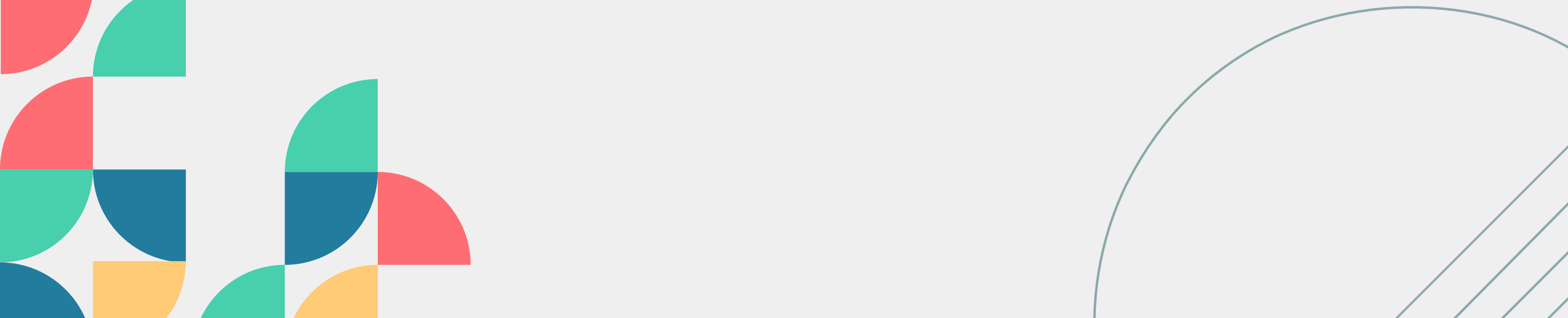


HOW PUBLIC MEDIA STATIONS CAN HELP LOCAL COMMUNITIES UNDERSTAND AND USE AI RESPONSIBLY

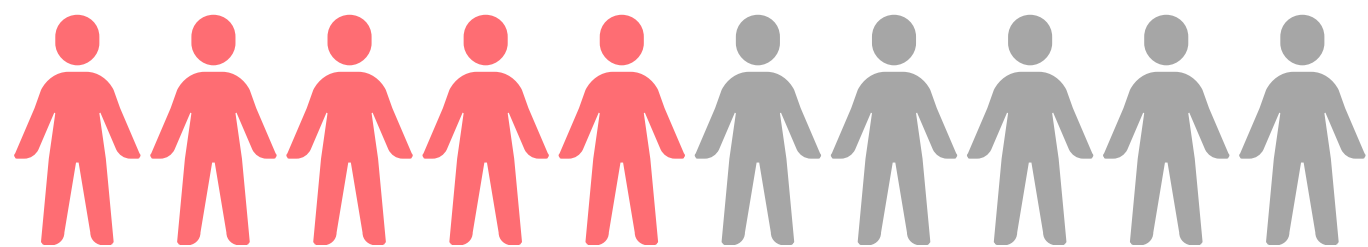
COMMUNITY ENGAGEMENT PLC





WHY US?

By providing factual and trusted information, fostering civic engagement, and promoting diversity, equity, accessibility, and inclusion, public media can be a key driver in ensuring that AI **benefits** society while minimizing its potential harms.



5.2 OUT OF 10

Americans are more concerned than excited about AI in daily life.*



*A KFF Health Misinformation Tracking Poll found that most adults (56%) are not confident that they can tell the difference between what is true and what is false when it comes to information from AI chatbots.***



*70% of respondents to a global study conducted led by Poynter, reported not being totally or very confident in their ability to tell when online images are authentic and reliable.****

*Pew Research Center, November 2023: <https://www.pewresearch.org/short-reads/2023/11/21/what-the-data-says-about-americans-views-of-artificial-intelligence/>

**KFF Health, August 2024: <https://www.kff.org/health-misinformation-and-trust/poll-finding/kff-health-misinformation-tracking-poll-artificial-intelligence-and-health-information/>

***Poynter Global Study on Image Information Literacy, August 2023: <https://www.poynter.org/wp-content/uploads/2023/10/A-Global-Study-On-Image-Information-Literacy-August-2023.pdf>

RAISE AWARENESS

Public media makes it make sense.

- Make AI more accessible by explaining its basics in simple terms.
- Leverage media platforms to create simple, easy to understand, content to demystify AI and help break it down into digestible pieces:
 - mini-docs, explainers, and interstitials
 - podcasts
 - community conversations with local experts
 - interactive games and quizzes
- Provide clear, non-technical explanations.
- Empower individuals to understand the AI systems they interact with regularly.

what is algorithmic bias?

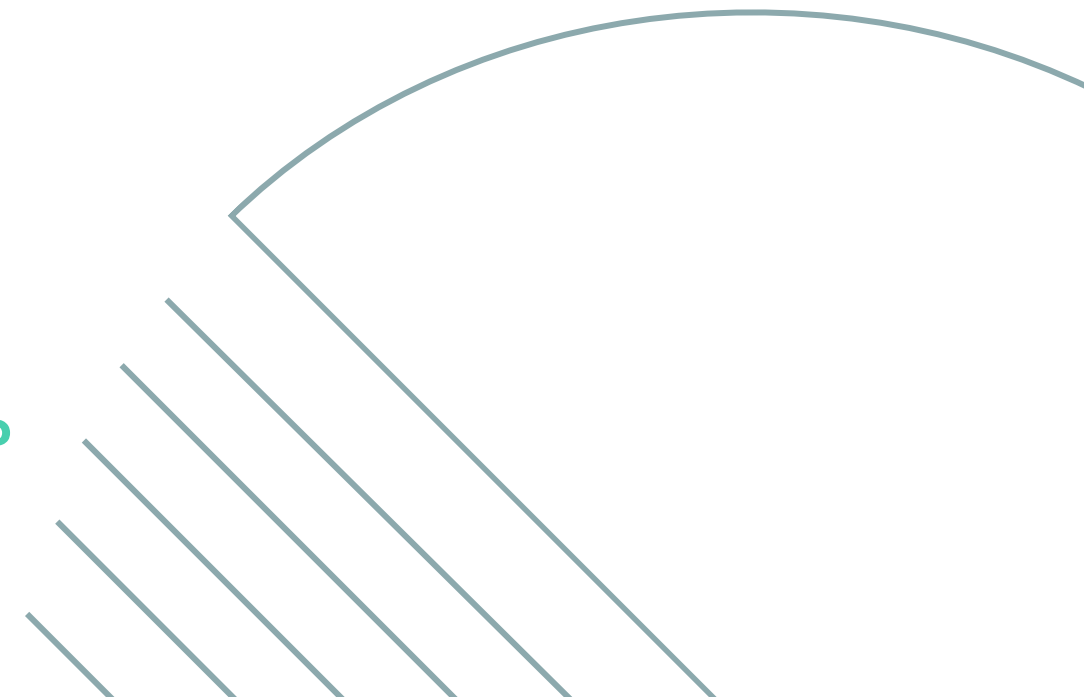
what are some of the ethical and social ramifications of AI?

how do everyday tools like smartphones and smart speakers use AI?

what are some privacy concerns with AI?

how does facial recognition or recommendation algorithms work?

what is machine learning?



PROMOTE DIGITAL LITERACY AND CRITICAL THINKING

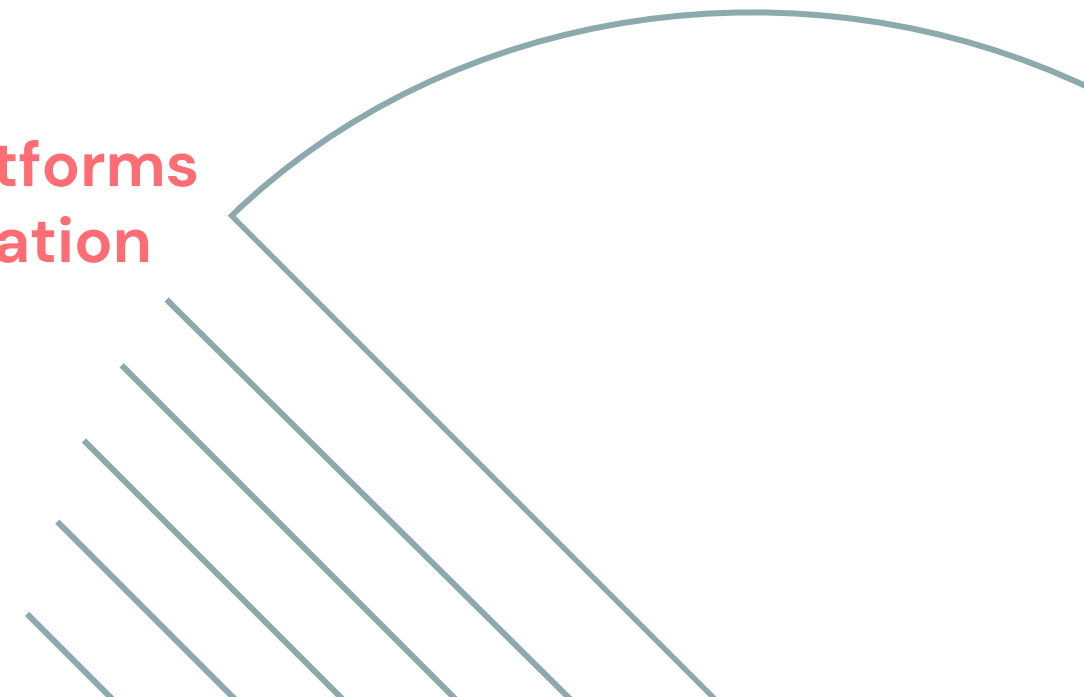
Public media understands the **why**, not just the **how**.

- Public media has the power to foster digital literacy – helping communities discern between different uses of AI and assess the ethical implications.
- Public media can teach people **how** to critically evaluate AI, **what** affects them directly, and **why** it matters.
 - ethics of AI in surveillance
 - use of AI in hiring practices
 - biases in training data
- We create spaces for public dialogue to discuss important issues.
- We collaborate with local/national partners to share information and can partner with colleges and universities to offer training programs.

how your watching habits inform
recommended shows on streaming platforms.

how and why social media platforms
curate news feeds and information

understand how an algorithm decides
loan eligibility



BUILD ON PUBLIC TRUST

PBS and member stations voted
'most trusted' institution for 18
consecutive years.

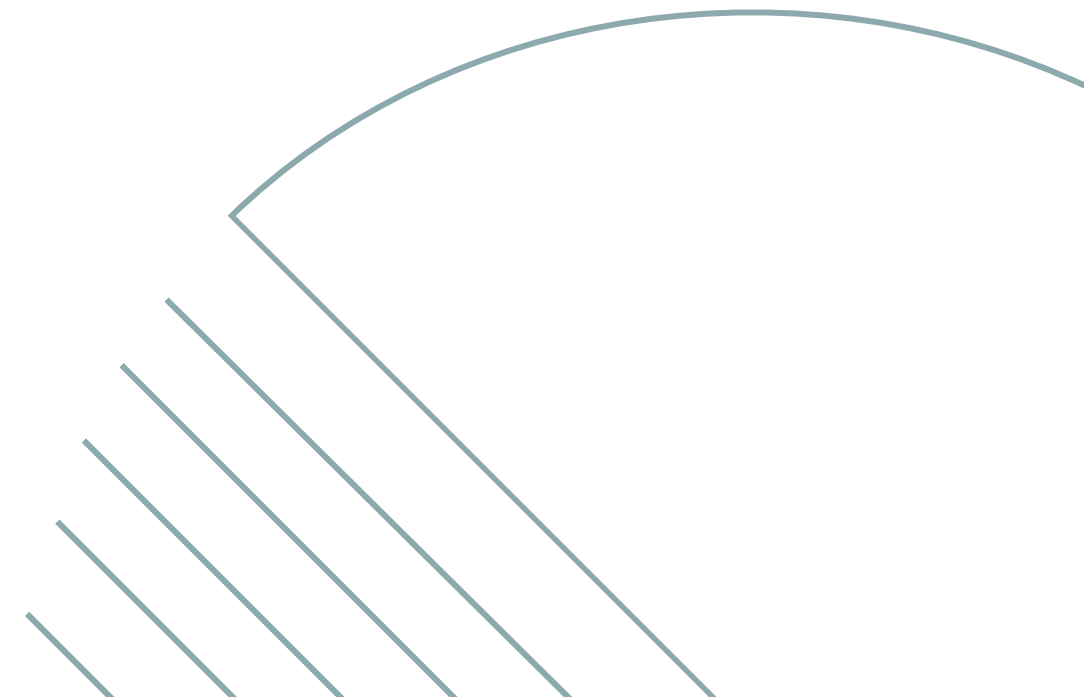
- Many people are wary of AI because they don't understand how it works, or because they're concerned about its potential to infringe on their rights.
- As a trusted institution, public media is looked to for unbiased, fact-based content.
- To build upon that trust, we can share clear, accurate information about how AI systems are being developed and deployed.
- We can showcase companies and organizations that are leading the way in ethical AI development, highlighting those who commit to:
 - fairness
 - accountability
 - transparency

news coverage

digital shorts

community storytelling

local public affairs programming



FOSTER COMMUNITY ENGAGEMENT

We bring the table.

- Public media can engage local communities in the process of shaping how AI is used in their lives – making them active participants in the conversation, not passive consumers.
- Public media can help ensure that AI development reflects the values and priorities of local populations.
- Community engagement can identify community-specific concerns that might not otherwise be addressed. The impact of AI on:
 - local economies
 - job markets
 - education systems
- Engagement provides a platform to learn, ask questions, and voice concerns.
- Engaging communities can nurture a sense of ownership and responsibility when it comes to AI technologies, empowering people to advocate for the changes they want to see in the industry.

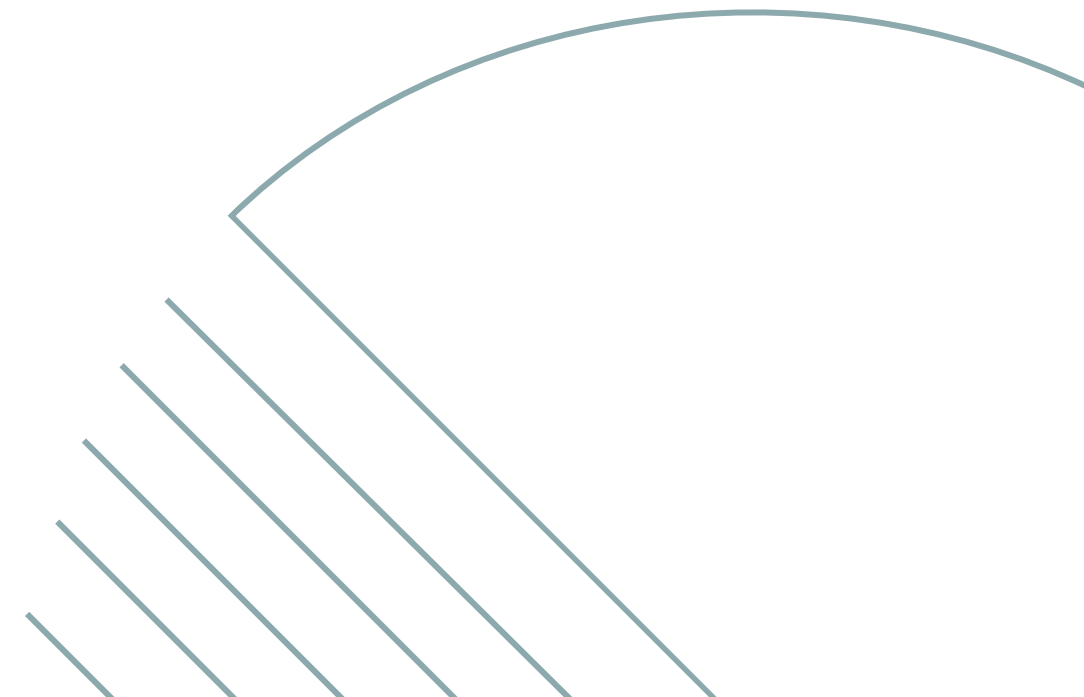
town halls

virtual forums

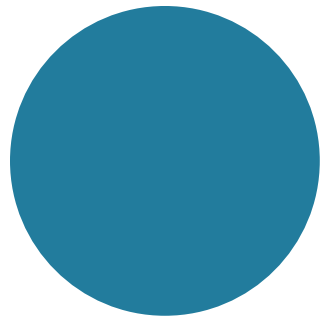
panel discussions

roundtable discussions

resource fairs

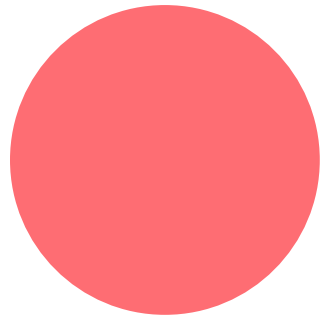


QUICK GLOSSARY - WHAT IS AI, ANYWAY?



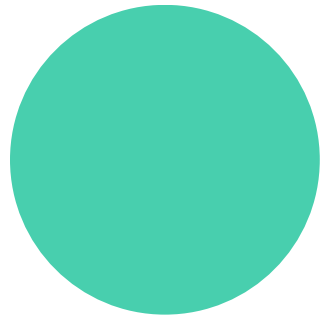
ARTIFICIAL INTELLIGENCE (AI)

The theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.



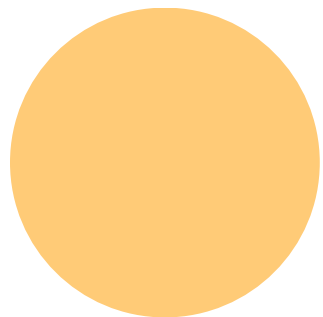
ETHICAL AI

The development and use of artificial intelligence (AI) in a way that prioritizes human values and ethical guidelines



GENERATIVE AI

A type of AI that can create new content by learning from and mimicking large amounts of data



RESPONSIBLE AI

The practice of developing, using, and deploying artificial intelligence (AI) in a way that is ethical, transparent, and accountable.

RESOURCES: ORGANIZATIONS

The following organizations are good resources for learning more about AI.

ADA LOVELACE INSTITUTE

An independent research institute with a mission to ensure data and AI work for people and society. <https://www.adalovelaceinstitute.org/>

ALAN TURING INSTITUTE

The Alan Turing Institute is the United Kingdom's national institute for data science and artificial intelligence, founded in 2015 and largely funded by the UK government. It is named after Alan Turing, the British mathematician and computing pioneer. <https://www.turing.ac.uk/>

ASSOCIATION FOR THE ADVANCEMENT OF ARTIFICIAL INTELLIGENCE (AAAI)

AAAI is the premier scientific society dedicated to advancing the scientific understanding of the mechanisms underlying thought and intelligent behavior and their embodiment in machines. <https://aaai.org/>

CRAIG NEWMARK GRADUATE SCHOOL OF JOURNALISM (CUNY): AI COMMUNITY ENGAGEMENT LAB

This six-month hybrid, tuition-free, and hands-on program invites community journalists to explore artificial intelligence through theory and practice, with a focus on enhancing audience engagement. <https://www.journalism.cuny.edu/j-plus/ai-community-engagement-lab/>

PUBLIC MEDIA JOURNALISTS ASSOCIATION: AI FOR PUBLIC MEDIA: A PRACTICAL GUIDE

This 4-part series dives deep into the world of AI for journalists by demystifying the terminology, exploring real-world applications, and discussing the ethical considerations for responsible AI integration. <https://www.pmja.org/ai-for-public-media-a-practical-guide>

RESPONSIBLE ARTIFICIAL INTELLIGENCE INSTITUTE (RAI INSTITUTE)

RAI Institute is a leading, global non-profit, equipping organizations with tools for AI governance and compliance. RAI Institute empowers AI professionals to create, procure, and deploy trustworthy AI systems that align with emerging AI regulations and ethical standards. <https://www.responsible.ai/>

STANFORD UNIVERSITY HUMAN-CENTERED ARTIFICIAL INTELLIGENCE (HAI)

Advancing AI research, education, and policy to improve the human condition. <https://hai.stanford.edu/>

RESOURCES: FUTHER READING

The following articles provide more insight into community engagement and AI

NAACP'S CIVIC ENGAGEMENT: ARTIFICIAL INTELLIGENCE ISSUE BRIEF

<https://naacp.org/resources/civic-engagement-artificial-intelligence-issue-brief>

ICMA: USING GENERATIVE AI FOR COMMUNITY ENGAGEMENT: WHY AND HOW

<https://icma.org/articles/pm-magazine/using-generative-ai-community-engagement-why-and-how>

WORLD BANK BLOG: GENERATIVE ARTIFICIAL INTELLIGENCE AS AN ENABLER FOR CITIZEN ENGAGEMENT

<https://blogs.worldbank.org/en/governance/generative-artificial-intelligence-enabler-citizen-engagement>

PUBLIC MEDIA ALLIANCE: PUBLIC SERVICE MEDIA AND GENERATIVE AI

<https://www.publicmediaalliance.org/resources/public-service-media-and-generative-ai/>

WORLD BANK BLOG: GENERATIVE ARTIFICIAL INTELLIGENCE AS AN ENABLER FOR CITIZEN ENGAGEMENT

<https://blogs.worldbank.org/en/governance/generative-artificial-intelligence-enabler-citizen-engagement>

CURRENT: HOW PUBLIC MEDIA CAN BALANCE AI INNOVATION AND PUBLIC TRUST

<https://current.org/2024/08/how-public-media-can-balance-ai-innovation-and-public-trust/>

INTERNATIONAL STANDARDS ORGANIZATION: BUILDING A RESPONSIBLE AI: HOW TO MANAGE THE AI ETHICS DEBATE

<https://www.iso.org/artificial-intelligence/responsible-ai-ethics>

NEXT CITY: CITIES ARE AT THE FOREFRONT OF AI AND CIVIC ENGAGEMENT

<https://nextcity.org/urbanist-news/cities-are-at-the-forefront-of-ai-and-civic-engagement>