

Scripps creates AI team to lead strategy, business development and operations across company

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CINCINNATI – The E.W. Scripps Company (NASDAQ: SSP) has put into place a leadership team to guide the acceleration of the company’s artificial intelligence strategy.

Kerry Oslund has been named vice president of AI strategy, and Christina Hartman has been named vice president of emerging technology operations. Both are new positions and will report to Laura Tomlin, Scripps chief transformation officer.

Keith St. Peter, the new director of newsroom AI, will lead AI strategy for news and report to Hartman.

“Our goal is to quickly and responsibly transform our organization into a nimble environment that fosters innovation at all levels, inspiring revenue growth, efficient workflows and new product development,” Tomlin said. “AI will play a critical role in reshaping our operating systems and company culture.”

A closer look:

- **Oslund** has been vice president of enterprise strategy and business development for Scripps, focused on driving adoption and strategic initiatives around ATSC 3.0 broadcasting technology, datacasting and maximizing the use of spectrum. Oslund is on the Board of Directors for ATSC. In this new Scripps role, he will drive AI strategy with an emphasis on business development. “Like spectrum, AI has the potential of becoming another foundational asset for the company,” Oslund said. “This is an exciting time for Scripps to be a leader in both spaces.”
- **Hartman** has been vice president and head of Scripps News, which on Nov. 15 moved to streaming-only platforms after ending its over-the-air broadcasts. She has served as co-chair of Scripps’ AI Governance Committee, established to proactively drive safe AI awareness and adoption. The committee [published AI guidelines](#) on the company’s [Media Trust Center](#). She will contribute to strategy and continue to play a leading role in ethical adoption of AI across the organization. “Driving AI fluency within our workforce and adoption within our workflows will unleash a new era of innovation and creativity,” Hartman said. “I couldn’t be more excited to help lead that transformation with Kerry and Keith under Laura’s leadership.”
- **St. Peter** joined Scripps in 2021 and most recently served as news director at KIVI, the Scripps-owned television station in Boise, Idaho. Prior to that, he was senior executive producer at KNXV, the Scripps-owned television station in Phoenix. As AI technology and its relevant use cases in newsrooms evolve, St. Peter will be responsible for training, adapting and developing newsroom solutions – while ensuring journalistic integrity, accuracy and fairness.

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About Scripps

[The E.W. Scripps Company](#) (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As one of the nation’s largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of more than 60 stations in 40+ markets. Scripps reaches households across the U.S. with national news outlets [Scripps News](#) and Court TV and popular entertainment brands ION, ION Plus, ION Mystery, Bounce, Grit and Laff. Scripps is the nation’s largest holder of broadcast spectrum. Scripps is the longtime steward of the [Scripps National Spelling Bee](#). Founded in 1878, Scripps’ long-time motto is: “Give light and the people will find their own way.”

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