



2101 Arapahoe Street - Denver, Colorado 80205

AI Guidelines

We encourage staff to explore and experiment with generative AI systems that are relevant and useful for their work but understand the use of generative AI also poses some challenges and risks that need to be addressed while reaping its benefits. Because this technology is evolving at such a rapid pace, we believed a guideline approach, as opposed to a “policy,” made better sense at this time. We would like to provide staff with initial guidelines for the responsible use of AI Tools to mitigate the risk of misuse, unethical outcomes, potential biases, inaccuracy, and information security breaches.

1. Generative AI should assist, not replace research.
2. Generative AI may produce content that is plagiarized from its database, including copyrighted works. Staff must adhere to copyright laws and are prohibited from using content that infringes upon the intellectual property rights of others. If you are unsure of whether a particular use constitutes copyright infringement, you should speak with your department head about the use of this content.
3. Treat the information you post as if you are posting it on a public site (i.e. - social networking site or public blog). Do not post proprietary company data, personally identifiable information, or any information that is not generally available to the public, as there are no clear assurances of privacy or confidentiality. Generative AI systems may store sensitive data and information, which could be vulnerable to misuse and manipulation.
4. If you use generative AI, assess the accuracy of its responses. Generative AI systems may generate content that is factually incorrect or inconsistent with the input data or the intended purpose as the systems may “hallucinate” or make up information that is not supported by the training data or the real world. Employees need to verify and validate the content they generate or plan to use created by these systems and correct any errors or inconsistencies.
5. Check for bias and judge its relevance. Generative AI systems may generate content that is biased, offensive or harmful as it may reproduce existing stereotypes or prejudices or generate content that is inappropriate or misleading for the intended purpose.
6. Be transparent about your use of generative AI. AI generated content should be properly cited when used as a resource. {Author, Title, Publisher, Date, url for the tool}

Ex. - Text generated by ChatGPT, OpenAI, March 7, 2024, <https://chat.openai.com/chat>.
7. Please remember, when using AI as a resource, that you are required to comply with all Rocky Mountain Public Media policies and guidelines, including our Ethics Policy and Code of Business Conduct.

January 31, 2024

Risk Evaluation

High Risk – “Unsupervised or unapproved AI Decisions”

- Drafting sections of legally binding contracts.
- Evaluation or manipulation of company financial records.
- Analysis, manipulation, or sharing of RMPM member information. [Consumer Privacy]
- Unreviewed creation of any content or text that is publicly facing.
- Allowing AI to directly interact with audiences via social media, text, perpetuating biases, or social manipulation.

Medium Risk – “Moderate or potential for risk and impact”

- Visual or oral content creation. (ex. - narration, graphics, manipulated photos).
- Email spam filters, inventory-management systems, chatbots (chat assistants), large group AI Summaries of meetings with sensitive context.
- Forecasting. Learning algorithms are used for predictive data by analyzing large data sets.

Low Risk – “Providing Support”

- Generating ideas, suggestions, lists, and Internal coding generation, review, and accuracy.
- Internal note taking and AI summaries of meetings.
- Internal first draft documents review for editing text, grammatical accuracy, and spelling.

Central to the brand of PBS and Rocky Mountain Public Media is “trust”, so it’s imperative that whatever we publish or represent is beyond reproach. We advised staff, if ever in doubt, to seek out guidance from the department heads.

As these systems continue to evolve, we will continue to explore their capabilities and provide staff with information on new developments, resources and training, and will update these guidelines as appropriate.

KQED AI Google Docs -

https://docs.google.com/document/d/1XYWe_mSKXV189T3TuJkITZkQlw2vPOiB8vut2BmSiSw/edit#heading=h.t7d1ssbnhpam