

# RNZ Artificial Intelligence Principles

RNZ is New Zealand's commercial-free public media organisation. Our vision is to create *Outstanding Public Media that Matters*. New technological tools offer huge opportunities to modernise and change the way we work and tell stories, but we also need to be mindful of our core role: to serve the public interest.

Whenever we try new things at RNZ, it is important we do so in a way that upholds trust and is consistent with RNZ's Charter. Our trust and credibility are taonga we must protect.

Like many technological advancements, used appropriately, AI may be a powerful tool, but it is not a solution in and of itself. It may deliver new efficiencies and innovations and allow us to deliver more, and be more accessible, to RNZ's audiences. But it also brings risks around the law, copyright, ethics, and mis and disinformation. Above all, RNZ's audiences need to be able to trust that our storytelling is robust, credible, and transparent.

## Definitions

Artificial intelligence is generally thought of as a machine-based system that can perform tasks usually requiring human intelligence, such as decision-making, translation, and/or speech recognition.

Machine Learning is one type of AI, where computer systems can learn from data patterns using algorithms and statistical analysis, often without any intervention from a human. These might sometimes be described as assistive.

Generative AI is another branch of AI that can create content, including images, speech, text, music, video and other data following requests from a user.

## Principles

With the above in mind, we've developed six principles to guide RNZ's work (and that done on our behalf) on the use of AI.

RNZ will generally not publish, broadcast or otherwise knowingly disseminate work created by generative AI. However, we acknowledge that it may not always be possible to know the provenance of work created by one of our many partners or suppliers, and that as technology changes and adapts, so may our policies.

Any use of AI, generative or otherwise, should be done in consultation with senior managers. When in doubt, always refer up. The AI working group will oversee all AI work<sup>1</sup>.

## **Oversight**

Any use of generative AI – for any kind of content - should be for a specific purpose that serves audiences (e.g explaining how it has been used by other services). It should always be with the explicit permission of a senior editor.

As with all RNZ content, before anything is published or broadcast, content created by generative AI should be checked by a human. We should never assume that the information used by AI services is accurate. The human check should include the editorial principles of independence, accuracy, and fairness, and any content must be in line with the editorial and social media policies.

The use of AI outside journalism and storytelling also needs to be approved by a senior manager and should serve a specific purpose. We should always endeavour to know what and how the AI is used.

The success of any AI is based on the algorithm and data it is trained on. It is very easy for inherent biases to be imposed on that data. Any use of any AI for RNZ must consider whether the appropriate checks have taken place to measure and mitigate those biases.

## **Transparency**

We are open with our audience about how we have created stories and what tools we used. Anything made with AI will be labelled and explained as such, and all RNZ's editorial policies and process apply. Disclosures should be precise in language without being confusing to our audience. Human oversight will always be a key factor in our publishing and broadcasting.

Internally, AI processes should be documented and described so we can communicate, debate and learn from what has been used.

If we're contracting a service or product, we should make sure we know what AI is used.

## **Policies and the law**

Any AI policy or projects will need to include the application of the principles of Te Tiriti, the RNZ Charter and the RNZ strategy.

Policies and projects should also make sure that no laws – e.g. copyright – are being broken in the use of AI for RNZ. As we utilize AI to customize content or develop products that alter the way content is delivered, we will protect our audience's data in accordance with our privacy policy.

Where we are using services or content provided by third parties, we should make every endeavour to understand what role AI has played in their creation.

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<sup>1</sup> Current membership: Megan Whelan; Stephen Smith; Troy Stanton; Mark Bullen; Jamie Annan; Brendon Murphy; Rhonwyn Newson

## **Serving the public**

Use of AI can transform how RNZ works and may in the future make us more efficient and better able to deliver value to the public. Any use of AI should serve our purpose: to strengthen Aotearoa and the Pacific through informative, challenging and entertaining content.

That needs to be balanced against the challenges it brings, including trust in the media, copyright and ownership and discoverability of RNZ's stories.

## **Prioritising talent and creativity**

We work with the best people in their field, and we will continue to do so – AI cannot replace the brain of a reporter, storyteller, producer, technician, or broadcaster doing what they're great at. RNZ must be mindful of the rights of content creators, both in its use of AI, and in the way generative AI creates its content.

## **Security and Privacy**

Ensuring security and safety of RNZ systems, free from malicious use and cyber threats must be of paramount importance in any AI policy or project.

AI systems can use private data in unethical or unlawful ways – or with little to no transparency. Protecting the privacy and personal data of individuals and ensuring compliance with law, will always be of utmost importance to RNZ.

## **Editorial-specific guidance**

- As always, when in doubt, refer up.
- Generative AI should not be used to create news stories, current affairs or factual journalism for RNZ. The exception to this rule is when AI is the subject of the story, and its use is to illustrate that, or to educate our audience.
- Other exceptions may be made on a case-by-case basis subject to approval and guided by these principles.
- As always, our journalism is guided by the RNZ editorial policy. AI-generated material should be treated as unverified source material, which needs to be vetted and confirmed by a human. If there are any doubts. AI models are learning from data from the past – they may not be fully updated. They can also make things up – this is commonly called hallucinating – so as ever, anything we might consider using, whether it is the summary of a report, suggested headline, or collection of data – needs to be carefully verified.
- If AI is used as the subject of a story (e.g., an image created), it should be clearly marked as such and explained. If an image or other work has inadvertently been used, it should be corrected, and a correction clearly issued.
- Photos and video should only be manipulated beyond cropping and editing for colour, contrast, and brightness.
- RNZ kaimahi should not input confidential or sensitive information into AI tools.

- If journalists or editors do not have confidence in the authenticity of the material, whether it is text, audio, or images, they should not use it.

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