

For computer support, use the [#techsupport channel](#) in Slack.

For Radio Broadcasting issues, use the [#radio-engineering channel](#) in Slack.

## 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 (AI), emerge. AI 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. Although AI is drawing significant attention, we recognize the importance of staying engaged beyond the hype to explore and understand its full potential.

#### Guiding Principles

- **We are excited about** the potential of AI to optimize our workflows and spark creativity.
- **We are mindful of** the rapidly evolving landscape developing around AI. 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 AI to** spark creativity and elevate efficiency. We may use AI to generate headlines, story ideas, keywords, or conceptual imagery. We may use AI to refine workflows and automate tasks.
- **We won't use AI to** falsify or misrepresent ideas. We won't use AI 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 AI tools in your work.
- **Transparency:** Provide sourcing and disclosure when AI tools are used to create new, meaningful content. This statement is intentionally ambiguous as there is no clear rule for every use case. Discuss your use of AI with collaborators and talk with your supervisor to discuss and determine when disclosure is needed. If you or your supervisor still have questions, please reach out to the WPM AI workgroup via the [#wpm-ai](#) Slack channel.
- **Mitigate bias:** Recognize and work to eliminate biases that are built into AI systems.
- **Engage:** Connect with peers, join the [#wpm-ai](#) Slack channel and participate in the Community of Practice to discuss use cases and topics like disclosure, bias, and transparency, and help foster a spirit of experimentation and curiosity around the potentials of AI.
- **Security:** Be sure you are adhering to UW-Madison's data and security best practices around AI.

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](#)
- [Generative AI @ UW-Madison: use & policies](#)
- [Generative AI tools at UW-Madison](#)

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