



Christian Media AI Literacy: A Framework for Responsible Innovation

Course Goal: To equip Christian media professionals and ministry leaders with a robust understanding of Artificial Intelligence (AI) and a comprehensive framework for integrating it with unwavering Biblical oversight across all ministry applications.

Target Audience: Executives and key decision-makers within Christian radio networks, church leadership teams, heads of ministry departments, and innovation strategists exploring AI's transformative potential for Christian outreach.

Course Duration: Delivered over five focused modules, spaced to allow for reflection and strategic planning between sessions.

Module 1: Navigating the AI Landscape: Opportunities and Foundational Considerations

This module provides a high-level overview of the current AI landscape, specifically focusing on generative AI and its relevance to Christian media and ministry operations. We will explore the potential efficiencies and expanded reach that AI offers while immediately grounding our understanding in critical theological considerations.

- **Understanding Generative AI for Strategic Leaders:**
 - Demystifying AI: A concise, executive-level explanation of what AI is and how generative AI models function. Emphasis will be on understanding capabilities and limitations without delving into technical complexities.
 - Strategic Applications in Ministry: Identifying key areas where AI tools can be

strategically applied, such as content augmentation, audience engagement analysis, operational efficiencies, and preliminary research.

- The Promise of Scalability and Impact: Examining the potential for AI to amplify ministry reach and impact, while acknowledging the need for careful stewardship.

- **Establishing Foundational Biblical Principles for AI Engagement:**

- AI as a Sophisticated Tool: Recognizing that AI, despite its capabilities, remains a tool devoid of consciousness, moral agency, or the indwelling Holy Spirit.
- The Criticality of Data Integrity: Understanding the inherent risks of bias in AI training data and its potential to skew outputs in ways that conflict with biblical truth and values.
- The Distinctiveness of Human Agency and Spiritual Discernment: Affirming that AI cannot replicate the unique human capacity for spiritual discernment, empathy, and authentic connection.
- Guarding Against the Devaluation of Human Interaction: Emphasizing the importance of maintaining genuine human connection in ministry and avoiding over-reliance on AI in relational contexts.

Thoughts and Insights:

This initial module sets the stage by introducing AI's potential through a strategic lens, relevant to the concerns and opportunities faced by leadership. Crucially, it immediately establishes the non-negotiable foundation of a biblical worldview. We recognize that while the allure of efficiency and reach is significant, it must be approached with a clear understanding of AI's inherent limitations and the paramount importance of theological integrity. This module aims to foster a mindset of cautious optimism, encouraging exploration while firmly anchoring the discussion in biblical truth.

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Module 2: The Imperative of Biblical Oversight: Anchoring Innovation in Eternal Truth

This module delves into the theological rationale for rigorous biblical oversight in all applications of AI within Christian media and ministry. We will examine key scriptural principles and their direct implications for navigating this technological frontier.

- **The Unquestionable Authority and Absolute Sufficiency of Scripture:**
 - Engaging with 2 Timothy 3:16-17 (NASB, NIV, KJV, NKJV): A comparative analysis of these translations to underscore the comprehensive nature of Scripture's authority for all aspects of life and ministry, including the integration of new technologies.
 - Scripture as the Ultimate Standard: Reinforcing that the Bible serves as the final and unwavering standard for truth, righteousness, and ethical conduct, against which all AI outputs and applications must be measured.
- **Safeguarding Doctrinal Integrity in the Age of AI:**
 - The Subtle Dangers of AI-Generated Theological Content: Examining the potential for AI to produce content that, while seemingly plausible, may subtly deviate from core Christian doctrines.
 - Our Stewardship of Divine Truth: Underscoring the profound responsibility of Christian ministries to accurately and faithfully represent God's Word in all communications.
 - Preventing Doctrinal Dilution and Distortion: Developing a critical awareness of how unchecked AI can inadvertently erode the clarity and purity of essential Christian beliefs.
- **Upholding Impeccable Ethical Standards in AI Applications:**
 - Navigating the Ethical Minefield: Addressing the risks of AI-facilitated plagiarism, misrepresentation of information, and the unintentional spread of falsehoods.
 - The Primacy of Honesty, Integrity, and Love: Emphasizing that all AI-driven communications must be rooted in these core Christian ethical principles.
 - Considering the Spiritual Impact on the Audience: Evaluating how AI-generated content might affect the spiritual growth, understanding, and well-being of those we serve.
- **Preserving Essential Human Connection and Spirit-Led Discernment:**
 - The Irreplaceable Role of Human Leadership: Affirming that pastors, teachers, and communicators, guided by the Holy Spirit, possess a unique capacity for conveying spiritual truth and offering personalized guidance that AI cannot replicate.
 - Recognizing AI's Inability to Discern Spiritual Nuance: Understanding that AI

lacks the capacity for emotional intelligence, contextual understanding informed by faith, and the ability to be led by the Holy Spirit.

Thoughts and Insights:

This module provides the critical "why" behind the necessity of biblical oversight. By grounding our approach in the authority and sufficiency of Scripture, we establish a non-negotiable framework for evaluating and implementing AI. The emphasis here is on proactive risk mitigation, ensuring that our pursuit of innovation never compromises doctrinal integrity, ethical standards, or the irreplaceable value of human connection and spiritual discernment. This module encourages a deep theological engagement with the implications of AI for Christian ministry.

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Module 3: Implementing Robust Biblical Oversight: Establishing Practical Frameworks

This module transitions from theological principles to practical implementation strategies. We will focus on developing concrete policies, workflows, and training protocols to ensure effective biblical oversight in the daily use of AI.

- **Developing Comprehensive Oversight Policies and Governance Structures:**
 - Establishing a Dedicated AI Oversight Team: Defining the roles and responsibilities of a cross-functional team comprising theological experts, communications leaders, and relevant department heads to guide AI integration.
 - Crafting a Clear and Actionable AI Usage Policy: Developing a written document that outlines acceptable and unacceptable applications of AI, aligned with biblical principles and the ministry's mission and values.
 - Defining Specific Guidelines for AI Applications: Creating clear boundaries and protocols for content creation, research, data analysis, and automation involving AI.
 - Implementing a Mandatory Review and Approval Process: Establishing a rigorous workflow for vetting all AI-generated content before dissemination across any platform.
- **Establishing Practical Oversight Practices and Workflows:**
 - **Content Vetting Workflow:**
 - Designating Theologically Trained Reviewers: Assigning individuals with strong theological backgrounds to critically evaluate AI-generated scripts, social media content, articles, and other materials.
 - Developing a Comprehensive Biblical Review Checklist: Creating a standardized tool based on core biblical principles, the ministry's statement of faith, and ethical considerations to guide the review process.
 - Implementing a Formal Sign-Off Protocol: Requiring documented approval from designated reviewers before any AI-generated content is published or broadcast.
 - **Prompt Engineering with Biblical Awareness:**
 - Training Staff on Biblically Informed Prompt Formulation: Equipping teams with the skills to create prompts that guide AI towards generating content consistent with biblical truth and the ministry's voice.
 - Developing a Curated Library of Approved Prompts and Keywords: Providing resources to facilitate the creation of responsible and relevant AI-generated content.
 - Establishing Clear Guidelines on Prompts to Avoid: Educating staff on

prompts that could lead to theological inaccuracies, misinterpretations, or the generation of harmful content.

- **Ensuring Rigorous Source Verification for AI-Assisted Research:**
 - Emphasizing the Primacy of Trusted Biblical and Theological Sources: Reinforcing the need to verify all AI-generated research findings with authoritative resources.
 - Discouraging Sole Reliance on AI for Theological Interpretation: Cautioning against using AI as the primary source for understanding or interpreting Scripture.
- **Implementing Human-in-the-Loop Oversight for Automation:**
 - Maintaining Human Control Over Automated AI Tasks: Establishing protocols for human review and intervention in automated processes like social media posting and basic interactions.
 - Developing Response Protocols for Potentially Problematic AI Outputs: Creating clear procedures for addressing and correcting any inappropriate or inaccurate AI-generated responses.
- **Establishing Mechanisms for Continuous Improvement and Adaptation:**
 - Implementing Regular Policy Review Cycles: Recognizing the rapid pace of AI development and establishing a schedule for periodic review and updates to oversight policies.
 - Seeking Feedback and Input from Stakeholders: Encouraging staff and theological advisors to provide feedback on the effectiveness and practicality of oversight practices.
 - Committing to Ongoing Training and Education:**
 - Conducting Regular Training Sessions: Ensuring all staff are continuously educated on the responsible and ethical use of AI within a Christian framework.
 - Reinforcing the Importance of Biblical Oversight: Regularly emphasizing the critical role of theological guidance in AI integration.
 - Providing Practical Guidance on Policy Implementation: Equipping staff with the knowledge and skills to effectively apply oversight policies in their daily workflows.

Thoughts and Insights:

This module is crucial for translating the "why" of biblical oversight into the "how." By focusing on practical policies, workflows, and training, we aim to create a culture of responsible AI integration at every level of the organization. The emphasis is on building sustainable systems that embed biblical principles into the daily use of AI,

ensuring accountability and minimizing the risks associated with this powerful technology. This module requires a commitment to developing clear guidelines and empowering staff to implement them effectively.

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Module 4: Navigating Real-World Scenarios: Case Studies and Collaborative Discussion

This module provides an opportunity to apply the principles and practices discussed in previous modules to realistic scenarios encountered in Christian media and ministry. Through collaborative analysis and open discussion, participants will deepen their understanding of the nuances and complexities of AI integration.

- **In-Depth Analysis of Hypothetical AI Use Cases:**
 - Scenario 1: AI Assisting in Sermon Illustration Development: Examining the potential benefits and pitfalls of using AI to generate illustrative content, focusing on theological accuracy and relevance.
 - Scenario 2: AI Generating Social Media Prayer Requests: Evaluating the ethical considerations and the potential for dehumanizing prayer when relying solely on AI-generated content.
 - Scenario 3: AI Assisting with Biblical Research for Small Group Studies: Analyzing the importance of source verification and the potential for AI to misinterpret or miscontextualize scripture.
 - Scenario 4: AI Automating Responses to Online Inquiries: Discussing the need for human oversight to ensure empathetic and theologically sound responses.
- **Applying Biblical Oversight Principles to Each Scenario:**
 - Identifying Potential Theological Pitfalls: Critically evaluating each scenario for potential deviations from core Christian doctrines.
 - Assessing Ethical Implications: Examining the ethical considerations related to authenticity, transparency, and the potential for misinformation.
 - Determining the Appropriate Level of Human Involvement: Discussing the importance of maintaining human connection and discernment in each application.
- **Facilitated Open Discussion and Q&A:**
 - Addressing Participants' Specific Concerns and Challenges: Providing a platform for leaders to discuss their unique organizational contexts and the specific AI-related questions they face.
 - Sharing Best Practices and Innovative Solutions: Encouraging peer-to-peer learning and the exchange of effective strategies for responsible AI integration.

Thoughts and Insights:

This module moves beyond theoretical frameworks and engages with the practical realities of AI implementation. By analyzing concrete case studies, participants will develop a more nuanced understanding of the challenges and opportunities

presented by AI. The collaborative discussion fosters critical thinking and allows for the sharing of diverse perspectives, ultimately leading to more informed and contextually relevant strategies for biblical oversight. This module emphasizes the ongoing need for discernment and thoughtful application of the principles discussed throughout the course.

Notes:

Module 5: Embracing the Future Responsibly: A Call to Strategic Stewardship

(Ongoing, with regular leadership review and adaptation)

This concluding module reinforces the key takeaways of the course and casts a vision for the responsible and strategic integration of AI within Christian media and ministry. It emphasizes the ongoing commitment to biblical principles and the enduring importance of human-centered ministry.

- **Reiterating the Strategic Potential of AI Under Biblical Guidance:**
 - Summarizing the key benefits of AI as a tool for enhancing ministry effectiveness and reach, while underscoring the absolute necessity of theological oversight.
- **Encouraging a Proactive and Discerning Approach to AI Adoption:**
 - Promoting a mindset of continuous learning and adaptation in the face of rapidly evolving AI technologies.
 - Emphasizing the importance of careful evaluation and discernment before implementing any new AI tools or applications.
- **Affirming the Enduring Importance of Human Connection, Spiritual Discernment, and the Centrality of Scripture:**
 - Reiterating that technology, while powerful, should never replace the vital role of human relationships, the guidance of the Holy Spirit, and the ultimate authority of God's Word.
- **Concluding with a Call to Prayer and a Commitment to Responsible AI Integration:**
 - Encouraging leaders to approach AI integration with humility, wisdom, and a deep reliance on God's guidance.
 - Renewing a collective commitment to prioritizing biblical principles and ethical considerations in all applications of artificial intelligence.

Key Strategic Takeaways for Leadership:

- AI presents significant opportunities for enhancing Christian media and ministry, but it demands unwavering biblical oversight.
- Establishing clear policies, practical workflows, and ongoing training are not optional but essential for responsible AI integration.
- Human wisdom, theological expertise, and reliance on the Holy Spirit must always guide the use of AI.
- Continuous learning, adaptation, and a commitment to ethical considerations are crucial for navigating the evolving AI landscape.
- The ultimate goal is to leverage AI in ways that amplify the Gospel message

without compromising its integrity or diminishing the importance of human connection.

Thoughts and Insights:

This final module serves as a call to action, encouraging leaders to embrace the future of AI with both enthusiasm and profound responsibility. By reiterating the core principles and emphasizing the enduring values of Christian ministry, we aim to foster a culture of strategic stewardship. The focus is on moving forward with a clear understanding of both the potential and the limitations of AI, always anchored in the unchanging truth of Scripture and the leading of the Holy Spirit. This module encourages a long-term commitment to responsible innovation that honors God and serves His Kingdom effectively.

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Christian Media AI Literacy: Final Exam

Instructions: Please answer all questions to the best of your ability. This free course is based on the honor system. Copy and paste this page and complete the exam and the answers are provided at the end.

Your final exam score provides a gauge of your Christian Media AI Literacy. If you achieve a score of **12-15**, you demonstrate a strong grasp of the fundamental principles and can be considered to have an **expert** understanding of responsible AI integration within Christian media. A score of **8-11** indicates an **intermediate** level of comprehension, suggesting a solid understanding of key concepts and their application. If your score falls between **0-7**, this suggests a **beginner's level** of understanding, highlighting areas where further engagement with the course materials and concepts would be beneficial to build a stronger foundation in navigating the intersection of AI and Christian ministry.

START HERE:

Part 1: Yes/No

1. AI possesses consciousness and a moral compass. (Yes/No)
2. The course emphasizes that AI should be the ultimate authority in determining theological truth. (Yes/No)
3. Human oversight is essential when using AI for automated tasks like social media posting. (Yes/No)
4. The information provided in the course constitutes professional legal and theological advice. (Yes/No)
5. The course advocates for a proactive and discerning approach to AI adoption. (Yes/No)

Part 2: True/False

1. AI can fully replicate human empathy and spiritual discernment. (True/False)
2. The course highlights the potential for AI to introduce bias and skew outputs away from biblical truth. (True/False)
3. Prompt engineering involves creating instructions to guide AI towards generating desired content. (True/False)
4. The course suggests that AI should be the primary source for theological interpretation. (True/False)
5. The course emphasizes the importance of verifying AI-generated research with trusted sources. (True/False)

Part 3: Multiple Choice

1. What is a key application of AI in Christian media, as discussed in the course?
 - a) Replacing all human roles in content creation.
 - b) Strategically augmenting content, analyzing audience engagement, and improving operational efficiencies.
 - c) Eliminating the need for theological review of content.
 - d) Primarily focusing on AI's entertainment value.
2. According to the course, what is a crucial consideration when using AI for theological content?
 - a) Prioritizing the speed of content generation above all else.
 - b) Ensuring AI-generated content aligns with the ministry's statement of faith and biblical principles.
 - c) Assuming AI will always produce accurate and unbiased theological information.
 - d) Minimizing human involvement to reduce errors.
3. What does the course recommend regarding the use of Scripture in evaluating AI?
 - a) Scripture should be secondary to AI's output for efficiency.
 - b) Scripture is the ultimate standard for truth, righteousness, and ethical conduct.
 - c) Scripture is irrelevant in the context of technological advancements.
 - d) AI can reinterpret Scripture for modern audiences.
4. Who should be involved in AI oversight within a Christian ministry?
 - a) Only the IT department.
 - b) A dedicated team including theological experts and communication leaders.
 - c) Primarily external AI consultants.
 - d) No one; AI can self-regulate.
5. What is the course's stance on the future of AI in Christian media?
 - a) AI should be adopted without any reservations.
 - b) AI should be avoided entirely due to its inherent dangers.
 - c) AI presents opportunities if approached with discernment, biblical grounding, and proactive oversight.
 - d) AI's role is limited to automating administrative tasks only.

Answer On Next Page:

Part 1: Yes/No

1. No
2. No
3. Yes
4. No
5. Yes

Part 2: True/False

1. False
2. True
3. True
4. False
5. True

Part 3: Multiple Choice

1. b) Strategically augmenting content, analyzing audience engagement, and improving operational efficiencies.
2. b) Ensuring AI-generated content aligns with the ministry's statement of faith and biblical principles.
3. b) Scripture is the ultimate standard for truth, righteousness, and ethical conduct.
4. b) A dedicated team including theological experts and communication leaders.
5. c) AI presents opportunities if approached with discernment, biblical grounding, and proactive oversight.

YOU DID IT!

Congratulations on completing the final exam! By successfully navigating the content of this course and demonstrating your understanding through this assessment, you've gained a significant advantage. You now possess a level of knowledge and discernment regarding ethical, Christian-based AI integration that surpasses that of many others in your ministry area. This positions you as a valuable asset in guiding your organization toward responsible and impactful use of AI technologies, ensuring that innovation serves to amplify, not compromise, the message of the Gospel

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