



AI GUIDELINES FOR ISU ELIHLE AWARDS



INTRODUCTION

Media Monitoring Africa (MMA) encourages journalists participating in Isu Elihle Awards to pitch and produce stories relating to children in Africa. As artificial intelligence (AI) becomes an integral part of modern journalism, it is essential to establish guidelines that ensure AI is used appropriately and ethically to maintain the accuracy, authenticity, and trustworthiness of the stories produced. These guidelines provide a framework for journalists participating in the Isu Elihle Awards to effectively utilize AI throughout the competition, with the correct safeguards in place.

Disclaimer: Please note that these guidelines have been generated through Chat GPT using MMA's "[**GUIDELINES FOR MEDIA ORGANISATIONS USING GENERATIVE AI**](#)" as a source document for its content.

GUIDING PRINCIPLES

1 TRANSPARENCY

Journalists must disclose any use of AI in the story development process. This includes specifying where AI tools have been applied in research, writing and editing of the content. Transparency in the use of AI helps to maintain public trust and demonstrates a commitment to accountability.

2 HUMAN OVERSIGHT

AI tools must be used under scrutiny of professional journalists. Isu Elihle participants are expected to critically assess AI-generated outputs to ensure accuracy and authenticity. Final editorial decisions should always rest with human journalists.

3 PRIVACY AND CONFIDENTIALITY

When dealing with children's stories, journalists must safeguard sensitive information when using AI because AI-Systems are operated by third-party platforms that could potentially compromise the privacy of sources. The use of AI systems must comply with applicable privacy laws in your country as well as maintaining ethical standards¹ for news reporting. Please refer to MMA's [**Editorial Guidelines and Principles for Reporting on Children in the Media**](#) for further guidance on ethical standards.

1. There will almost certainly be localised ethical standards, but you can refer to the South African Press Council for more information. <https://presscouncil.org.za/press-code/#thepresscode>

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ALGORITHMIC BIAS

Journalists should actively work to minimize biases that may be introduced by AI tools. This includes using AI systems that are sensitive to local contexts and languages, ensuring that stories about children are accurate, fair, and free from harmful stereotypes.

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ALLOWED AND PROHIBITED USES

AI can be used for research assistance, data analysis, and enhancing storytelling. However, it must not replace core journalistic functions such as ethical decision-making, interviewing relevant sources, and fact-checking. Fabrication of information or deepfake content is strictly prohibited.

6

MEDIA DIVERSITY

AI tools should be used to enhance media diversity, not diminish it. Journalists should strive to maintain their editorial voice and originality, especially when covering stories about children in Africa.

7

TRAINING AND LITERACY

Journalists are encouraged to stay abreast with new developments and to continuously educate themselves about AI tools and their implications for journalism. Where needed MMA will provide support and guidance to Isu Elihle Awards participants on how to use AI ethically and effectively.

8

ENFORCEMENT

Violations of these guidelines may result in disqualification from the competition. Continued adherence to these guidelines is crucial for maintaining the integrity of the Isu Elihle Awards.

On referencing/citing AI in news reporting

Where journalists and/or media houses already have their own policies and/or AI disclosure statements, we strongly recommend that these are included and referenced. If, however, such policies or approaches are still being developed we would recommend that a statement along the lines of the one below is utilised.

Disclosure statement: Journalists can use a statement that discloses the use of AI either at the beginning or preferably at the end of the news report. For example,

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“Generative AI tools were used in the production process of this news item. Our news team used Chat GPT to do research and basic editing. Meta AI was used for Image generation and illustration used in the article. Editorial staff have checked and verified all information.”

Within the news story, journalists can integrate their disclosure as part of their story for example.

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“Our initial investigation using Open AI (and confirmed through an interview with Education Minister) revealed that that 30% of children in Grade 5 in South Africa have trouble reading material written in their mother tongue.”

For radio and TV/Video, the disclosure statement (like the one above) can be read out at the beginning or at the end of the news item.

CONCLUSION

These guidelines aim to ensure that AI is used responsibly in the production of children's stories by journalists participating in the Isu Elihle Awards. By adhering to these principles, journalists can leverage AI to enhance their storytelling while upholding the highest standards of journalistic integrity.