

WPM Generative AI Guidelines

Statement for Internal Use

Our core values are a guiding light for the organization. They ground us in our purpose and remain true as new technologies, like generative AI (gAI), emerge. gAI provides an opportunity to optimize our processes, saving valuable time and resources, which is essential for us as stewards of public media. It also opens new creative pathways that can enrich our content. We will responsibly navigate this evolving space with excitement and curiosity using our commitment to ethics and our values as our compass.

Guiding Principles

- **We are excited about** the potential of generative AI to optimize our workflows and spark creativity.
- **We are mindful of** the rapidly evolving landscape developing around gAI. We will stay informed of the legal implications, bias built into the systems, and other concerns like accuracy, sourcing, and compensation to creators.
- **We may use gAI to** spark creativity and elevate efficiency. We may use gAI to generate headlines, story ideas, keywords, or conceptual imagery. We may use gAI to refine workflows and automate tasks.
- **We won't use gAI to** falsify or misrepresent ideas. We won't use gAI without human oversight of the content created.

Best Practices

- **Human oversight:** All content generated by AI must have human review. This includes fact-checking and quality assurance to verify authenticity and inclusiveness. Be sure to talk to your supervisor about the use of gAI tools in your work.
- **Engage:** Connect with peers, join the #wpm-ai Slack channel and the Community of Practice to discuss use cases and topics like disclosure, and help foster a spirit of experimentation and curiosity around the potentials of generative AI.
- **Transparency:** Provide sourcing and disclosure when gAI tools are used to create new, meaningful content. This statement is intentionally ambiguous as there is no clear rule for every use case. Talk with your supervisor to discuss and determine when disclosure is needed.
- **Mitigate bias:** Recognize and work to eliminate biases that are built into generative AI systems.
- **Security:** Be sure you are adhering to UW-Madison's data and security best practices around gAI.

Generative AI has the potential, with responsible use, to augment our capabilities and help us deliver a better experience for our audience. It is important that we remain forward-thinking and embrace this innovation with curiosity and our values at the forefront.

Additional Information:

- [PBS: Applying Standards to Generative AI Tools](#)
- [NPR: Special Section of Ethics Guidelines for Generative AI](#)
- [UW-Madison statement on use of generative AI](#)