examples of where disclaimers should be used include:

- Social Media: Posts or updates that have been generated or significantly assisted by GAI tools.
- Fundraising Messages: Communications and solicitations created with the help of GAI.
- Marketing Materials: Promotional content, advertisements, and other marketing efforts where GAI tools have been used.

By adhering to these guidelines, KUOW staff and journalists contribute to maintaining the organization's commitment to journalistic excellence, ethical conduct, and the responsible use of GAI technologies.