

Policy for the use of generative AI at Swedish Radio

Introduction:

Swedish Radio is actively exploring how AI can enhance our offerings to the audience and streamline our operations. AI and automation have been used for several years for podcast recommendations and news curation, among other things. Now, powerful generative AI models are being launched, which we see as having significant opportunities and risks – in terms of editorial, legality, and security – for Swedish Radio. These technologies exist in both new external services and increasingly in systems already used in our daily media production.

These are company-wide guidelines for AI-generated content and the use of generative AI models at Swedish Radio. The guidelines apply to the use of generative AI in the entire operation – this first version focuses on the editorial aspects and will be supplemented with further guidelines for more operational needs. The policy is written by the AI Council and decided by the DG (2023-07-06).

Definitions: Generative AI refers to technologies that can create new, unique content (such as text, images, audio, video, and code) based on the content used to train them. (*Source: EBU*)

Artificial intelligence is a broad and evolving umbrella term. An AI system is a machine-based system that is capable of influencing the environment by producing an output (predictions, recommendations or decisions) for a given set of objectives. (*Source: OECD*)

Guidelines for generative AI at Swedish Radio:

- All use of AI-generated content to the audience must adhere to the same editorial principles as any other journalistic content. Swedish Radio's program rules, based on our broadcasting remit, apply. These rules, along with other guidelines and editorial practices, are compiled in the [SR Public Service Handbook](#).
- All direct use of content created using generative AI models to the audience must be approved by the legally responsible publisher (RP) for the specific publication. The RP may consult the AI Council for advice. The content must always be reviewed by a human editor to ensure that it meets our journalistic requirements and editorial standards.
- All AI-generated content used to the audience, following approval by the RP, must be clearly marked in accordance with the current recommendations from the AI Council. For example, it should be clearly indicated if an image is AI-edited in all contexts where it is displayed. The phrasing may vary on a case-by-case basis depending on the employed tool, targeted audience, and area of use. We should be open and transparent about our use of AI and, for example, respond to questions from the audience.
- Any services or program that include generative AI in permanent, ongoing production must be actively approved by the management. We should exercise particular caution regarding AI-generated, synthetic content – such as cloned voices and AI-generated images – in our news operations.

- We should be vigilant about AI-generated content published or disseminated by other parties, such as "deepfakes" (i.e., AI-manipulated content) intended to mislead or spread disinformation. We must check and evaluate the facts ourselves when citing other sources, aware that it may be AI-generated content.
- We should be aware that bias/prejudice may be inherent in the models, and editorial/legal considerations may be needed regarding objectivity and impartiality, regardless of the stage of the production process in which generative AI is used.
- Each department considering the use of generative AI has an obligation to familiarize itself with the rights and obligations associated with the use of content created with the specific model. This includes ensuring that the generative AI service, as expressed in its terms of use, specifies who owns any eventual rights to the created content and how it may be used in media production. The AI Council can be consulted for support and guidance.
- No confidential or proprietary information should be shared in external AI services via prompts (instructions). Any information we share there should be considered public. If we share information obtained from a third party with an external AI system, the department is responsible for ensuring that we have adequate rights to do so.
- For security reasons, we should not use our SR email addresses to create accounts in external AI services. Further recommendations on information and IT security can be read by SR employees on the intranet.

A newsroom or employee considering the use of generative AI in our **journalistic production** should start by considering the questions in this checklist:

- Could using AI-generated content in this case negatively affect our credibility?
- Is the responsible publisher involved in the discussion?
- What do we know about the AI model and its training data? Can it reproduce biases?
- Can we ensure that our content/usage does not infringe on anyone's rights?
- Are we familiar with Swedish Radio's recommended formulations for explaining to users that the content is AI-generated?

A department or employee considering the use of generative AI in **other areas of operations** should start by considering the questions in this checklist:

- Could using AI-generated content in this case negatively affect our credibility?
- Does the information we intend to share with the AI model include proprietary information or personal data?
- Who owns the response? Are we allowed to use it? Are there prohibited use cases in the terms?
- Have you carefully read and reviewed the factual content of the AI-generated responses?
- Have you discussed this specific use case with your department and your supervisors?

For the AI Council, please contact us:

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