



**NATION MEDIA GROUP**

# FRAMEWORK FOR USE OF ARTIFICIAL INTELLIGENCE

# AI

25<sup>TH</sup> FEBRUARY, 2026



Copyright © 2026 Nation Media Group PLC. All rights reserved.



# FOREWORD

The global media industry is undergoing one of the most profound technological shifts in its history. Artificial Intelligence (AI) is rapidly reshaping how content is discovered, produced, distributed, and monetised. For journalism organisations, the question is no longer whether to engage with AI, but how to do so responsibly, strategically, and in a manner that strengthens public trust.

It is against this backdrop that Nation Media Group (NMG) has developed a comprehensive framework to govern the deployment of AI across all our platforms. The framework which has since been approved by the Board of Directors, will serve as our primary guide for the responsible, ethical, and value-driven use of AI in our operations.

For the avoidance of doubt, we are deploying AI to enhance the depth, reach, and impact of our journalism, and not to replace the human judgement, creativity, and accountability that have defined NMG journalism for six and a half decades. The framework is designed to support improved content quality, greater workflow efficiency, stronger audience engagement, and more data-informed decision-making, while firmly safeguarding our editorial independence and ethical standards.

Human oversight will therefore be mandatory across all content processes. Equally, transparency, accountability, fairness, and privacy protection will be central to how we design, deploy, and govern AI systems within NMG.

This framework will only guide the use of AI, and, thus, does not supersede the NMG Editorial Policy, which remains the supreme authority governing all journalism within Nation Media Group.

We recognise that AI technologies are evolving rapidly, and, as such, this framework is meant to be dynamic. We will continuously monitor technological, regulatory, and industry developments and update our policies accordingly.

Further, the newsroom leadership will work closely with the Human Resources Department to provide ongoing staff training and support, to ensure our teams are equipped to harness AI's benefits without compromising the values that anchor our journalism.

Effective immediately, all staff are required to familiarise themselves with and adhere to this framework when deploying AI tools on any NMG platform.

In the midst of these rapid technological changes, we remain steadfast in our commitment to bold innovation while putting in place sufficient guardrails to protect the trust our audiences continue to place in us every day.

Sincerely,

**Joe Ageyo, PhD**



Editor-in-Chief

# INTRODUCTION

Nation Media Group (NMG) is committed to using AI in a responsible and ethical way to improve its journalism, not replace it.

This framework is intended to provide guidance in the use of Artificial Intelligence (AI) technologies to enhance content production, distribution, and audience engagement across NMG's platforms. It also aims to empower staff, improve content quality, automate rote tasks, optimise workflows, and enable data-informed decision-making.

To effectively utilise AI tools and systems for content creation and distribution, NMG staff are required to possess a combination of technical skills, a solid understanding of journalism principles and the NMG editorial policy and house style.

AI is a vast and evolving field, so continuous learning and practice are essential.

The framework is to be applied alongside strict adherence to the ethical principles outlined in Annex I.

## WHY AI?

**AI has the potential to make a significant contribution to journalism and to revolutionise the media industry. Consequently, NMG is committed to exploring and applying AI technologies to improve its content quality and production processes in furtherance of attaining more relevance to its audiences.**

# GUIDELINES

AI will be used to augment human intelligence, not replace it. We will retain editorial oversight and human input in content production, ensuring that AI tools are used as aids, not to replace human judgment. We will continue to primarily rely on human content generation and interrogation of ideas and lean on Generative AI to explore innovative ideas, angles, and story follow-ups.

- NMG content creators will be at liberty to use approved AI tools to add depth and context to story ideas, and to generate tables, lists, charts, and other storytelling devices.
- NMG content creators will, with appropriate human intervention, use approved AI tools for content discovery, gatekeeping, content packaging and production.
- NMG will clearly label fully AI-generated content to distinguish it from human-authored articles, maintaining transparency with audiences.
- NMG will let the audience know when AI has been used to collect data or personalise content.
- AI use at NMG will protect the privacy and security of users. We will safeguard user data and maintain strict data privacy standards, complying with relevant regulations and industry best practice.
- NMG must monitor and address potential biases in AI algorithms to ensure that content represents diverse perspectives and communities.
- NMG will regularly evaluate, and update AI-driven tools deployed in its operations.
- Acquisition and adoption of AI models and tools shall be guided by NMG editorial policy, ethical guidelines, privacy and data protection standards, and partnership policy.

# AI USE CASES

## 1 **Content creation and generation:** AI can be used to:

- Generate content like news articles from press releases, summaries, sports and market reports, social media posts, ideas for story follow-ups, and interview questions.
- Test content variations to produce the most effective headlines, images, and formats for higher engagement.
- Generate ideas on story angling and approach and get outlines of the salient points that are needed to make the story powerful.
- Condense huge or complex data to tables and point forms or listicles.
- Generate suggested headlines and meta descriptions to help with search engine optimisation (SEO);
- Translate text and audio into different languages;
- Convert audio and video into text and the reverse;
- Assist in paraphrasing and polishing news articles, as well as editing errors and repetition to produce coherent content; and
- Automate repetitive tasks, such as data analysis and content tagging.

## 2 **Transcription and translation**

AI-based speech-to-text and language translation tools can help our content creators to streamline the transcription of audio and video content and enable multilingual content delivery.

## 3 **Personalised content recommendations**

AI can be used to personalise content for individual users based on their interests and preferences. This can be done by analysing user data and consumption habits.

## 4 **Content curation and tagging**

We can use AI tools to optimise content for search engines by identifying and including relevant keywords and phrases. This can help to improve the ranking of content in search results.

## 5 **Sentiment analysis and audience insights**

We can also use AI to analyse website traffic data, which can help us understand how users are interacting with our content, and to make better decisions about what content to produce.

## 6 **Audience Engagement**

AI technology can be used to personalise content for individual audience members. AI-powered tools like chatbots and virtual assistants can be used to create interactive experiences for audiences by engaging with them in real time.

## 7 **Automated video editing**

AI-powered video editing tools can automate repetitive editing tasks, such as trimming, captioning, and adding visual effects.

## 8 **Automating tasks**

AI can be used to automate tasks like scheduling social media posts and responding to customer inquiries to generate reports, and to determine the best times to post on social media platforms for maximum engagement, streamlining social media management.

## 9 **Targeted advertising**

Use AI to create targeted advertising campaigns. This can be done by using AI to identify audience members who are most likely to be interested in a particular product or service.

## COMPETENCIES

**AI literacy:** Newsroom staff should have a basic understanding of how AI works, including the concepts of machine learning and data analytics. They should be familiar with the potential applications and limitations of AI in journalism.

**Data literacy:** Working with AI often involves handling data. Staff should be able to work with datasets, understand data structures, and know how to clean and pre-process data for AI applications.

**Critical thinking:** It is important to think critically about the outputs generated by AI tools. Staff should be able to evaluate the credibility and accuracy of AI-generated content and to identify potential biases.

**Ethical considerations:** Using AI in journalism raises ethical questions, such as ensuring privacy, avoiding bias, and understanding the implications of automation. Staff should be aware of these ethical concerns and adhere to responsible AI practices.

**Journalism skills:** AI tools can enhance reporting, but they cannot replace journalistic skills like critical thinking, fact-checking, source verification, and ethical decision-making. Newsroom staff should be adept at storytelling, interviewing, and contextualising information to provide accurate and compelling content.

**Understanding AI limitations:** While AI can automate some tasks and improve efficiency, it is not a substitute for human judgment and creativity. Staff should recognise the limitations of AI and use it as a tool to enhance their work.

**Collaboration and communication:** AI often involves cross-functional collaboration between journalists, data scientists, social engineers and technologists. Effective communication and teamwork are crucial for successful AI integration in a newsroom.

**Adaptability:** The AI landscape is continuously evolving. NMG Staff should be open to learning new AI tools and techniques and adapting their workflows to incorporate AI advancements effectively.

**Fact-checking and verification skills:** AI-generated content may not always be accurate. Staff should have strong fact-checking and verification skills to ensure the reliability of information and accuracy of the resulting interpretation.

**Understanding audience needs:** AI tools can be used to analyse audience behaviour and preferences. Staff should be capable of interpreting these insights to tailor content accordingly.

**Data journalism:** Data journalism involves using data analysis and visualisation techniques to tell stories. Staff should understand data journalism and how AI can enhance data-driven reporting.

**Security awareness:** As AI tools often deal with sensitive data, newsroom staff should be aware of cybersecurity best practice and follow guidelines to protect both their own information and that of their sources.

# ANNEX I

## PRINCIPLES FOR ETHICAL USE OF AI

### Beneficence (Do no harm)

As a general principle, NMG journalists must respect all professional ethics as provided for in the code of conduct for the practice of journalism. The specifics and special sensitivities of using AI require journalists to consider the following norms and guidelines:

- a. AI systems will respect people's decisions, protecting them from harm, and ensuring their well-being.
- b. AI systems will respect human dignity and person's privacy, unless public interest in media coverage limits this principle as prescribed by law.

### Accountability

- a. NMG will establish appropriate oversight, impact assessment, audit, and due diligence mechanisms for the utilisation of AI.
- b. NMG will deploy corrective measures in the event AI systems deviate from their intended purpose or pose threats.
- c. NMG and its journalists will be committed to upholding accountability while using AI systems.
- d. NMG and its journalists will bear responsibility for any AI generated content.

### Transparency and Explainability

- a. NMG will promptly and adequately inform users when a product, service or content is delivered directly or with assistance of AI.

- b. NMG will have internal policies and processes governing disclosure when a product, service or content is from third parties.
- c. Full disclosure is essential, ensuring individuals are informed whenever a decision is influenced by or made based on AI processes.
- d. NMG will ensure AI systems are designed to be understandable to users and audiences, promoting transparency in their operation.

### Fairness

- a. NMG and its journalists will ensure use of AI provides fair access to information by users.
- b. They will not create filter bubbles through AI features such as the personalisation of media content, in a manner that limits information that individual users access or see.

### Diversity and Accessibility

- a. NMG will ensure AI systems will treat users equally and be available to diverse people.
- b. NMG shall ensure that training data in AI models will not exclude sections of users or any groups based on their ethnicity, gender, education level, physical abilities, political affiliation, religion, economic status, etc.
- c. NMG's systems will not be biased towards users based on their ethnicity, gender, education level, physical abilities, political affiliation, religion, economic status, etc, and will respect the cultural sensitivities of the user community.

## Intrusion to Privacy

- a. NMG and its journalist will ensure AI systems avoid the unsolicited observation of a person's activities, properties, or location or any activities of data mining without the subject's consent.
- b. NMG and its journalists will uphold protection of confidential information and resist technological intrusion on user's devices.
- c. NMG and its journalists will ensure their AI systems do not violate anyone's privacy and any user data is protected against any attacks and breaches.

## Data Protection and Governance

NMG and its journalists will ensure that data collection for AI use is done in accordance with the law and governed effectively to prevent loss, damage, and unapproved access.

## Human-in-the-Loop

Through a Human-in-the-Loop approach, NMG will ensure that:

- a. Human decision making is central in the use of AI technologies.
- b. AI systems are considered as tools for supporting human experts.
- c. AI-generated content is subjected to robust editorial oversight and verification processes.
- d. Well-informed decisions are made with clearly defined goals guiding the use of AI systems.
- e. AI-generated content meets all journalistic standards, with enhanced skills "In the Loop".

- f. Competitive advantage will not be achieved without humans-in-the-loop.

## Safety and Security of AI System

NMG and its journalists have a duty to:

- a. Ensure AI systems and products are safe and secure before using them or releasing the final and product to the public.
- b. Put in place clearly defined testing and governance criteria to prevent attack, misuse and other forms of harm by AI systems.
- c. Conceive and implement a protocol to secure the safety of humans against rogue or erratic AI alongside every use case.
- d. Ensure the deployed AI system is reliable and stable.
- e. Test the safety of their systems internally and externally to assess cybersecurity and societal risks.

## Human Dignity, Autonomy, and Psychological Impact

NMG and its journalists will:

- a. Ensure that AI systems and products used uphold human dignity and do not degrade any person or group.
- b. Identify and mitigate any psychological effects that may arise from the loss of autonomy occasioned by AI use.
- c. Anticipate and mitigate the possible harms of incorrect AI predictions, especially when automating critical processes that may affect human lives.

**Approved by the NMG Board on: 25th February, 2026**