

# WXPR Artificial Intelligence (AI) Ethics and Use Policy

## Public Statement

At WXPR Public Radio, our goal is to serve the public with accuracy, integrity, and transparency. As we explore new tools to strengthen our work, we recognize the responsibility that comes with using artificial intelligence (AI).

WXPR uses AI to assist with specific tasks that support our mission, **never to replace human judgment, editorial integrity, or creativity.**

## Editorial Integrity

**WXPR's journalism remains fully human-led.**

- AI is not used to generate news content, interviews, or images without editorial oversight.
- If AI plays a significant role in creating or shaping a story, feature, or production, WXPR will clearly disclose how and why it was used.
- All facts, quotes, and data are verified by human journalists prior to publication.

## AI-Generated Music and Programming

AI-generated music is treated as **music content**, not journalism. When reasonably known and relevant to listener understanding, hosts are encouraged to be transparent about the use of AI in music presented on air.

## Accountability and Review

This policy will be reviewed and updated regularly to reflect evolving technology, ethical standards, and community expectations.

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## WXPR Artificial Intelligence (AI) Ethics and Use Policy- Internal Policy

### Purpose and Guiding Principles

WXPR Public Radio is committed to delivering trusted, fact-based journalism, creative programming, and meaningful community connections.

This policy ensures that all uses of AI at WXPR align with our values of **accuracy, transparency, privacy, accountability, and human-centered storytelling**. AI serves as a support tool for staff, not a replacement for human judgment, creativity, or ethical responsibility.

This policy applies to all WXPR staff, interns, volunteers, and contractors who use or have access to AI tools on behalf of the organization. It covers editorial, fundraising, communications, administrative, and operational functions.

## **Acceptable Uses of AI**

- **Transcription and Summarization:** Transcribing interviews, press conferences, or meetings to improve accuracy and accessibility
- **Content Drafting and Editing:** Assisting with early drafts of press releases, newsletters, fundraising materials, and email campaigns
- **Data Organization and Research Support:** Summarizing reports, organizing notes, and identifying themes from existing materials
- **Internal Efficiencies:** Formatting documents, generating meeting summaries, and supporting repetitive administrative workflows

All AI-assisted outputs must be reviewed, edited, and approved by a human staff member before public use. No AI-generated text, image, or audio may be distributed without human oversight.

## **Editorial and Journalistic Use**

WXPR's editorial independence and integrity are foundational to public trust.

- AI may be used to transcribe, summarize, or organize source materials, but not to generate original news copy or analysis without explicit editorial review.
- When AI contributes materially to a story, series, or feature, WXPR will disclose its use to audiences, explaining how and why AI was used.
- Journalists must verify all AI-assisted information. AI tools must never be relied upon for factual accuracy or independent confirmation.
- AI will not be used to create synthetic voices, images, or audio that could mislead audiences, unless clearly disclosed and labeled.

WXPR adheres to the editorial standards and codes of conduct established by NPR.

## **Fundraising, Marketing, and Administrative Use**

AI may be used for non-editorial purposes, including:

- **Fundraising and Development:** Drafting preliminary donor communications and campaign materials, subject to staff review and approval
- **Marketing and Promotion:** Assisting with copy for social media, websites, and on-air promotions, ensuring compliance with branding and copyright standards
- **Data Support:** Summarizing donor trends or listener feedback, without exposing personally identifiable information.

## **AI-Generated Music and Programming**

- WXPR hosts **may broadcast AI-generated or AI-assisted music** as part of music programming, provided it aligns with the station's mission and programming goals.
- When reasonably known and relevant to listener understanding, hosts are encouraged to be transparent about the use of AI in music presented on air.
- .WXPR will not use AI to create synthetic voices or audio that imitate real people without disclosure, nor will we present AI-generated music in a way that intentionally misleads audiences.

## **Privacy and Data Protection**

AI should be used with caution when handling proprietary, personal, or legally protected information.

## **Accountability and Human Oversight**

AI tools may produce errors, bias, or misinterpretations. Users are responsible for ensuring outputs meet WXPR editorial standards and policies.

- All AI-generated materials must be reviewed and edited by a human.
- Staff must verify sources and confirm that copyrighted or restricted materials are not used improperly.
- Suspected misuse of AI must be reported to management immediately.

Final accountability for all content rests with human decision-makers.

## **Transparency**

Transparency with audiences and stakeholders is essential. WXPR will disclose AI use when it plays a material role in content creation. Internal drafts or administrative uses of AI do not require public disclosure but must adhere to ethical and privacy standards.

## **Continuous Improvement**

WXPR will provide periodic review of AI use, including best practices, emerging risks, and ethical considerations.

