



AI POLICY

Introduction

This policy outlines 99.3 CountyFM's stance on artificial intelligence (AI) in alignment with our mission to reflect the unique voices, stories, and creativity of our community. As a volunteer-driven, community-based station, we are committed to maintaining the human element in our programming while exploring responsible ways to use AI tools behind the scenes.

What is Artificial Intelligence (AI)?

Artificial Intelligence (AI): A machine-based system capable of performing tasks that typically require human intelligence—such as creating content, making decisions, or generating predictions.

Generative AI: A subset of AI that can produce original outputs like text, music, speech, video, images, and code based on user prompts.

Guiding Principles

1. The foundation of CountyFM is built on the voices of, and the content created by, our on-air hosts and other volunteer contributors.
2. We are accountable for the content that we broadcast and endeavour to be transparent about its sources.
3. AI models are often trained on existing creative works without credit or compensation, which may undermine the rights of original artists.
4. *"The Voice of The County"* will always be a human voice.

Application of AI at CountyFM

Our vision of how artificial intelligence (AI) tools should be used at our station is consistent with our mission to generate original programming that reflects the uniqueness, interests, voices and values of our community.

We Will Not

- Knowingly broadcast AI generated music or other entertainment content without a disclaimer that the show contains AI generated characters.
- Use AI generated voices to host CountyFM programs or narrate on-air content.
- Use AI to create or to voice our News/Sports/Weather news packages.
- Put any personal or identifiable data (donor, volunteer and client) into any AI tools that would contravene [the station's privacy policy](#).



We Will

- Use AI tools for administrative, technical, and other off-air functions where they enhance productivity or improve workflow.
- Be open and transparent in how we use AI. For example, when AI technology is used to develop content this will be mentioned wherever it is used.
- Be respectful of copyright and ensure fair compensation.
- Ensure all staff and volunteers understand that AI-generated assistance does not remove their personal responsibility for content and outcomes. If AI is used to assist with transcribing audio files of interviews a human will always proof the final work by comparing the original audio to the transcript.
- In the case of advocacy commercials we will ask the organization responsible for them to voice the ad, if they do not have a suitable representative we may choose to use an AI generated voice so that the message is not associated with one of our hosts.
- With AI developing so rapidly, this policy will be reviewed and updated as AI technologies evolve and new ethical considerations arise.