White Ash Broadcasting, Inc.
KVPR / Valley Public Radio

Artificial Intelligence Policy

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Artificial intelligence (AI) is a rapidly evolving field involving machine learning, large language models and other generative AI tools that use prompts and source material to create something new, such as text, images, graphics, software code, and interactive media. Although AI has the potential to assist with our business and our newsgathering, it also has the potential to be misused, and to erode audience trust. This document aims to establish guiding principles on how White Ash Broadcasting Inc / KVPR (KVPR; our) uses AI, including general business functions and in content production.

KVPR believes that public media, by definition, is uniquely human. Our audience turns to us for real human voices, genuine human stories, and authentic human artistic expression. Our audience's trust in our work is rooted in human editorial judgment and knowledge. With this in mind, we must acknowledge we live in an age driven by technological advancements and change. We know AI isn't going away, and will continue to evolve in the months and years to come. We also recognize both the benefits and the tradeoffs inherit with the use of AI. With this in mind, the following values and principles will guide our work in this space:

Values

- Our work, our voices, and our stories are all ***uniquely human.***
- Audience trust is critical to our brand, and that trust is rooted in those uniquely human values.
- AI is a resource and its use has financial and environmental impacts. It should only be used where necessary.
- We view AI as a tool that can help us accomplish a range of tasks, while operating within clear guardrails to protect audience trust and brand values.

Guardrails

- AI is a tool, but it isn't a journalist or a radio host. AI doesn't write our stories. We don't use AI voices. We don't publish AI-created photos.
- We don't upload or share sensitive personal information into AI systems.
- KVPR employees will not input/upload KVPR intellectual property into an AI system without KVPR's prior consent. This includes everything, from notes, to drafts and final version of a story, to memos and other internal documents.

- Human oversight is mandatory: Our approach is “Human First…Human Last,” meaning human creators are in charge from the beginning of the process to the end.
- KVPR is responsible for the content it creates, with or without the use of AI.
- Accuracy, plagiarism and bias are major problems in the field of AI, so KVPR proceeds with caution with these shortcomings in mind when examining the outputs of AI.

Transparency & Communication

- KVPR will be transparent about its use of AI.
- In the editorial process, management may review AI model prompts, and any other inputs used in the production of a story or other material.
- AI is a fast-developing technology. Accordingly, KVPR will update this policy as necessary from time to time.