

ARTIFICIAL INTELLIGENCE GUIDELINES

Our guidelines

To ensure ethical development and adoption of AI-based tools for all areas of the business, the following considerations will drive decision-making at Scripps.

- **Public trust:** AI applications must not impact the public's trust in our work and must be disclosed where appropriate.
- **Intellectual property:** Our use of AI-based tools must not violate the intellectual property rights of others.
- **Accuracy:** Use of AI tools should not impact the accuracy of the final work product.
- **Bias and discrimination:** We are committed to applications that are representative and free of bias.
- **Accountability:** A human is always responsible for the work they present.
- **Privacy:** The use of AI must comply with regulations and internal standards regarding privacy implications.

All employees

The use of AI tools and other emerging technologies will present many opportunities; however, these must be balanced with the proper application of the technology. Therefore, any usage of AI technologies, tools or vendors must first be reviewed and approved by the AI Governance Committee.

As new tools and capabilities are introduced, training will be made available to ensure proper use.

Journalists and their managers

At Scripps, the pursuit of truth and the trust of the public are at the center of our journalistic decision-making.

- Scripps journalists are always responsible for the facts they gather, verify and report. The use of generative AI tools is strictly prohibited for scriptwriting, article composition and image generation on all platforms.
- Scripps does recognize and actively embrace the role AI-based tools can and do play in non-reporting processes. Because the use of generative AI-based tools can carry considerable legal and ethical concerns — including intellectual property risks and potentially discriminatory practices — any use of artificial intelligence to support newsgathering and production requires approval from the Scripps AI Governance Committee and:
 - Anyone who uses AI must follow established operational protocols and approvals listed here and on WorkLife.
 - A human must be accountable for the output.
 - The use of AI for editorial purposes should be clearly disclosed to our audiences.

Artificial intelligence will never replace our journalists, and across every function of the company, human creativity and innovation will always be the primary driver of our value. We look forward to partnering with you to continue exploring the ways AI-based tools can amplify our work in the years to come.