

Detroit Public Media AI Guidelines and Policy

Detroit Public Media (Detroit PBS and 90.9 WRCJ) encourages the use of technology to better serve our community in accordance with [PBS Editorial Standards](#). Artificial Intelligence (AI) is a rapidly evolving tool that can address day-to-day challenges. To guide the use of AI among Detroit Public Media staff, volunteers, and contractors, the following guidelines and policy is presented. These guidelines and policy apply to all Detroit Public Media employees and contractors.

Guidelines

1. Overview & Scope

- **PBS Editorial Standards First:** All Detroit Public Media uses of AI must align with [PBS's Editorial Standards](#), preserving independence, accuracy, fairness, transparency, inclusiveness, and accountability.
 - a) PBS Editorial Standards and Practices information and training is available at <https://www.pbs.org/standards/>

2. Guiding Principles

- **People First/People Last:** AI may assist staff but cannot replace human expertise and judgment. A human must start all projects independently and review and fact check any material created by AI. A person must review, check, and approve all AI generated content prior to public release.
 - a) All content ideas will be generated by Detroit Public Media staff, our partners, or community members.
- **Transparency & Accountability:** Openness about AI use is important to maintain transparency, accountability, and education. Be open with colleagues and managers about AI use.
- **Truth & Authenticity:** In line with PBS Editorial Standards, all AI outputs must be fact-checked to ensure accuracy, trustworthiness, inclusivity, and to mitigate and correct bias.
- **Continual Education & Collaboration:** On an as needed basis, Detroit Public Media will provide resources for training so staff can understand the ethical, and security related aspect of the use of AI.

3. Acceptable Uses

- **Creative Enhancement:** AI may aid tasks like metadata generation, descriptions, marketing, or promotional brainstorming—always under human review.
- **Operational Efficiencies:** AI may be used for automated tasks (e.g., transcription, translation), exploratory reading, and other routine tasks, provided outputs are verified for accuracy and security.
- **Media clean-up and fixing:** AI tools may be used to clean-up or make otherwise unusable media usable. This includes tools that can remove audio noise, automatically equalize, normalize, or enhance audio, and tools that remove scratches and damage or digital artifacts from photographic and film/video content so long as no meaningful content is generated (i.e. the removal of people, objects, or scenery from a photograph or video, the addition of elements to a scene).
- **Creation of Marketing Assets:** AI tools may be used to create marketing copy including descriptions, scripts, email copy, social media and other marketing assets – so long as all

assets are reviewed and approved by a human prior to release. No representational (person, place, thing) AI imagery, sound, or video may be generated for use in Detroit Public Media marketing assets.

Policy

This Policy applies to all DETROIT PUBLIC MEDIA employees and contractors who are acting officially on behalf of DETROIT PUBLIC MEDIA. This Policy is intended to be consistent and read in conjunction with other DETROIT PUBLIC MEDIA policies on similar subjects. Employees and contractors who violate this Policy may be subject to disciplinary action, up to and including termination.

1. Data Security

- **All use of AI must adhere to the Detroit Public Media Electronic Media Use Policy**
[Electronic Media Use Policy 2025](#)
- **Department heads must seek IT approval before implementing new AIs into their department's work.**

2. Prohibited Uses

- **No AI Imagery/Video/Audio:** Detroit Public Media will not use AI to generate any representational imagery (people, places, animals or objects), video, or audio in broadcast or digital content unless the story specifically focuses on AI itself.
 - a) Generative fill tools, such as those in Adobe CC products, may not be used to remove, generate, or grossly alter photographic or video imagery.
 - b) Tools that generate content to extend clips in video may not be used.
- **No AI in Journalistic Content:** AI will not be used to develop or generate any journalistic, documentary, or editorial content. AI tools may be used to reformat, shorten, or “cut-down” pre-existing or completed journalistic, documentary, or editorial content for use on social media platforms, interstitial content, or other digital or broadcast platforms.

3. Review & Governance

- A cross-functional team (Content, Operations, IT, HR) will regularly review compliance and update the policy as AI technology evolves.

Appendix

1. Glossary of AI terminology

- **AGI (Artificial General Intelligence)** - A theoretical form of AI that can understand, learn, and perform any intellectual task a human being can.
- **AI (Artificial Intelligence)** - The field of computer science focused on creating systems or machines that can perform tasks requiring human intelligence, such as learning, reasoning, or language understanding.
- **Dataset** - A collection of data used to train and evaluate AI models, often large, diverse, and well-labeled.

- **Deep Learning** - A specialized branch of ML using multi-layered neural networks to learn complex patterns from large amounts of data.
- **GenAI (Generative AI)** - AI that creates new content (text, images, music, etc.) rather than merely analyzing or classifying existing data. Tools such as Midjourney, Dalle, Sora, and Google Veo are GenAI tools.
- **Hallucination** - When an AI model produces incorrect or fabricated information not grounded in its training data or factual reality.
- **Inference** - Using a trained model to generate predictions or outputs on new, unseen data.
- **Large Language Model (LLM)** - A high-capacity AI model trained on massive text datasets capable of generating and interpreting text with near-human fluency. Tools such as Claude, ChatGPT and others are LLMs.
- **Machine Learning (ML)** - A subset of AI focused on algorithms that learn from data to make predictions or decisions with minimal human intervention.
- **Neural Network** - A computing system modeled on the human brain, consisting of interconnected nodes (neurons) that process information and learn from data.
- **Prompt** - The initial text or query given to an AI model to guide its response.
- **Traditional AI (Narrow AI, Rule-based AI)** – AI that relies on pre-defined rules and algorithms to perform specific tasks.
- **Training** - The process of adjusting a model’s parameters using data so it can accurately perform tasks or make predictions.

For purposes of the DPM AI Policy and Guidelines, the term “AI” incorporates all of the different types of AI programs listed in this Glossary as well as all versions which may be created in the future.

2. AI tools

The following is a list of approved AI tools, and non-approved AI tools. All staff must consult your department head prior to using new AI tools in work for Detroit Public Media.

○ **Approved AI tools**

1. Traditional AI Tools

a) Adobe Audio Enhance

1. This tool is used to clean up and enhance vocal audio. It does not generate new material.

b) Opus AI, Capcut, Canva

1. The AI built into applications must be used with caution. AI tools, such as those built into Opus AI, Capcut, and Canva, that allow for long form – completed – video content to be reformatted, captioned, and shortened for release on social media platforms may be used. Other tools – such as those that generate images or video – may not be used.

2. LLMs

Adherence to the Detroit Public Media AI Policy is required when using any LLM for work at Detroit Public Media

a) <https://claude.ai/>

1. Claude is an LLM that can help with writing and other tasks. It is our most recommended tool because its free version does not collect data for training, and it is the safest of the mainstream GenAI tools.

b) <https://chatgpt.com/>

1. ChatGPT is an LLM that can help with writing and other tasks. Additionally, it can generate images, and video (which are prohibited when generating any representational imagery for Detroit Public Media/fmassi).

○ **Prohibited AI tools**

a) DeepSeek

1. DeepSeek raises serious questions about data handling and as such is not permitted for use.

b) Perplexity

1. Perplexity's results are currently too often incorrect for it to be useful for the needs of Detroit Public Media staff.

Project timeline

○ **The following is a project timeline that outlines the areas within a project where AI is approved for use at Detroit Public Media.**

1. Project initiation

All projects must be initiated from ideas generated by Detroit Public Media staff, our advisory boards, or other partners. AI cannot be used to generate content ideas

2. Exploratory Reading

Outputs from AI may be used to help familiarize yourself at a very high level about a project topic before diving into formal research, which must use non-AI sources.

3. Project Planning

AI may be used to develop schedules, task lists, milestones, or other project planning materials and documents so long as all outputs are reviewed by a human before putting into practice

4. Project Execution

- AI outputs may not be used in formal research
- AI cannot be used to develop journalistic or documentary content.
- AI may be used to assist with administrative tasks related to project execution.

5. Marketing

AI may be used to generate marketing assets so long as they are checked by a human prior to release

- a) This includes social media and newsletter copy, descriptions, AI created social media cut downs, and other uses where AI is making choices with existing content – not generating new content.

Acknowledgement

I acknowledge that I have read this **AI Guidelines and Policy** and have reviewed any questions with my supervisor. I agree to abide by the items outlined in this policy.

Employee Signature: _____ Date: _____

Employee Print Name: _____