

NEBRASKA PUBLIC MEDIA GENERATIVE AI (gAI) POLICY (241001)

This document provides guidelines for the use of generative AI (gAI) tools by Nebraska Public Media staff in pursuit of our organization's mission. These guidelines are built upon a set of guiding principles, which you can find in the Appendix. When in doubt about something covered (and, especially, not covered) in this document, refer to the guiding principles.

Used in alignment with these guiding principles, gAI tools can solve specific problems and address key challenges in day-to-day work. They let you do more with the skills and abilities you already have giving you more time for creative work, research, skills development, and helping colleagues. Using gAI with human oversight and in line with this framework can lead to:

- **Enhanced Creativity:** Engaging with gAI tools during ideation, brainstorming and review phases can lead to fresh perspectives and inspirations. It can also help creators assess their ideas and consider different perspectives outside their own lived experience.
- **Improved Productivity:** gAI tools offer potential cost savings for the organization. These savings may be measured in fewer dollars spent, or simply an increase in productivity.
- **Operational Efficiency:** Leveraging gAI for mind-numbing, repetitive tasks can help reduce human error, shorten time-consuming tasks, and optimize resource allocation, ensuring that Nebraska Public Media remains agile, competitive and responsible stewards of the resources invested in our mission.

For the purposes of this policy, gAI tools differ from AI-infused software already common in everyday life, like autocorrect, the algorithms that make mobile phone photography more appealing to the human eye, or tools that facilitate automated captioning, voice-to-text and language translation.

Generative AI Tools require active engagement with a chat or voice interface to create specific outputs. Leading gAI tools* include, but are not limited to:

- **Chatbots Ecosystems:** ChatGPT, Microsoft CoPilot, Google Gemini, Claude and Mistral
- **Generative Search Tools:** Google Search, Microsoft Bing, and Perplexity
- **Generative Image Tools:** Midjourney, Dall-E, Adobe Firefly, Google Imagen, and Flux.1
- **Generative Voice Tools:** ElevenLabs
- **Generative Music Tools:** Suno and Udio
- **Generative Video Tools:** Sora, Runway, and Sota
- **Generative Modeling Tools:** Meta 3DGen and Nvidia Edify

*Product and even brand names will change, as this space continues to evolve quickly.

As a company whose core mission revolves around creation using words, images, sounds and digital interactions, our primary objective is to utilize gAI in ways that enhance our service, reflect our ongoing commitment to the highest ethical standards, and protect the trust and relationship we have nurtured with our audience over the years. In your use of gAI tools, please be guided by the following:

- **Augmenting Creation:** Creative work is a spectrum ranging from more routinized tasks (e.g., metadata generation, information synthesis, marketing and corporate communications) to blue-sky idea generation of new content and applications (e.g., stories, products or services).
 - Human oversight is essential. gAI can technically generate content, but the essence, emotion, nuance, and ethics of purposeful, human-driven content cannot be replicated.
 - Use gAI tools to:
 - Stimulate and augment brainstorming sessions or eliminate creative blocks
 - Explore unique story angles or narratives
 - Provide different perspectives or critiques or help refine existing ideas
 - Draft outlines
 - Visualize concepts, characters, scenes, ideas for b-roll or promotional art
 - Provide scratch track narration
 - Create audio sketches for soundtrack or score development
 - gAI is primarily a means of creative enhancement. It should be treated as an unreliable source and fact checked when considered for content.
- **Reinforcing Transparency:** It's essential for our audience to know when a creator has used gAI tools in creating *editorial* content (as distinct from corporate content, like press releases). gAI transparency informs our audience of the origins and methods behind our editorial content, and should be treated as credits or citations, not disclaimers.
 - Externally: Clearly disclose – avoiding jargon – which parts of editorial content were generated or influenced by gAI, the gAI tool(s) used in creating the content and what editor/producer had final say on the usage of the generative media.
 - **Text Content:** In articles, reports, or any written content, include a footnote, endnote, or parenthetical statement specifying when and where material parts of the content were co-authored by gAI.
 - Using gAI for inspiration and/or ideation would not require citation.
 - Eg.: “This article incorporates content generated by [Name and version of AI tool] to assist in drafting the section on [specific topic]. The final text was reviewed and edited by [Author’s/Editor’s Name] to ensure accuracy and alignment with our editorial standards.”
 - **Image Content:** For images, include a caption and, digitally, an alt-tag.
 - Eg.: “Image created by [Creator] using [Name and version of AI tool].”
 - **Audio Content:** Include a brief verbal citation at the beginning or end of the segment or of a show where generative audio tools were used.
 - Eg.: “This podcast included voices generated by [Name and version of AI tool], and music generated by [Name of AI Tool]”
 - **Video Content:** Use on-screen text where generative imagery or video is used.
 - Eg.: “Generative Image [or Video]”
 - Cite generative music and voices, images and video in closing credits.

- Internally: Use of gAI tools should not be a production secret, but your use of gAI-enhanced content or outputs, and the extent of gAI's involvement in the finished product usage must be approved by the executive producer and Chief Content Officer.
- **Evaluating Bias and Source Integrity:** While gAI can aid in content creation, human judgment ensures that content aligns with the organization's [values](#) and [standards](#), preventing unintentional spread of misinformation, stereotypes, or reinforcement of societal and cultural biases that lead to marginalization and discrimination.
 - When using generative AI tools, don't assume that outputs are innately accurate or free of bias. Approach all output from generative AI as unvetted source material. Validate, verify, and ensure the accuracy and appropriateness of gAI's contributions to content, and ensure that the original message, context, and factual accuracy of sources are not compromised by gAI contributions to content.
 - All content generated or influenced by AI should undergo rigorous fact checking, in line with [PBS](#) and [NPR](#) Editorial Standards.
 - Avoid presenting AI-augmented content if biases could lead to misinterpretation.
 - Research any new gAI tool before extensive use in production. Understand potential shortcomings in training data or outputs through 3rd-party reporting, experimentation, feedback from diverse internal and external groups regarding potential blind spots. Based on an evolving awareness, adjust your usage to mitigate potential harms.

Additionally, always follow these digital security best practices (but especially when using gAI tools):

- **Free is Never "Free":** Be wary of free versions of gAI tools available on the web and research terms of service before accepting them (e.g., use gAI tools to help you assess the TOS).
- **Use the Cloud:** Use established reputable cloud platforms that are compliant with industry security standards. You may not download gAI software to run on Nebraska Public Media-administered machines without Leadership Team and IT approval.
- **Don't Share Passwords:** Under no circumstances should Nebraska Public Media-specific network or system credentials be shared on open networks or with external entities. Use two-factor authentication (2FA) on any platform when offered. Only access Nebraska Public Media specific systems and data that needs to be shared from those systems over Nebraska Public Medias Remote Access VPN.
- **Encrypt Data Transmission:** Encrypt at rest and encrypt in transit. When encryption is available, ensure all data, the model is trained on is encrypted.
- **Traceability:** Enable any ability to track who is interacting with the gAI application you're using. Turn on any ability to track who logged in, what they accessed and what they did while they were logged in.
- **Think Before you Share:** Do not share any proprietary company information or sensitive data through gAI tools. These platforms control any information or data that you enter.
- **Anonymize Personal Data:** Effectively anonymize any personal information used in prompts. Never upload any proprietary, sensitive, or confidential information (especially information about our users or donors) to public gAI platforms.
- **IT Has the Final Say:** By way of quarterly gAI internal advisory group meetings, IT shall assess gAI usage to identify vulnerabilities and to ensure compliance with industry standards.

This framework will be reviewed quarterly, with updates and adjustments made as necessary to reflect advancements in gAI technology and industry best practices, especially those that impact our commitment to trust, transparency, and ethical considerations. If applicable, we will update this document to incorporate those guiding policies from either UNL or the State of Nebraska. Additionally, a cross-functional team including editorial, business operations, IT, and external relations will continue to oversee and provide feedback on the evolution of this policy.

Appendix - Guiding Principles

- **People First:** We will prioritize gAI applications that augment human capabilities over automation that could displace jobs (especially those offered by already trusted providers, like Microsoft and Adobe). Consult with your manager and discuss any ideas for using generative AI tools in your work, and understand our priority is to magnify the good work we are already doing.
- **People Last:** We will prioritize human oversight as essential to ensuring that the outputs from gAI align with our values, quality standards, and ethical considerations and we will quickly address any issues that arise from these experiments. gAI tools are impactful, but not infallible.
- **Transparency and Accountability:** We will ensure that our audience understands when gAI has influenced editorial content. Transparency is a cornerstone of public trust and serves as evidence of our adherence to the highest editorial principles.
- **Truth and Authenticity:** We will not stray from our [editorial principles](#) in experimentation with gAI, whether the content is journalistic, educational, or entertainment focused. The use of gAI should never compromise the authenticity and truthfulness expected of us by our audiences.
- **Bias Mitigation:** We will ensure that content generated by AI does not inadvertently propagate or perpetuate stereotypes or prejudice. Early studies have highlighted that AI tools can reflect and amplify societal biases present in their training data. Special care must be taken to proactively identify and mitigate biases, preventing marginalization or harm.
- **Continual Education:** We will seek out or create opportunities to learn about the latest advancements, ethical challenges, and best practices in the realm of gAI, not least so that we may be aware of and understand the potential risks associated with its use. As gAI is a rapidly evolving technology, regular training and updating of knowledge are essential.
- **Collaboration and Shared Learning:** We will actively seek collaboration opportunities, both internally and across public media. Lessons learned and best practices developed from gAI experimentation should be documented and shared, fostering a culture of shared learning.
- **Accessibility and Inclusivity:** We will ensure that gAI tools and the content or solutions derived from them are accessible to all, regardless of abilities or disabilities. gAI development and application should consider diverse perspectives to prevent biases and promote inclusivity.

For more information on gAI training opportunities and/or support with gAI tools, email [Chad Davis](#), Chief Innovation Officer.

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