

STEAL THIS (AI)DEA
CONTENT PLC

TOPICS

1. Best Practices for creating a Generative AI Policy
2. Potential uses of gAI tools
3. What's coming (and what's here)

AI Policies

- Key highlights/examples from three stations who have gone through the process
 - Jessica Solberg, Program Specialist, Education. Idaho PTV
 - Chad Davis, Chief Innovation Officer, Nebraska Public Media
 - Amber Samdahl, Director of Design & Innovation, PBS Wisconsin
- Presented at 2024 NETA Conference (see PML for full session)

AI Policies

“PEOPLE FIRST, PEOPLE LAST”

AI Policies: Core Principles

- Require human oversight and review of all AI-generated content
- Maintain transparency about AI use
- Use your station's ethics and values as guiding principles
- Treat AI-inputted information as public data

AI Policies: The Process

1. Formation
2. Elements to Consider/Include
3. Implementation
4. Ongoing Management

AI Policies: *Step 1- Formation*

- Consider creating a cross-functional working group to come up with the initial policy OR to review the various drafts.
 - Programming, Production, Development, Education, News, etc.
- Meet regularly to work on policy (how often you meet may determine how fast you can create final product)
- Use your station's ethics policy and values statement as a guideline.
- Research existing policies from other organizations (PBS, NPR, Universities, and other media outlets).

AI Policies: *Step 1- Formation (continued)*

- Consider using AI systems like Chat GPT or Claude.ai to help create an initial document based on your research documents and your station's ethics policies
- You'll need to include time for Station Leadership to review, make comments/suggestions, and approve your final draft.
- Timeline: potentially 3-6 months including leadership reviews.

AI Policies: *Step 2-Elements to Include*

- Require human review of all AI-generated content
- Develop specific guidelines for each department/team
- Create a clear approval process through supervisors for the use and review of AI content.
- Create an approval process for which gAI tools to use.
- Treat gAI-inputted information as public data. Consider copyright and intellectual property implications. Establish what can/cannot be input into AI tools.
- Develop clear rules about transparency and disclosure of AI use (how/where).

AI Policies: *Step 3- Implementation*

- Establish a “community of practice” for the introduction of policy and for ongoing discussion and learning
- Set up communication channels (like Slack/Teams/SharePoint) for questions and updates
- Consider developing style guides for specific content areas (how to disclose/label AI content)
- Create (and maintain) a list of approved gAI tools to prevent security issues
- Provide staff training on approved AI Tools
- Put a process in place for training new hires on AI policy.

AI Policies: *Step 4- Ongoing Management*

- Maintain a working group or committee for policy updates
 - consider opening it up to other people at station with interest in topic
- Hold regular meetings to discuss AI Usage and concerns (can be quarterly, every six months- whatever works for your station)
- Document and share new uses across departments
- Plan for regular overall policy reviews and updates as technology evolves.

AI Policies: *Links/Documents*

Wisconsin Public Media Generative AI Guidelines

Statement for Internal Use

Our core values are a guiding light for the technologies, like generative AI, that we use to create time and resources, which is essential to enrich our content. We will respect the ethics and our values as our guiding principles.

Guiding Principles

- We are excited about the possibilities of generative AI.
- We are mindful of the implications, bias built into the technology.
- We may use gAI to speed up our workflow, but we won't use gAI to replace human creativity.
- We won't use gAI to fabricate content.

Best Practices

- **Human oversight:** All content created with gAI must be reviewed by a human to verify accuracy and quality.
- **Engage:** Connect with your audience and topics like disclosure and transparency.
- **Transparency:** Provide a statement of intention to discuss and determine if the use of gAI is appropriate.
- **Mitigate bias:** Recognize and address potential biases in the content.
- **Security:** Be sure you are not entering any sensitive, restricted, or confidential information into the system.

Generative AI has the potential to enhance our content for our audience. It is important to use it responsibly and at the forefront.

Additional Information

- [PBS: Applying Standards](#)
- [NPR: Special Section on AI](#)
- [UW-Madison statement on Generative AI](#)
- [Public Media Innovators](#)



IDAHO PUBLIC TELEVISION ETHICS GUIDELINES FOR GENERATIVE ARTIFICIAL INTELLIGENCE (gAI) JULY 2024 VERSION

Embrace technological advancement while building a culture of ethical stewardship.

This document is the result of an internal, collaborative process to establish ethics guidelines for the use of generative artificial intelligence (gAI) by IDAHO PUBLIC TELEVISION staff in pursuit of our organization's mission.

When applied correctly, *with human oversight*, gAI can:

- **Enhanced creativity:** Engaging with gAI during ideation, brainstorming and review phases can lead to fresh perspectives and ideas.
- **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 IDAHO PUBLIC TELEVISION remains agile, competitive and responsible stewards of the resources invested in our mission.

When determining whether use of gAI is appropriate, staff should consider whether it enhances our service, reflects our values, and protects the trust and relationship we have with our audience.

By taking a "human first, human last" approach, with human oversight and guidance from critical thinking, creativity, insight, or research, we can ensure the outputs from gAI align with our mission and we will quickly address any issues that are impactful, but not infallible.

- **Human oversight:** We will prioritize human oversight over automation that could displace human jobs, like Microsoft and Adobe for using gAI tools in your work, and we are already doing. We will prioritize the outputs from gAI align with our mission and we will quickly address any issues that are impactful, but not infallible.

NEBRASKA PUBLIC MEDIA GENERATIVE AI (gAI) POLICY (PUBLIC DRAFT 240910)

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 interrogate 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 Sora
- **Generative Modeling Tools:** Meta 3DGen and Nvidia Edify

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

Additional Links to AI Policies, Predictions, and Plans

Plans and Predictions

Coming Soon to Premiere Pro

<https://www.adobe.com/products/premiere/ai-video-editing.html>

Learn more with the weekly Public Media Innovators Newsletter

<https://publicmediainnovators.beehiiv.com/>

Documentary filmmakers publish new AI ethics guidelines. Are news broadcasters next?

<https://www.niemanlab.org/2024/09/documentary-filmmaker-alliance-sets-ai-ethics-guidelines-a-lesson-for-news-broadcasters/>

AI Policies

<https://www.pbs.org/standards/blogs/standards-memos/applying-standards-to-generative-ai-tools/>

<https://www.npr.org/about-npr/1205385162/special-section-generative-artificial-intelligence>

<https://www.archivalproducersalliance.com/apa-genai-initiative>

<https://www.theguardian.com/help/insideguardian/2023/jun/16/the-guardians-approach-to-generative-ai>

<https://www.bbc.co.uk/editorialguidelines/guidance/use-of-artificial-intelligence>

<https://www.rtdna.org/use-of-ai-in-journalism#:~:text=If%20news%20organizations%20are%20going,context%2C%20trust%2C%20and%20transparency>

<https://www.wired.com/about/generative-ai-policy/>

<https://syntheticmedia.partnershiponai.org/>

<https://blog.ap.org/standards-around-generative-ai>

<https://www.youtube.com/howyoutubeworks/our-commitments/responsible-ai/>

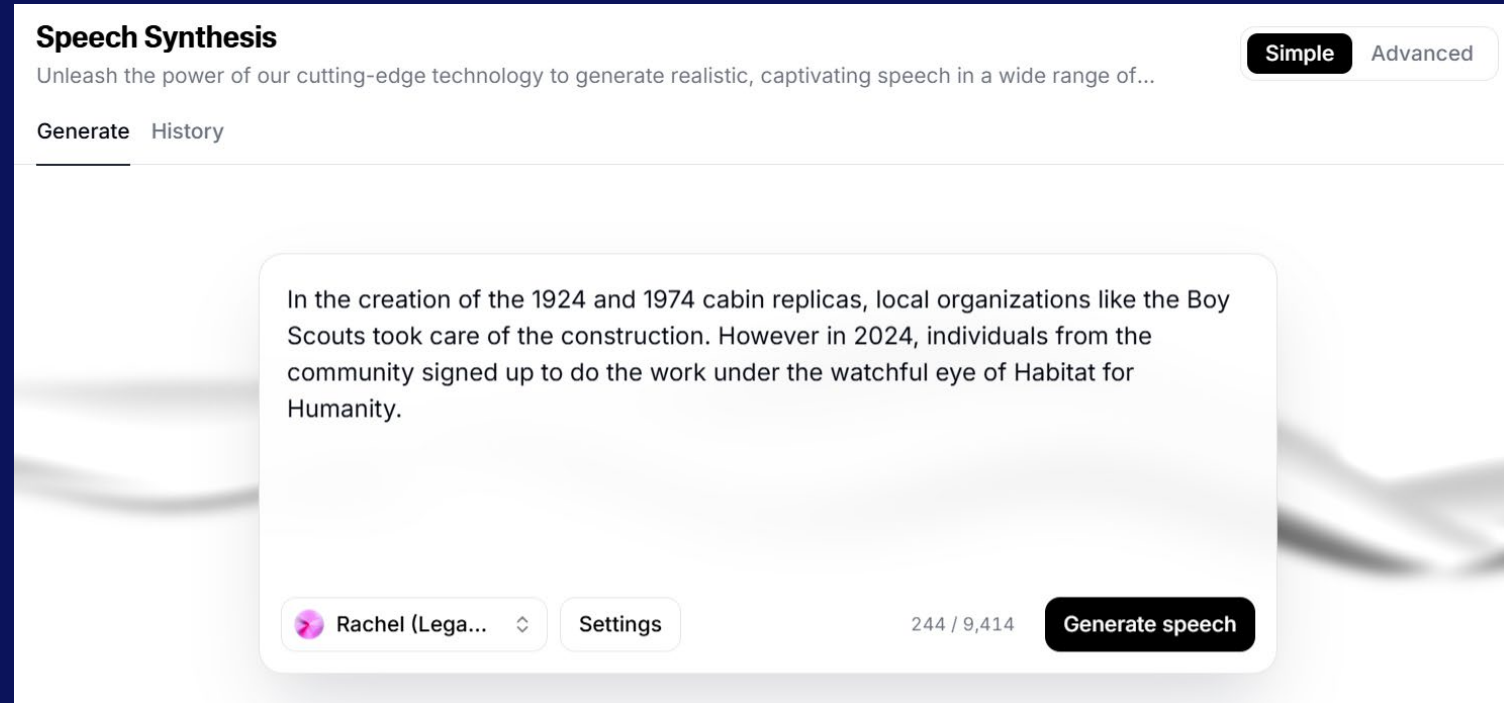
<https://www.poynter.org/ai-ethics-journalism/>

Some uses of gAI in Content

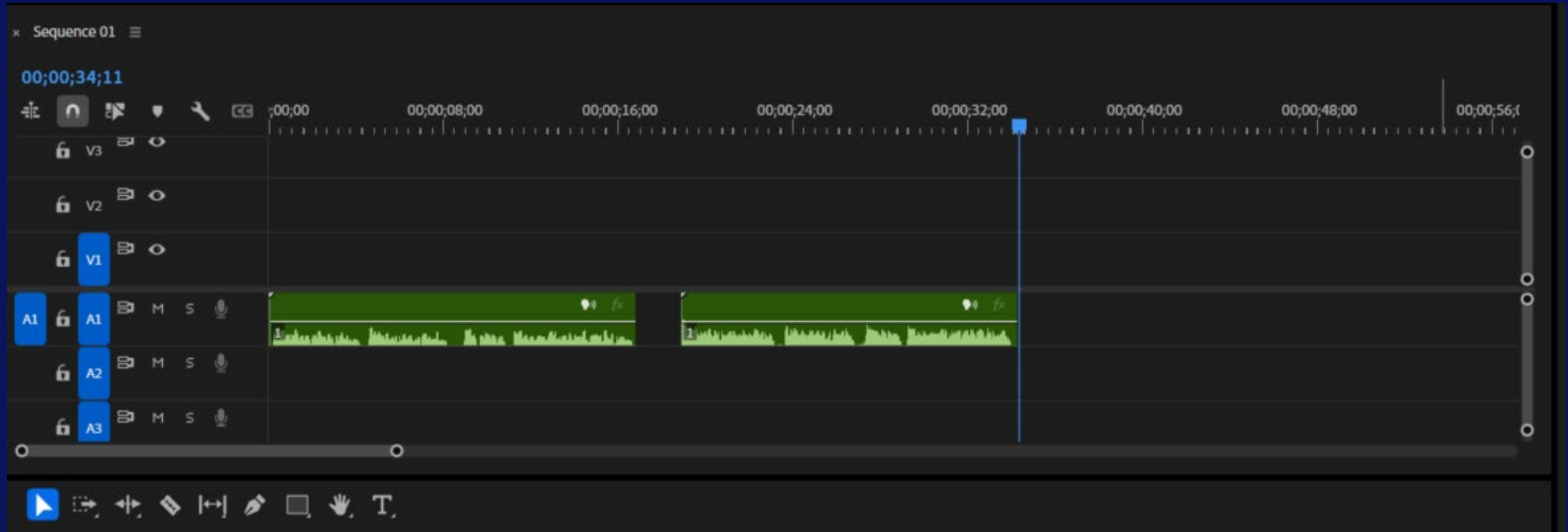
- Creating Scratch audio narration to help with timing/editing
- Changing tenses of a script
- Use it to write first drafts for short and long descriptions or first draft descriptions for Youtube or social media.
- Summarize documents or keypoints in transcripts
- Using Opus to create clips for social media

Creating Scratch audio narration

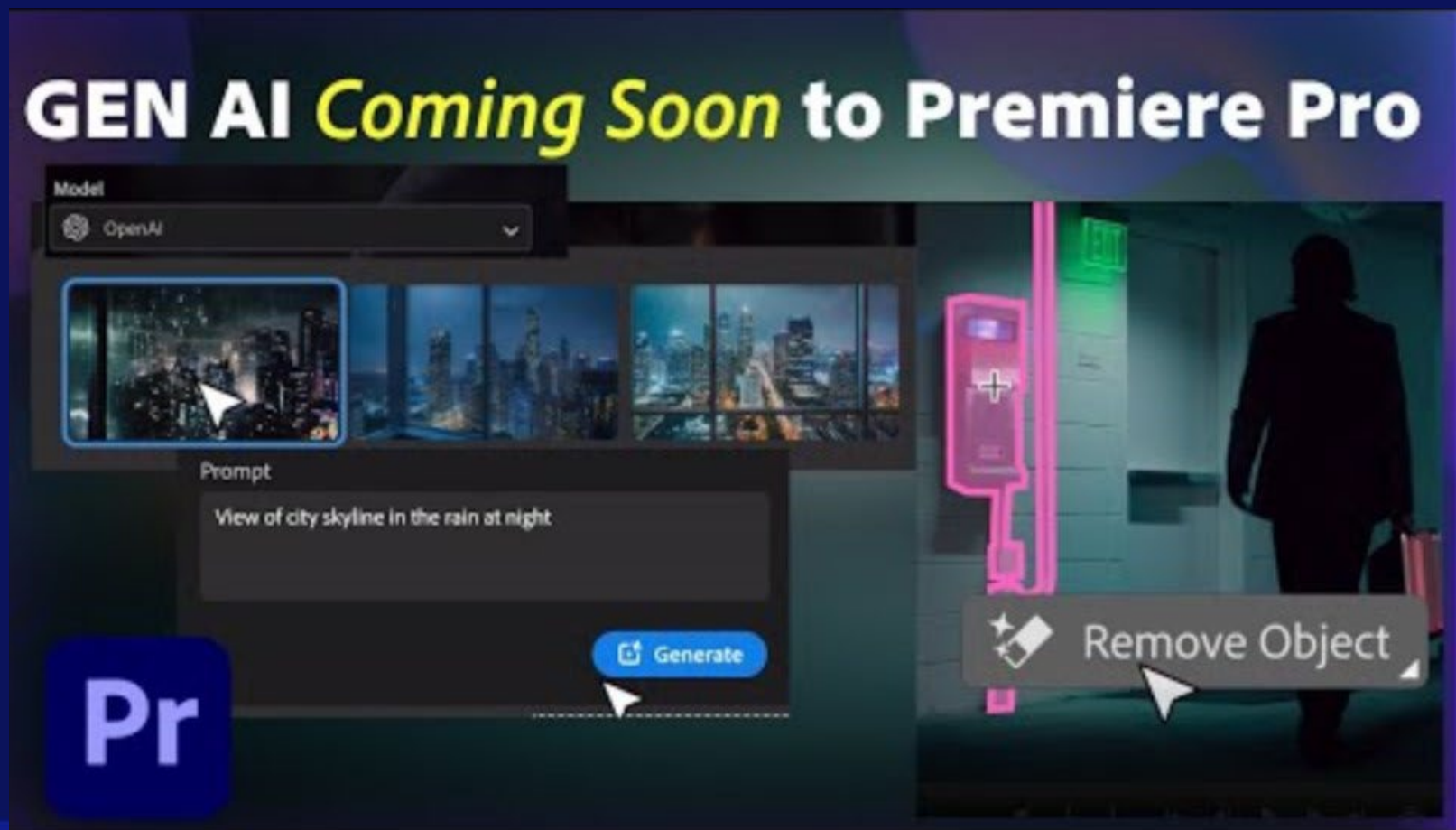
- elevenlabs.io



Creating Scratch audio narration



Coming sooner than later...

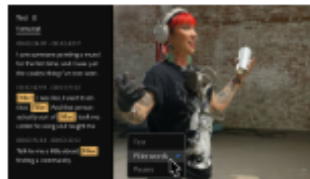


Premiere Pro 2025 version

AI-powered video editing tools now in Premiere Pro.

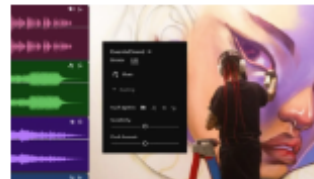
AI is changing the game for film and video creation — speeding up transcription, editing, color, audio, captioning, and delivery workflows. Whether you work on short social videos or feature-length films, AI functionality powered by Adobe Sensei will shave time off your editing process and open the door to new creative possibilities.

Spend less time on tedious tasks like creating transcripts, changing color levels, adjusting audio, and reframing videos for social channels — and more time getting inspired and telling a story with stunning video projects.



Create rough cuts fast with Text-Based Editing.

Auto-generate your transcript, highlight text to add clips to your timeline — then refine, reorder, and trim clips just like you'd edit a test doc. And for further refinement, clear all awkward pauses with bulk deletion and use filler-word detection to remove unwanted filler words.



AI Audio Category Tagging

AI automatically recognizes if your clips are music, dialogues, sound effects, or ambience and adds an interactive badge. Just click the badge to get instant access to the most relevant tools for that audio type.



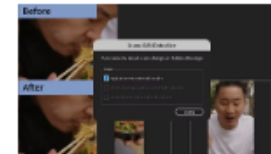
Speech to Text

Creating captions and transcripts used to be an expensive and time-consuming task. Now you can do it in a click with Speech to Text. This feature automatically generates accurate transcripts in over 10 languages, distinguishes between speakers, and creates captions that match the cadence and speech patterns in the video. Adding captions makes your videos more accessible and engaging on social media, where many users watch content with no sound.



Enhance Speech

Remove distracting background noise and improve the quality of your dialogue with AI-powered Enhance Speech to make your dialogue sound as if it were recorded in a professional studio.



Scene Edit Detection

When you need to create a new edit of a longer video, separating it back into the original shorter clips is the first step. Finding the scene transitions and placing these cuts manually can be tedious, but with Scene Edit Detection, Premiere Pro will automatically cut your scenes for you. Right-click a clip on your timeline, select Scene Edit Detection, and choose whether you'd like to add cuts, create a new bin of sub-clips, or place clip markers at each cut point.



Auto Color

Apply color corrections in just a few clicks with smart Auto Color features. Make basic corrections like exposure, contrast, and white balance faster than ever. Polish your footage in the time it takes to move a slider and hit play. Then, get down to the work of creative color grading.

More AI video editing features.

Morph Cut

Morph Cut transitions add visual continuity and help clips flow seamlessly from one into another. Clean up awkward pauses or choppy cuts in interviews or talking head videos with an advanced combination of face tracking and optical flow interpolation, which smooths transitions and adds visual continuity. Make it all come together with transitions that look like one smooth take.

Color Match

Instantly match the colors in two different video clips in your sequence with Color Match. This helps eliminate discrepancies between the colors in different shots of the same scene. Correct for saturation, white balance, and brightness between different takes, and weave separate shots into a single, unified scene. Maintain a set look for your footage, and enable Face Detection to pay special attention to skin tones and expressions.

Remix

Keep your soundtrack and visuals on beat. Retime music to match the timing of your video as you edit. Instead of spending hours manually syncing video and audio, tap into the power of AI to keep what's on screen and what's coming out of the speakers aligned, all while preserving the impact of the soundtrack.

Auto Ducking

Ensure dialogue and background audio are in perfect harmony. Manually adjusting background sound levels whenever someone is speaking takes a lot of time. Auto Ducking automatically creates audio keyframes that lower music and sound effects during dialogue. Then, those same features bring the soundtrack back up when no one's talking.

<https://www.adobe.com/products/premiere/ai-video-editing.html>

Premiere Pro 2025 version

Select tab “Help”

Choose “Premiere Pro In-App Tutorials”

Select tab “Search”

Type search topic

click on video

