

Trust in Archives Initiative: A Community Response to Generative AI

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Trust in Archives Initiative (TAI)

The Trust in Archives Initiative (TAI) is a cross-disciplinary coalition dedicated to preserving the authenticity of media collections, encouraging transparency, and ensuring public trust in archives.

In an era increasingly influenced by synthetic media, TAI brings together expertise across sectors to develop practical tools and resources that address the challenges of generative AI, ensuring archives remain trusted sources of the historical record.

Background

Archival Producers Alliance (APA)

Representing over 700 archival producers, APA uses collective knowledge to influence policy and affect change in the documentary field.

Created the [Best Practices for Use of Generative AI in Documentaries](#) and accompanying toolkit.

Association of Moving Image Archivists (AMIA)

Bringing together a global network of media archivists, AMIA is dedicated to the preservation and use of moving images. AMIA supports education, collaboration, and innovation to preserve the moving image record and ensure it remains accessible.

Structure



With support from:



- Steering committee
- Working groups
- Coalition partners
- Bi-monthly meetings with speaker
- Educational events / public engagements

Why this matters now



2023



2024



2025



2026

Why this matters now

- Archives play a critical role in how we understand the past—but that role depends on public trust.
- Archives sustain trust through transparency, context, and care, and that trust allows them to remain meaningful and usable.
- The generative AI landscape makes it harder to tell what something is, where it came from, and whether it's been generated or altered. New provenance / transparency mechanisms are not fully rolled out, reliable, or foolproof.
- AI can re-use and transform archival materials, often outside their original context, raising new questions about access/use, rights, consent, attribution, and the preservation of meaning.
- TAI helps archives think through how to navigate this landscape, and support access and innovation while maintaining trust.

Working groups, 2025-2026

Authentication

Tools to ensure and attest to authenticity and provenance of collections.



Strategic Engagement

Tools to help institutions assess collaboration opportunities with tech companies.



Content Licensing

Tools to protect collections, set boundaries for use, and ensure alignment with institutional values.



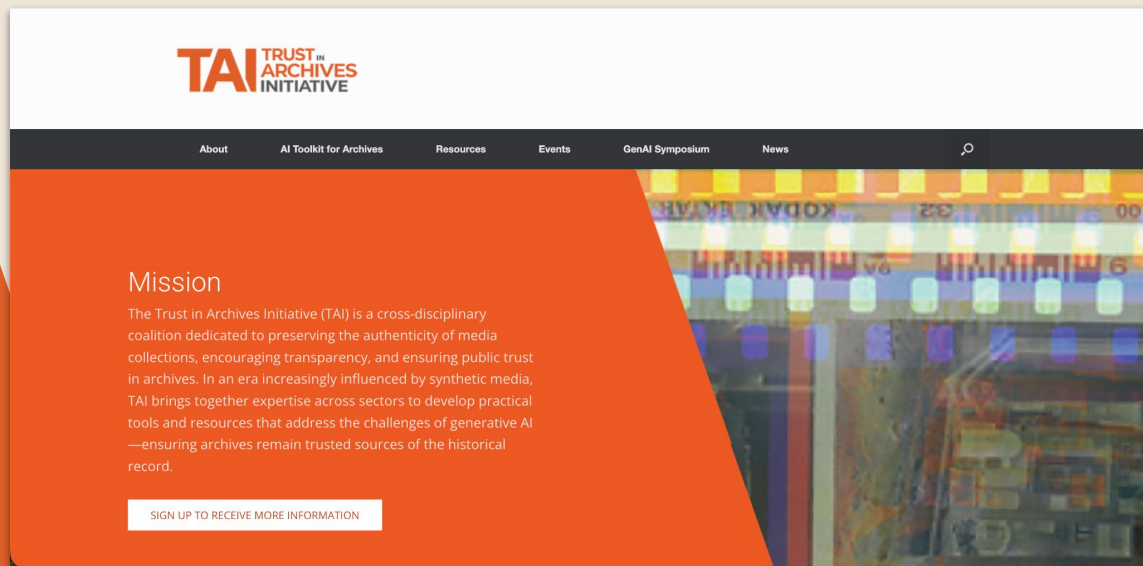
Taxonomies

Tools to enable archivists to evaluate and communicate AI processes and their impact on archival media.



TAI Toolkit for Archives

<https://trustarchives.org/tai-toolkit/>



Toolkit resources

Authentication

Due diligence questions to establish archival authenticity.



Strategic Engagement

Guiding questions for engaging with AI tech companies (aggregators, intermediaries, model builders).



Content Licensing

Templates for licensing addenda prohibiting AI use and allowing limited use.



Taxonomies

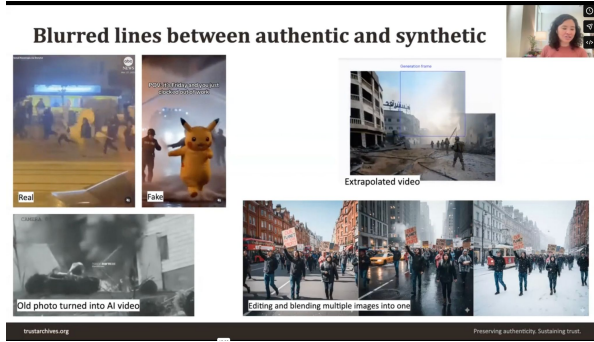
Survey and comparison grid of relevant metadata standards.



Webinar series

<https://trustarchives.org/toolkit-series/>

Blurred lines between authentic and synthetic



Real Faked

Extrapolated video

Old photo turned into AI video

Editing and blending multiple images into one

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Limited Use

AI use beyond standard post-production techniques must be approved, disclosed, and authorized in writing.

Guardrails	Transparency	Rights
WHAT TRIGGERS REVIEW	WHO GETS TOLD	WHO DECIDES
AI beyond standard post-production must be disclosed and approved in writing.	Show your work to the licensor and credit AI use to the audience.	The licensor keeps the final say, and no one may train AI on the content.

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Ten Headlines for Consideration Prior to Engagement

1. Intellectual Property Rights
2. Content Licensing
3. Data Privacy
4. Quality Control
5. Ethical Use
6. Brand Protection
7. Legal Compliance
8. Content Valuation
9. Technology Partnership
10. Revenue Sharing



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Recommended metadata fields

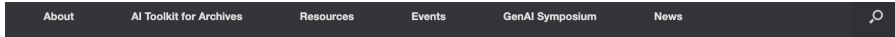
The technical value of the taxonomy is that it turns AI involvement into describable, requestable, and reviewable metadata.

Field	Description
AI Model	model name, version, provider, documentation
Training Data	known, generalized, unavailable, or disputed
Prompt Description	text prompt, negative prompt, parameters, operator intent
Reference Media	source, input, base asset, guide image, audio, or sequence
AI Workflow	tools, nodes, scripts, API logs, settings, processing steps
Date Generated	creation/modification date and uncertainty
Human Agent	name of the person who initiated the instructions to generate media
Platform	The software or combination of software where the modification is being run, independent of model

The goal is not perfect certainty. It is consistent disclosure of what is known, inferred, transformed, or newly generated.

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External resources



GENERAL RESOURCES

[Content Authenticity and Provenance in the Age of Artificial Intelligence: A Call-to-Action for the LAMs Community](#)

- Released in February 2026 as a product of the [C2PA for G+LAM Community of Practice](#), the white paper advocates for libraries, archives, and museums (LAMs) to take proactive and pragmatic steps to ensure that digital collections content, especially content impacted by AI at any point in its lifecycle, remains authentic, transparent, and verifiable from creation through access in order to meet the LAMs community's mission of public trust.

[University of Virginia Archival AI Protocol](#)

- A practical approach for evaluating AI requests involving cultural heritage collections. It provides AI training and access standards for archival organizations and is organized around a simple rule: "Irreversible models do not get access unless item-level provenance and meaningful attribution can be demonstrated in practice, and the archival organization retains contractually enforceable control to stop further use."

[Context Matters: Building Trust in Digital Content](#)

- Presentation on how content transparency can strengthen trust across the digital ecosystem and how secure, standards-based solutions are being applied across a wide range of real-world settings. Provenance technologies can help verify digital content, support evidentiary integrity, and inform policy solutions for a more secure and trustworthy information environment.

AI Literacy

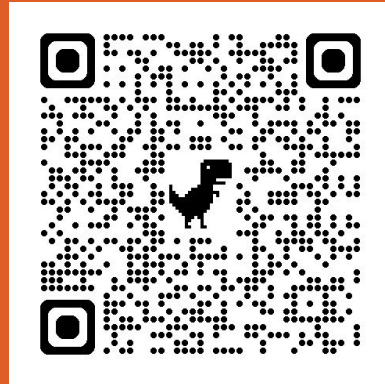
Stanford [Artificial Intelligence Index Report \(2025\) \(2026\)](#)

- Data in layman's terms to guide the understanding of the AI industry

[Empire of AI: Dreams and Nightmares in Sam Altman's OpenAI](#) By Karen Hao ISBN 978-0-59365-750-8

- New York Times Best Seller deep dive into the organizational foundations and goals of main AI companies and specifically OpenAI (ChatGPT, backbone to Microsoft's AI initiatives)

We encourage additions
and feedback through
our [Suggestion Form](#).

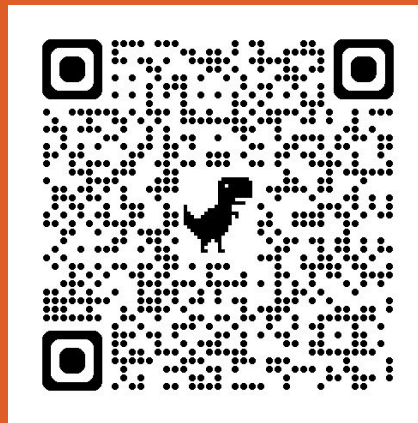


Bi-monthly community calls

Past guest speakers have included:

- Kate Murray and Joshua Sternfeld on *Content Authenticity and Provenance in the Age of Artificial Intelligence: A Call-to-Action for the LAMs Community*.
- Leo Lo on the University of Virginia Archival AI Protocol.
- Sayers Technology on systems security.

Sign up to receive
meeting invitations
<https://trustarchives.org/>



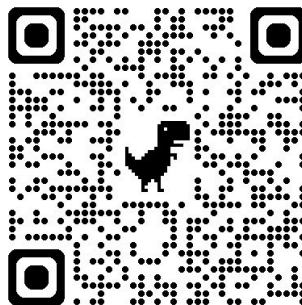
Upcoming online symposium

Speakers include:

- Ottar Anderson, DOAWG
- Lou Burkart, Eye Filmmuseum
- Luciana Duranti, InterPARES Trust AI
- Charlie Eckert, Global ImageWorks
- Brenda Gunn, University of Virginia
- Dave Hansen, Authors Alliance
- Elizabeth Hansen, Texas Archive of the Moving Image
- Shanna Hollich, CC Signals
- Kate Murray, Library of Congress
- Yvonne Ng, WITNESS
- Kay Page, FOCAL
- Brendan Quinn, IPTC
- Eric Scouten, CAWG
- Nick Spark, Periscope
- Garth Stewart, Digital Preservation Coalition

Archives & GenAI: Navigating a Changing Landscape

September 30, 2026



Forthcoming new working groups

Authentication and Metadata

Education

Building media literacy around
generative AI & archives

Licensing and Donor Agreements

Editorial

Review existing tools and refine
guidance

Get involved!

Register for the 30 Sept symposium

Attend a bimonthly call

Join or start a working group

Suggest a resource



TAI TRUST IN
ARCHIVES
INITIATIVE