

IDAHO PUBLIC TELEVISION

ETHICS GUIDELINES FOR GENERATIVE ARTIFICIAL INTELLIGENCE (gAI)

JULY 2024 VERSION

*Embrace technological advancements with critical thinking skills
while building a culture of collaboration and continuous learning.*

This document is the result of an internal, cross-departmental collaboration to create **ethics guidelines** for the use of generative artificial intelligence (gAI) tools by IDAHO PUBLIC TELEVISION staff in pursuit of our organization's [mission](#).

When applied correctly, with human oversight, use of gAI can lead to:

- **Enhanced creativity:** Engaging with gAI tools during ideation, brainstorming, and review phases can lead to fresh perspectives and inspirations, helping staff focus on our mission.
- **Improved productivity:** gAI tools offer potential cost savings for the organization. Automating certain tasks can increase productivity and provide personalized customer experiences that improve the ROI on dollars already invested (especially in human resources).
- **Operational efficiency:** Leveraging gAI for cognitive offloading can enhance decision capabilities and help reduce human error, accelerate time-consuming tasks, and optimize resource allocation, ensuring that Idaho Public Television remains agile, competitive, and responsible steward of resources invested in our mission.

GUIDING PRINCIPLE: HUMAN FIRST. HUMAN LAST.

When determining whether use of gAI is appropriate for a particular task, we must evaluate whether it **enhances our service, reflects our commitment to the highest ethical standards, and protects the trust and relationship we have nurtured with our audience over the years.**

By taking a “human first, human last” approach, we can ensure gAI is used as a tool to help staff, with human oversight and guidance from beginning to end. It does not replace human critical thinking, creativity, insight, or research efforts.

- **Human oversight:** 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 gAI tools in your work, and understand our priority is to magnify the good work we are already doing. 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.

- **Critical Thinking:** When using gAI tools, don't assume that outputs are innately accurate. Approach all output from gAI as unvetted source material. Independently 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. Whether considering use of gAI to assist with routine tasks like metadata generation, information synthesis, marketing and corporate communications or for generating ideas for new content and applications (such as outlines, stories, products, proposals, or services), start with the problem you are trying to solve and determine which model/platform will help you. *Human oversight is essential.* gAI has the capacity to generate content, but the essence, emotion, nuance, and ethics of human-driven content cannot be fully replicated.
- **Transparency and Accountability:** We will ensure that our audience understands when gAI has been used extensively. 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 ethical use of 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. All content generated or influenced by AI should undergo rigorous fact checking, in line with [PBS Editorial Standards and Practices](#).
- **Bias Mitigation:** We will ensure that content generated by gAI 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.
- **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.
- **Continual Education and Training:** As an organization and within our teams, 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 for *all staff* are essential.
 - **Periodic Training:** IdahoPTV leadership and managers will provide regular training and educational opportunities to all staff on the ethical implications, opportunities, and challenges related to AI and gAI.
 - **AI Literacy:** All staff should have a basic understanding of gAI technologies, covering their strengths, limitations, and potential risks. Staff will understand how to recognize AI-generated or manipulated content, evaluating its credibility, and understanding its impact on society.

Guidelines and Communication: IdahoPTV will establish guidelines on the use of gAI and ensure that all staff are aware of these guidelines in general and in the scope of each employee's work. The guidelines will be regularly reviewed, updated, and communicated to staff as part of onboarding and staff meetings.

DEPARTMENT-SPECIFIC GUIDELINES AT IDAHO PUBLIC TELEVISION

Each team or department at IdahoPTV has its own unique purpose and function. In July 2024, representatives from each team or department identified these gAI concerns and guidelines:

ENGINEERING/IT

Follow these IT best practices at all times (but especially when using gAI tools):

- **Only use approved gAI models and platforms.** Be wary of free versions of gAI tools available on the web. Only use gAI models and platforms approved by Idaho Public Television. *There are phishing scams that resemble ChatGPT and other AI models, so staff must be careful and use only approved gAI models and confirm they are using the correct URL.*
- **Don't share passwords.** Do not share network or system credentials on open networks or with external entities. Use two-factor authentication.
- **Encrypt data transmission.** When off network, use a VPN to encrypt data during transit to and from gAI applications or platforms.
- **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.
- **Do not include personal information like people's names in your prompts.** *Any information you enter into a gAI model as a prompt becomes part of the public sphere.* 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.
- **Never log-on or connect to any gAI platforms using Internal Servers or Broadcast equipment:** When working with broadcast equipment or any internal on-air equipment for projects or to enhance or speed up its abilities, use another approved station computer to utilize gAI tools. The internal systems that keep us on-air are vulnerable to possible attacks or malicious files. These servers also contain a lot of sensitive data that could be unintentionally compromised if allowed to directly access gAI.
- As of July 2024, the state of Idaho does not have specific guidelines for use of gAI in our work as a state agency. Resources: [state legislation related to gAI](#) and [federal agency use-cases for gAI, cataloged by us government.](#)

COMMUNICATIONS AND MARKETING

This policy applies to all employees, contractors, and partners who utilize AI tools as part of their work with IdahoPTV's communications department.

- **Ethical Use:** AI tools must be used ethically, respecting the privacy and rights of all individuals. AI applications should not be used to deceive, manipulate, or harm any stakeholders.

- **Transparency:** Employees must be transparent about when and how AI tools are being used, particularly when interacting with the public or stakeholders.
- **Accountability:** Users of AI tools are responsible for the outputs generated and must ensure these outputs align with IdahoPTV's values and standards.
- **Use of AI in Adobe Applications:**
 - Content Creation: AI tools in Adobe applications (such as Adobe Photoshop, Illustrator, and Premiere Pro) can be used to enhance and streamline the creative process. This includes tasks like photo editing, video production, and graphic design.
 - Quality Control: All AI-generated content must undergo review by a human to ensure accuracy, appropriateness, and alignment with IdahoPTV's messaging and brand guidelines.
 - Ethical Considerations: AI tools should not be used to create misleading or false representations. Any enhancements or alterations must be clearly communicated if they significantly change the original content.
- **Brainstorming:**
 - Idea Generation: AI tools can be employed to assist in brainstorming sessions to generate ideas, themes, and content concepts. These tools can help identify trends, audience preferences, and new angles for communication strategies.
 - Supplementary Role: AI should serve as a supplementary tool, not a replacement for human creativity and insight. The final decision-making process should always involve human judgment and expertise.
 - Collaboration: Encourage collaborative use of AI tools where team members can interact with AI-generated suggestions and refine them through group discussion and input.
- **Performance Monitoring:**
 - Continuously monitor the performance and impact of AI tools in the communications department. Gather feedback from users to identify areas for improvement.
 - Periodic Review: Regularly review and update this policy to reflect technological advancements and changes in ethical standards. Ensure alignment with IdahoPTV's overall strategic objectives.

DONOR SERVICES, CORPORATE SUPPORT, CHARITABLE FUNDRAISING

Recognizing that donor trust is paramount to our ability to successfully fundraise to support IdahoPTV's mission, and acknowledging that gAI provides opportunities for increased productivity, gAI can be used to assist in certain fundraising tasks while keeping ethical guidelines in mind. By adhering to these guidelines, the IdahoPTV fundraising professionals can uphold ethical standards while leveraging generative AI to enhance its operations and engagement with donors.

- **Donor Privacy:**
 - Donor information and data is never included in gAI prompt-writing.
 - Respect and protect donor information at all times.
 - Use encryption and secure storage methods for donor data.

- Obtain explicit consent for data usage and ensure transparency about how data will be used.
- **Accuracy:**
 - Ensure AI-generated content is factually accurate and up-to-date.
 - Implement mechanisms to verify information before dissemination.
 - Clearly distinguish between AI-generated and human-generated content.
- **Transparency:**
 - Disclose to inside and outside constituents when AI is used to generate content or make recommendations.
 - Provide clear explanations of how AI-generated content is produced.
 - Be transparent about any biases in the AI model and efforts to mitigate them.
- **Inclusiveness:**
 - Ensure AI-generated content reflects diversity and inclusivity.
 - Avoid perpetuating stereotypes or marginalizing any group in generated content.
 - Solicit feedback from diverse stakeholders to improve inclusivity.

EDUCATION

As the models evolve, we will use IdahoPTV training tools to facilitate the use of gAI in generating ideas for classroom resources and other projects related to IdahoPTV Education initiatives, programs, materials, presentations, and activities for children, parents, and educators. All internal staff and external consultants and content creators will be required to complete the gAI training and abide all IdahoPTV guidelines.

- **Accuracy:** We do not allow the use of AI tools to create content for PBS LearningMedia and other publishing platforms because it impedes our ability to ensure accuracy, transparency, and inclusiveness. We use [the PBS editorial policy relative to Generative Artificial Intelligence \(AI\)](#) tools.
- **Transparency:** We will disclose use of gAI when it is used, in accordance with station policy.
- **Inclusiveness:** We will identify biases in output from gAI and ensure that we incorporate diversity and inclusiveness in our work and in the content we create.
- **Circumvention of Learning:** We are aware that use of gAI by students can sometimes allow for the circumvention of learning, and this knowledge informs the educational materials we create.
- **Education Communications:** Marketing, communications, and promotional content generated by the Education team is subject to Communications guidelines.
- **Education Fundraising:** Grant and fundraising content generated by the Education team is subject to IdahoPTV's Donor Services, Corporate Support and Charitable Fundraising guidelines.

JOURNALISM/NEWS/PUBLIC AFFAIRS

This policy applies to all members of the public television station's journalistic staff who are involved in content creation, research, analysis, and decision-making processes.

- **Bias and Discrimination:** Journalistic staff must ensure that the gAI applications they use do not exhibit or perpetuate bias, discrimination, or prejudice in any form. The staff should regularly review and assess the algorithms and data used in AI technologies to minimize bias and ensure fair representation and coverage.
- **Transparency:** Journalistic staff should clearly disclose when AI generative technologies are utilized in the creation or selection of content. Transparency ensures that viewers can understand how AI is contributing to the production process.
- **Accountability:** Journalistic staff remains accountable for the output of AI technologies. Humans must exercise editorial judgment and oversight, using AI as a tool to assist, rather than replace, human decision-making.
- **Privacy:** Journalistic staff must prioritize the privacy and security of individuals involved in AI-powered content creation. Personal data should be used strictly in accordance with relevant privacy laws and guidelines.
- **Misinformation and Deepfakes:** Journalistic staff should exercise caution when utilizing AI technologies to identify, verify, or debunk information. Care must be taken to avoid the propagation of misinformation or the malicious use of deepfakes.
- **Training and Education**
 - Awareness: The public television station will provide regular training and educational opportunities to the journalistic staff on the ethical implications, opportunities, and challenges related to AI.
 - AI Literacy: Journalistic staff should have a basic understanding of AI technologies, covering their strengths, limitations, and potential risks. Training should focus on recognizing AI-generated or manipulated content, evaluating its credibility, and understanding its impact on society.
 - Ethical Guidelines: The journalistic staff should be aware of our [editorial policy relative to Generative Artificial Intelligence \(AI\)](#) tools when creating content. The guidelines should be regularly reviewed, updated, and communicated to staff.
- **Collaboration and Partnerships**
 - Industry Engagement: Journalistic staff may engage in collaborations with other media organizations, research institutions, and AI experts to exchange best practices, share knowledge, and develop ethical standards for the use of AI in journalism.
- **Compliance and Review**
 - Compliance: Journalistic staff is expected to comply with this AI policy and relevant laws, regulations, and industry standards.
 - Review: Journalistic staff reviews and evaluations should be conducted to assess the impact of AI technologies on journalistic practices, ethical compliance, and viewer feedback. Recommendations for updates or changes to this policy should be made based on these assessments.
- **Policy Communication**

- This policy will be widely communicated throughout the public television station to ensure that all members of the journalistic staff are aware of their responsibilities and obligations regarding the use of AI.
- Policy violations may result in disciplinary action, including counseling, retraining, or termination, depending on the violation's severity and frequency.
- This policy is designed to support responsible and ethical use of AI by the journalistic staff of the public television station. It will be reviewed periodically to ensure its continued relevance and adherence to evolving ethical standards in AI.

PRODUCTION/CONTENT CREATION

- All content produced by Idaho Public Television must be unique and originally created by humans. Production content may not be fabricated in any way to manipulate the content's original intent.
- AI may only be used in production if it is assisting in better representing what an interview subject is saying.
- Data, videos, or photos generated by AI must always be independently verified as real and accurate by a producer or editor.
- AI services such as transcription are permitted for production use but must be verified as accurate if being used for closed captioning services.
- Any use of AI must still comply with [Idaho Public Television's guidelines for production staff.](#)

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