

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:** Output of AI-based tools must not impact the public's trust in our work and must be disclosed when used to generate content or to interact with people.
- **Intellectual property:** Our use of AI-based tools must not violate the intellectual property rights of others.
- **Accuracy:** Use of AI-based 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-based tools must comply with regulations and internal standards regarding privacy implications.

### All employees

Across every function of the company, human creativity and innovation will always be the primary driver of our value. The use of AI-based 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 generative AI technologies, tools or vendors must first be reviewed and approved by the AI Governance Committee ([Algovernance@scripps.com](mailto:Algovernance@scripps.com)). Approval by the AI Governance Committee does not replace any other required approvals (e.g., budgetary, legal, IT Security, etc.) and does not supersede other previously established guidelines.

### 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.

- Approved generative AI tools *can* be used by Scripps journalists as a research and ideation tool (story or headline ideas, for example), but you should always fact check and verify the tools' output and you are ultimately responsible for your newsgathering and publishing choices.
- The use of generative AI tools is generally prohibited for scriptwriting, article composition and photorealistic image generation on all platforms. As other use cases are reviewed and approved, guidance and approved tools will be provided. Always use only Scripps-approved tools for these purposes and check with the AI Governance Committee if unsure.