

IMAGE's policy on use of AI tools

IMAGE is a community newspaper, which means it is a space to share, stay connected and hear the voices and opinions of our neighbours. For the most part, content is about Sandy Hill and produced by residents of Sandy Hill. To honour and preserve the voices of our community members and to reduce the risks of inaccuracies, biases or false information, IMAGE's editorial team will not publish stories written or generated by Artificial Intelligence.

About Generative Artificial Intelligence

This policy primarily concerns the use of generative artificial intelligence (i.e. genAI) which is a type of artificial intelligence that creates new content, such as text, photos, videos and audio, by modelling features from large sets of data that were inputted into the model. Examples of genAI models include ChatGPT, Microsoft Copilot, Claude, Dall-E, Perplexity, CanvaAI and Gemini. GenAI models may reproduce biases found in their training data, include outdated information, present untrue information as fact and have sometimes even referenced works that do not exist.

Submitting written content

Contributors are responsible for the content they submit to IMAGE and for its accuracy. In other words, AI must not replace the contributor's judgement about what and how to report, what is important, whose perspective to include, or how a story should be told. IMAGE reserves the right to choose not to publish a story if we believe it was written by genAI.

We understand AI includes many tools that have become part of many people's lives and work processes. The following guidance aims to clarify the uses of AI tools that are considered responsible under this policy:

- **For research:** While AI tools may be used to identify potential sources, search terms, or questions for further research, AI-generated information should not be treated as a source. Contributors are responsible for consulting and verifying their sources.
- **For article development:** What makes the IMAGE worth reading is the time, energy and creativity volunteer contributors put into sharing stories, news and insights with their neighbours. AI tools should not be used to start writing a text, decide what the story should be about, or how it should be framed.
- **Transcribing, translating or editing:** Specialized AI tools may be used for transcribing audio interviews into text, translating into different languages, and for proofreading, provided the resulting material is reviewed by the responsible author or editor (examples of these tools include Otter.ai and DeepL). We discourage the use of general-

purpose genAI models for these uses, as these risk introducing new biases and inaccuracies, as well as diluting the voice of the authors.

- **Protecting sensitive information:** Contributors should carefully read the privacy policy of any AI tools before using them to understand how the company will use the data shared with it. Contributors and editors must not upload personal information, confidential information, non-authorized interview transcripts, copyrighted material belonging to others, or other material they do not have permission to share with an AI service.

Submitting Photo Content

We strongly encourage the submission of original photos to accompany news articles. AI generated images may be submitted to accompany articles if these are helpful to illustrate something that is difficult to capture in an original photo. If submitting an AI generated photo, please specify the model that was used, and this will be included in the photo caption.

AI should not be used to manipulate the factual nature of photos or to alter news images, for example by adding or removing elements.

All submitted artwork, such as illustrations, drawings or cartoons, should be wholly created by the contributor. IMAGE reserves the right to choose not to publish an artwork if we believe it was created using genAI.

Editing IMAGE submissions

Our editing team uses a light touch to ensure articles are clear and adhere to IMAGE's style guidelines while preserving the voice and tone of the authors. We believe that contributors who have put time and energy into submitting an article deserve their piece to be edited with care by human volunteers. While specialized AI tools may occasionally be used by the editing team as per the guidance outlined in the section above, the final review will be completed by a human editor.

Please note that this policy is intended for contributors and does not apply to paid advertiser content.

GenAI technologies and the norms around their use are evolving rapidly. The editorial team welcomes your feedback, comments or questions on this policy and its application.