

# Hummm Productions: Public AI Usage Statement

Revised February 16, 2026

Hummm is committed to using technology in ways that align with our mission: amplifying human stories, protecting the dignity of the people and communities we feature, and being transparent about how our work is made.

## Executive Summary of Hummm's Position on AI

- Hummm will not utilize AI in any production/creative capacity.
- Any AI use within the context of Hummm operations (e.g., Grant search, initial research) will be disclosed.
- AI standards for Hummm will be shared and communicated with any parties supporting or in service of Hummm operations and content.
- Reason for this position:

We want to ensure any creative material including but not limited to what comes from the people and organizations that are doing the work will not be altered or modified in any way using AI.

## Scope:

Hummm and any people, agencies, contractors or organizations supporting Hummm agree not to utilize AI\* in the sourcing, assembling or creation of any published content. We do not use AI to generate our core creative work, such as Impactually podcast, DocuPod™ or Hummm Shorts concepts, interviews, scripts, music, art, voices, avatars, or final storytelling products, which are rooted in real people and lived experiences.

**Exceptions:** Due to the nature of Hummm's size and budget, and software today, as an organization, we cannot eliminate all uses AI for example:

- Use of aggregation capacities to do initial research on organizations (e.g., address, social media, articles, etc.)
- Use of search capabilities to support funding of Hummm and its supported storytellers (e.g., use of searching capabilities to find grants, or matching funds.)
- Use of inherent tools/capabilities of software used in the operations of a business (e.g., Copilot, Excel, PowerPoint, Word, Google search, Airtable's Omni etc.)

In the case of these exceptions, Hummm will disclose the use of such tools and as Hummm grows in staff and supporting services, will seek to eliminate uses where possible.

## **Humm's Use of Artificial Intelligence (AI)**

*For purposes of this document Artificial Intelligence is the use of systems and tools that remove the “human process” large language models (LLM) to create something new, such as text, images, graphics, and interactive media. Although generative AI has the potential to improve storytelling, information gathering, and streamline workflows, it also has the potential to harm credibility and our unique relationship with our audience.*

Humm Productions is a small nonprofit media collaborative that uses artificial intelligence (AI) tools in a limited way to support research and operations, not to replace human creativity or decision-making.

*As we proceed, Humm's core values and mission will guide our work. These principles apply explicitly to production of our shows and throughout other non-production departments including operations, grants, events, marketing, and development.*

**Accuracy and human verification** - All AI-assisted materials require human verification and are reviewed, edited, and approved by a member of Team Humm before being shared externally or used in decision-making. We treat AI output as a draft or research aid, not as fact, and we verify information against reliable sources whenever possible.

For further information or inquiry:

The point person on AI at Humm Productions is Lee Bechtold, our Chief Information Officer. For questions or concerns about how Humm uses AI:

Contact: Lee Bechtold, Chief Information Officer  
Team Bio | LinkedIn | [contact@hummproductions.org](mailto:contact@hummproductions.org)

**Note: for the purpose of this document AI is generically used to reference all capabilities of AI (e.g., Large Language Models, Agentic AI, etc.).**