



## **IBA – Policy on the Usage of AI-Generated Content for Media Placement**

In response to direct feedback from our target trade and technology journalists IBA has prepared the following guide on using AI-generated copy in media-facing content. This addresses three issues:

- 1: Publications are now rejecting AI content and using detectors to vet contributed content.
- 2: AI-based copy can introduce the danger of unintended copyright infringement.
- 3: The possibility of disclosure of unauthorized or inaccurate information about clients, potential clients, partners or their competitors.

### **1. A number of publications are setting their own editorial policies for AI-generated content – here are just three**

- [WIRED operates a zero-use policy on AI-generated copy](#): *“We do not publish stories with text generated by AI, except when the fact that it’s AI-generated is the whole point of the story. (In such cases we’ll disclose the use and flag any errors.) This applies not just to whole stories but also to snippets.”*
- [InformationWeek is clear on gen-AI](#) citing issues with accuracy, fact-checking, context, information source, digital rights and even the carbon footprint of gen-AI tools: *“We will not publish content that is primarily authored, edited, or otherwise created by generative AI (ChatGPT, GPT-4, etc.). Further, we will approach any secondary or supplementary use of the technology in our newsroom with extreme caution.”*
- [The Associated Press adopts a similar stance](#): *“Generative AI has the ability to create text, images, audio and video on command, but isn’t yet fully capable of distinguishing between fact and fiction. As a result, material produced by artificial intelligence should be vetted carefully, just like material from any other news source. Video or audio segment generated by AI should not be used, unless the altered material is itself the subject of a story.”*

### **2. AI content usage copyright infringement and usage issues still TBD**

- [The U.S. Congressional Research Service](#) has published a policy paper on gen-AI copyright
- [The European Union AI Act](#) designed to make sure that AI systems used in the EU are safe, transparent, traceable, non-discriminatory and environmentally friendly.

### **3. IBA adheres to the guidelines shared by the Public Relations Society of America (PRSA)**

IBA has closely studied the PRSA [“Promise & Pitfalls: The Ethical Use of AI for Public Relations Practitioners”](#) – that provides insight and best practices for gen-AI content in PR campaigns.

IBA advises its clients to create a gen-AI usage policy to ensure that the reputation of its company, subject matter experts, and/or partners are not negatively impacted by media-facing submission of AI-generated content.

**All material produced and submitted to publications by IBA International is conceived by humans, written by humans and edited by humans.**

*Please note: This is a living document and will be updated as further guidance is released*