

Conditions for Granting the No AI Declaration™ Mark – Category No. 12: Media and Journalism

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1. General Introduction

No AI Declaration™ is a public statement by an individual or company that, within a specific area of activity, **it does not use artificial intelligence (AI) tools.**

The declaration is public, open, and entered into the No AI Movement™ register. Each granted declaration receives a unique identification number and is cryptographically anchored (hash) in a selected blockchain network, which enables independent confirmation of its integrity and issuance date (details in the No AI Movement™ technical specification).

The category “Media and Journalism” applies to the creation, development, and publication of informational, editorial, analytical, journalistic, commentary, and opinion-forming content, including news articles, reports, features, opinion pieces, blogs, multimedia publications, and informational channels.

Within this category, the declarant confirms that **all editorial content is produced by human authors**, based on research, factual verification, interpretation, judgment, and editorial review — and is not generated, rewritten, or shaped by artificial intelligence (AI).

2. Definitions

Artificial Intelligence (AI)

Software systems or computational models using machine learning, generative language models, predictive algorithms, or automated content transformation capable of creating, altering, rephrasing, or framing editorial material.

Editorial Content (within the meaning of this category)

Articles, posts, reports, commentaries, analyses, transcripts, announcements, or multimedia communications publicly or semi-publicly distributed to audiences.

Editorial Process

The human-driven process of gathering information, evaluating sources, selecting perspectives, interpreting events, drafting content, and making narrative and ethical decisions regarding publication.

AI Component (Prohibited)

Any tool that generates, rewrites, summarizes, reframes, or suggests the structure, angle, tone, or message of content intended for publication.

3. General Rules for the Category “Media and Journalism”

The No AI Declaration™ mark may be granted only to entities that:

- produce content independently through human authorship,
- maintain an editorial workflow led and reviewed by humans,
- do not use text generators, rewriting tools, or AI “content enhancers,”
- do not rely on automated narrative or stylistic recommendation systems,
- can demonstrate authorship and editorial decision-making by humans.

The declarant confirms that all content covered by the declaration was drafted, understood, verified, and approved by human editors.

4. Typical AI Uses in Media and Journalism (Prohibited)

The following are not permitted under this category:

- generating articles, reports, or news items using AI prompts,
- automated rewriting or “style improvement” of drafts,
- automatic summarization or condensation of source material,
- generating commentary, interpretation, opinion, or analysis using AI,
- automated creation of headlines, leads, or metadata descriptions that influence narrative framing.

Interpretation principle:

If a tool influences the meaning, content, or narrative perspective → it is not allowed.

5. Permissible AI Applications – Applicable to All Categories

AI may be used in areas **that do not affect the content, form, or execution of the work covered by the declaration.**

Permissible applications include:

- education and self-learning (e.g. studying theory, history, techniques, and concepts related to the given field of activity),
- searching for information and inspiration (e.g. obtaining source data, auxiliary materials, examples, comparisons, trends),
- organizational and technical support (e.g. work planning, file management, provided it does not affect the content of the work/service),

6. Permissible Use of AI – Category: Media and Journalism

AI may be used only for:

- publication scheduling and release management,
- technical proofreading (spelling, formatting) without altering meaning,
- archival and indexing of content,
- transcription of recorded material **provided that** human editors verify and refine the text.

AI may **not**:

- create content,
- rewrite content,
- influence the narrative, tone, or interpretive stance.

7. Final Remarks

The fundamental principle of this category is:

Information must originate from human thought and editorial judgment.

If any stage of content creation involves AI generating, shaping, or interpreting the material, the publication does **not** meet the requirements of this category.

8. Conditions for Granting the Right to Use the No AI Declaration™

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- All content is developed and approved by humans.
- No generative or rewriting AI tools are used in the editorial process.
- AI does not influence interpretation, tone, or narrative direction.
- The declaration applies to **specific channels, outlets, or publication streams**, not to the entire organization by default.

9. Procedure for Obtaining the Right to Use the No AI Declaration™

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- reading this document,
- completing the online form,
- submitting a statement of compliance with the conditions,
- receiving a declaration number and PDF document,
- entry into the public register of No AI Movement™ declarations.

10. Rules for Using the No AI Declaration™ Mark

- The mark must be used in its original form, with preservation of clear space; it may not be combined with other marks into a single composite mark.

- The digital version of the mark should link to the entry in the public declaration register.
- It is prohibited to suggest that No AI Declaration™ is an official or governmental certificate.

11. Verification and Responsibility

Declarations may be verified randomly or in the following cases:

- suspected abuse,
- public violation of the rules,
- changes in the way the activity covered by the given category is conducted.

In case of violation:

- in minor cases, No AI Movement™ may issue a warning and corrective period (7–14 days),
- in cases of material or repeated violation, the declaration may be suspended or revoked with immediate effect,
- the declarant has the right to appeal within 14 days; the appeal is reviewed by the No AI Movement™ verification team.

The declarant undertakes to inform the organizer of any material changes and to cooperate during possible verification.

No AI Declaration™

Document developed under the No AI Movement™ system.

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