

# YOUNG PITCHER COMPETITION 2026

## AI USE POLICY & BEST-PRACTICE GUIDE

(For Digital, Print, Media & Film Categories)

### 1. Overview

Artificial Intelligence (AI) tools are permitted in the Young Pitcher Competition. Competitors may use AI to support idea development, writing, design, image generation, and creative execution. However, all AI use must be transparent, ethical, and properly declared.

AI should enhance your creativity — not replace it. Judges will evaluate insight, originality, clarity of thought, and cultural relevance, not the sophistication of AI outputs.

### 2. Mandatory AI Declaration

Every submission must include an AI Use Declaration stating:

The AI tools used

What tasks they were used for

How much of the final work relied on AI

Confirmation that no external video footage was used (Film category)

#### Example:

“We used ChatGPT to refine copy and Midjourney to generate background textures. All strategic thinking, concept development, and final editing were done by the team. No external video footage was used.”

Failure to declare AI use may result in penalties.

### 3. What Is Allowed

AI may be used for:

- Brainstorming and idea exploration
- Copywriting and script refinement
- Image generation
- Design mockups
- Storyboards

## YOUNG PITCHER COMPETITION 2026

- Motion concepts
- AI-generated video created entirely from scratch
- Digital content prototypes
- Media strategy visualisation

AI is acceptable as long as the idea, strategy, and creative direction come from the team.

### 4. What Is Not Allowed

To ensure fairness and originality, the following are prohibited:

#### **✗ Use of existing video footage**

Stock video

Downloaded clips

Game footage

Influencer or streamer clips

Tournament footage

Any edited or repurposed real-world footage

#### **✗ Use of copyrighted or unlicensed assets**

No images, or materials you do not own.

#### **✗ Submitting AI-generated work without disclosure**

Transparency is mandatory.

#### **✗ Letting AI generate the entire idea**

Judges must see your thinking, not the tool's.

## YOUNG PITCHER COMPETITION 2026

### 5. AI-Generated Video Policy

#### **Allowed:**

- AI-generated video created entirely from scratch
- AI-generated animation
- AI-generated motion graphics
- AI-generated avatars, scenes, or environments

#### **Not Allowed: (Film Category)**

- Any real-world footage
- Any game or esports footage
- Any influencer or streamer clips
- Any repurposed or edited external video
- All AI-generated video must be declared.

### 6. Best-Practice Guidelines

Competitors should follow these principles:

- ✓ Prioritise original thinking — AI should support, not replace, creativity
- ✓ Use AI ethically — avoid harmful, biased, or misleading content
- ✓ Stay culturally authentic — African insight matters more than AI polish
- ✓ Keep ideas clear and simple — clarity beats complexity
- ✓ Document your process — be ready to explain how AI contributed

AI is not a shortcut to winning — it is a tool to help express your thinking.

### 7. Add to the AI declaration in the submission portal

#### **AI USE DECLARATION**

Tools used:

Purpose of use:

Extent of use:

Confirmation that no external video footage was used