# **How to use this document**

This document is intended to provide guidance to news publishers on the key principles and concepts of use of generative AI in newsrooms.  
  
This document can be used as a template for adaptation and then adoption. You will need to your publication’s legal obligations in regard to matters such as copyright and AI. You should also consider adapting this template to properly convey your publication’s stance on the use of AI, as well as calibrating this document to the size, nature, style and character of your business and audience.

**Things to consider to before you begin:**

**- What is generative AI to you?**  
  
We have provided a basic definition for generative AI in this template, which you can use, expand on or alter to better fit your parameters.  
  
**- Will you be open about your use of AI for individual pieces of work?**   
  
We recommend that you do and have included an example of how to do this.  
  
**- What will you use it for?**   
  
You may choose to use it for research and summarising documents, or to create content such as summaries, explainers or entire articles.  
  
**- When and where will you use it?**   
  
You may choose not to use generative AI to write news stories but still choose to use it when creating an advertising campaign.  
  
  
**Editing vs Creating.**  
  
Will you use AI to create content? Edit content? Or both?  
  
AI can be used in a range of ways.  
  
Given the ever changing landscape of AI, this list should be used as a starting point for you to consider how and what you’ll be using it for.  
  
The line between editing and creating is yours to define.  
  
**Creating:**  
- Videos, Audio, Text  
- Subtitles  
- Alt Text (text that goes with an image to describe it, for those with vision issues)

**Editing:**  
- Suggestions on tone of a written piece.  
- Auto lighting or sound corrections  
- Auto editing of a video.

**As AI is a constantly evolving technology, be sure to set a reminder for yourself to review your AI policy every few months.**

# **[Publication Name] AI Use Policy**

## **Purpose**

This policy explains when and how [Publication] uses artificial intelligence (AI), particularly generative AI (GenAI), in our journalism and newsroom operations. It aims to uphold transparency, editorial integrity, and audience trust, while ensuring responsible implementation.

## **What is Generative AI?**

Generative AI refers to algorithms capable of creating new content—such as text, audio, images, or video—based on data they have been trained on. This differs from traditional AI, which typically classifies or predicts data but does not generate new material. At [Publication], GenAI is used as a tool—not a substitute—for human judgement.

### **1. Principles**

### **Human-first, human-preferred**

All content published by [Publication] remains the responsibility of our journalists and editors. Any AI-generated output used in our reporting is reviewed, edited, or approved by a human. We do not publish AI-generated content without human oversight, ever.

**A human will always have the final say** on [Publication]’s content to ensure it meets the standards of our Editorial Policy and our Privacy Policy.

### **2. Why and How We Use AI**

### **Editorial and Production Support**

We use AI tools to support—but not replace—editorial workflows. As a newsroom with limited resources, our use of AI helps us focus on the business of reporting the news happening in our community. Common uses include:

* Summarising large datasets (e.g. council documents, financial reports)
* Transcribing interviews and meetings
* Brainstorming headlines and content ideas
* Assisting with spelling, grammar, and tone
* Creating transcripts and alt-text for accessibility
* Designing visuals for data-driven stories, including editing images and audio to improve quality
* Identifying patterns in data for investigative work
* Organise and display data such as dates, times and locations for community events.

If GenAI has played a major role in producing a story, visual, or other content, we will state this clearly in the published material.

### **3. Transparency**

We are committed to transparency around the use of AI in our published content. Where AI is used in content creation or visual journalism, we will:

* Label content that has been significantly generated or enhanced by AI
* Explain how AI was used
* Distinguish between editorially created and AI-assisted materials

Example of disclosure:  
“This image was generated using AI to illustrate a concept that could not be photographed. It has

been reviewed by our editors.”

### **4. What We Don’t Do**

We **do not** use AI to:

* Fabricate photos, videos or audio depicting real events or people unless explicitly stated and justified
* Alter recordings to mislead or misrepresent facts
* Input private or sensitive user information into public AI tools
* Rely on AI to make editorial decisions or determine newsworthiness

### **5. Protecting Data and Intellectual Property**

We do not input confidential information into AI tools without appropriate safeguards. Our use of AI aligns with our [Privacy Policy] and our obligations under copyright and defamation law.

Contributors and third-party content creators working with [Publication] are expected to adhere to the same transparency and editorial standards regarding AI. [Publication] will ensure this commitment is being met, to the best of our ability.

### **6. AI in Products and Services**

If AI is used in our audience-facing tools, such as content recommendations, personalisation, or chatbots, we ensure:

* Editorial staff oversee outputs
* Users can opt out or bypass automated suggestions

### **7. Visual Journalism and AI**

Visual content is particularly sensitive. Where we use AI in images or video:

* It is clearly labelled
* It is used to support, not distort, the journalistic purpose
* It never replaces photographic evidence without editorial disclosure
* It is reviewed for ethical and factual integrity

### **8. Review and Updates**

AI is evolving rapidly. We commit to reviewing this policy regularly (at least every six months) to ensure it reflects current tools, standards, and best practices. Updates will be made publicly available.

## **Questions or Concerns?**

We welcome feedback from our audience. Please contact us at [contact email] if you have questions about our use of AI or spot content that you believe doesn’t meet these standards.