

Buffalo•Toronto Public Media



Generative AI Use Disclaimer

Effective: March 2025

BTPM may use traditional or generative artificial intelligence ("AI") technologies in the creation, editing, or enhancement, in whole or in part, of the content published on our platforms. We always strive to present accurate information and are committed to only using AI in a *People First, People Last* approach. Everything you see, hear and consume from BTPM is produced for our audiences by our highly skilled staff. Content generated through the use of generative AI may contain errors or inaccuracies. All content created through the use of generative AI and published by BTPM undergoes review by our editorial team for accuracy and alignment with our quality standards.

At BTPM, we strive to deliver accurate, engaging, and innovative content to our audience. BTPM is committed to transparency and upholding the highest ethical standards in our content production practices. We encourage our audience to reach out with any questions or feedback regarding our content or processes.

BTPM'S Guiding Principles for AI Usage

People First. People Last.

We will prioritize AI applications that augment human capabilities. We understand that AI tools are impactful, but not infallible, and our priority is to magnify the work we are already doing. We will prioritize human oversight as essential to ensuring the outputs from AI align with our values, quality standards, and ethical considerations, and we will quickly address any issues that arise from its usage.

Transparency and Accountability.

We will ensure our audience is made aware when AI has influenced editorial content. 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 editorial principles in experimentation with AI, whether the content is journalistic, educational, or entertainment focused. The use of AI should never compromise the authenticity and truthfulness expected of us by our audiences.

Bias Mitigation.

We will ensure that content generated by AI 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.

Continual Education.

We will seek out or create opportunities to learn about the latest advancements, ethical challenges, and best practices in the realm of AI. As AI is a rapidly evolving technology, regular training and updating of knowledge are essential.

Collaboration and Shared Learning.

We will actively seek collaboration opportunities both internally and across public media. Lessons learned and best practices developed from AI experimentation should be documented and shared, fostering a culture of shared learning and understanding.

Accessibility and Inclusion.

We will ensure that AI tools and the content or solutions derived from them are accessible to all. AI development and application should consider various perspectives to prevent biases and promote inclusivity.