



2018  
» Social  
Responsibility  
Highlights

**TEGNA**

# TEGNA



TEGNA is driven by our strongly-held purpose to serve the greater good of our communities and to make a difference in our work, our company and our communities. Every day, TEGNA empowers citizens to know about their community, learn about their neighbors and hear perspectives they would not otherwise encounter. Through ethical journalism, governance, local community engagement, corporate giving, sustainability initiatives, diversity and inclusion efforts and workforce development, we believe we can drive business results while benefiting society at large.

## Ethical Journalism

Ethics is a core value of TEGNA. We are committed to the highest ethical standards and are dedicated to the principles of truth, independence, public interest, fair play and integrity. These principles apply to everything we do, from gathering information to reporting and producing content. In 2018, after review and input from TEGNA journalists, we updated our Principles of Ethical Journalism and Social Media policies, both available on TEGNA.com. All employees who gather, report, produce and distribute news and information on any platform went through a robust training on the new policies.

TEGNA is dedicated to defending the First Amendment and understands the important role news organizations play in informing the public. We give our stations the independence to make editorial decisions that best meet the needs of their station and community. Reporting by our stations exposes wrongdoing, helps change laws and brings communities together in times of crisis, such as severe weather and natural disasters. Our stations conduct in-depth investigations that shed light on important causes, hold the powerful accountable and help bring change to those who need it most.

In 2018, several investigations made an impact including:

- **WTSP in Tampa** reported on “Zombie Campaigns,” an investigative collaboration with The Tampa Bay Times. The investigation exposed loopholes in federal campaign laws that allowed politicians to continue using campaign funds long after they left office and even after they’ve died. After the investigation, dozens of campaigns reformed their questionable spending and the Federal Elections Commission (FEC) changed the review process of campaign spending once a politician leaves office. “Zombie Campaigns” was recognized with a 2019 Alfred I. duPont-Columbia University Journalism Award for investigative news partnership.



## 2018 National Journalism Awards

TEGNA won more national journalism awards in 2018 than any other local broadcaster for our innovative approach to content, impactful investigations and commitment to the communities we serve.

**1**  
**2019 Alfred I. duPont  
 Columbia University Award**  
 WTSP, Investigative News  
 Partnership for "Zombie Campaigns"

**4**  
**Gracie Awards**  
 Presented by the Alliance for  
 Women in Media Foundation

**10**  
**National Edward R. Murrow Awards  
 for Excellence in Local Journalism**  
 2 for Excellence in Innovation

**83**  
**Regional Edward R. Murrow Awards**  
 Most in the company's history and  
 more than any other local broadcaster



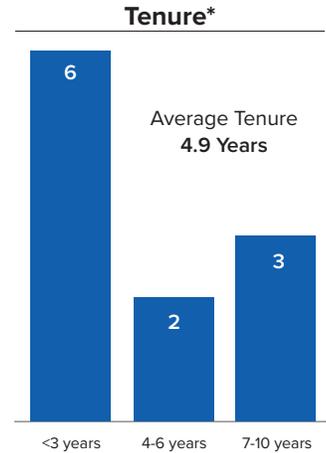
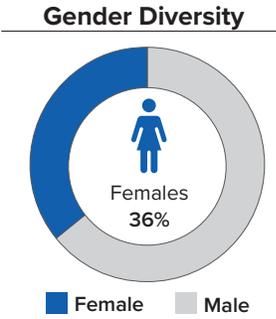
- "Hanford's Dirty Secrets," an investigation from **KING 5 in Seattle**, exposed that workers at the Hanford nuclear waste site, the nation's largest nuclear waste dump, were being denied rights to compensation for work-related illnesses. As a direct result of the KING 5 investigation, new legislation was signed into law in 2018 to help Hanford workers file for and receive their health benefits.
- "Invisible Wounds," an investigation from **KARE 11 in Minneapolis**, revealed how the Department of Veterans Affairs used unqualified doctors to screen thousands of veterans for Traumatic Brain Injury (TBI), improperly denying benefits and access to promised medical care.



KARE expanded its investigation, which has resulted in the VA offering new TBI exams to veterans from all over the U.S.

- **KUSA's "9 Wants to Know" team in Denver** has produced 36 in-depth stories and two hours of primetime specials about Colorado patients and their medical bills. The "Show Us Your Bills" investigations have helped viewers erase nearly \$300,000 in medical overcharges and billing errors.
- TEGNA's six-part digital-first series "**Selling Girls**" focused on the sex trafficking of children under the age of 18. These children are lured into commercial sex and are victims of trafficking. With complicated and often conflicting local, state and federal sex trafficking laws, TEGNA stations revealed the flaws in the system and what can be done to help protect kids. As a result, "Selling Girls" is now being used for training by organizations such as the U.S. State Department, the National Center for Missing and Exploited Children, The United Way, the Carter Center and the South Carolina Air National Guard. It's also being used as an educational resource in many schools.

# TEGNA Board of Directors – Key Board Statistics



## Governance

It is the responsibility of TEGNA's Board of Directors to direct the company, and the responsibility of TEGNA's management to operate the company, in an effective and ethical manner to produce value for shareholders. TEGNA's Board has instituted strong governance practices to ensure that the company operates in ways that support the long-term interest of shareholders.

TEGNA's Board has an independent Board chair, balanced tenure, strong gender diversity, ongoing Board refreshment to align with business evolution and annual performance evaluations. The Board also has significant engagement on strategy, capital deployment and risk oversight where they oversee and evaluate senior leadership's processes to identify, assess, manage and monitor risk confronting the company.

In 2018, Howard D. Elias was named independent Chairman, replacing Marge Magner who retired. Over the

past four years, TEGNA has added seven new Directors, supplementing the existing skills and experience of the Board. TEGNA's qualified and engaged Board of Directors conduct their business through the meetings of the Board and its five committees: Audit; Executive; Leadership Development and Compensation; Nominating and Governance; and Public Policy and Regulation.



The Board conducts an annual assessment to examine its effectiveness and

that of its committees. In 2018, more time was dedicated to Board strategy discussions to enhance overall operation and effectiveness.

The Company also has a robust shareholder engagement program, actively engaging with its shareholders in order to understand their viewpoints concerning the Company.



WTLV/WJXX  
"Buddy Check 12"

## Community Engagement & Corporate Giving

TEGNA strives to serve the greater good and is committed to making a difference in the communities we serve. Our values of inclusion, integrity, innovation, impact and results help us better understand and serve our customers, clients and consumers.

Every year, TEGNA stations raise more than \$100 million to support local causes that impact their communities. We do this through telethons, charity drives and volunteerism in addition to impactful storytelling. A shining example of this is WHAS in Louisville and its annual Crusade for Children Telethon. The telethon, which helps children with special needs in Kentucky and Indiana, raised nearly \$5.7 million in 2018. It is in its 65th year and is by far the most successful local telethon in the country, raising over \$180 million for children since its inception.

The TEGNA Foundation also supports our communities through Community Grants. The Foundation works with our stations to identify local community needs such as education, youth development, hunger, emergency assistance to families and individuals in crisis and

environmental conservation. Through its other programs, TEGNA Foundation also invests in the future of the media industry and contributes to a variety of charitable causes.

TEGNA also encourages its employees to be active members in their communities and help with numerous charitable causes and local nonprofits. Many employees are also assisting our nation's veterans through our partnership with American Corporate Partners (ACP). Employee mentors meet with veterans transitioning out of military service and guide them through the next phase of their career.

TEGNA also supports communities impacted by natural disasters. In times of need, we tell impactful stories while bringing communities together. When wildfires impacted towns throughout California, KXTV, our station in Sacramento, worked around the clock to keep its community informed and safe. Across platforms, our stations highlighted the heroes, helpers and those affected by the historic fires. We also launched campaigns across our communities to raise funds for those in need.

## Community Engagement in Action

TEGNA is invested in the well-being of our communities. Our stations are aligned to make a difference through the combination of storytelling, employee volunteerism and community grants from the TEGNA Foundation.



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### **WUSA – Washington, DC**

WUSA9, TEGNA's CBS affiliate in Washington, DC, created Impact: Give Back as a way to do more than just report on the problems facing the region. The station works with volunteers, nonprofits and the community to help make a difference where it matters most and solve problems. As part of WUSA9's ongoing Impact: Give Back campaign, the station partnered with the United Way on its "Do More 24" fundraiser, the largest day of giving in the nation's capital. For 24-straight hours, WUSA9 encouraged viewers across platforms to donate and help over 850 organizations across Maryland, Virginia and DC. WUSA9 profiled dozens of non-profit groups that received donations, shining a light on these important causes and telling stories of the work they do to help others. WUSA9 also hosted several events at the station. They brought together employees, community volunteers and businesses across the region to help stuff over 1,200 backpacks with school supplies, personal care items and non-perishable food for those in need. They also hosted a nonstop 24-hour telethon at the station. The station exceeding their goal and raised over \$2 million for local charities.

### **KFMB – San Diego, CA**

One in five children in San Diego, CA is chronically hungry. KFMB, TEGNA's CBS affiliate in San Diego, shined a spotlight on the issue and worked to make a difference for children in need. The station identified a local food bank that provides backpacks of nutritious food for children who often go hungry on the weekends. KFMB told emotional stories, bringing awareness and understanding to the issue. The station created News 8's "School's Out Hunger's Not" Summer Food Drive, a month-long campaign across platforms benefiting Jacobs and Cushman San Diego Food Bank. Their mission was to collect donations for children who rely only on school meal plans, ensuring they'd be fed during summer months when school is out of session. KFMB also hosted a one-day donation drive, collecting items and funds from the community. Employees also volunteered at the food bank and helped sort food and stuff backpacks.



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### **WBIR – Knoxville, TN**

WBIR, TEGNA's NBC affiliate in Knoxville, TN, identified a community need and worked to solve the issue through storytelling, fundraising and community engagement. In the region, many seniors are isolated and have trouble accessing food. The station told the stories of specific seniors in need and the community volunteers who help them. WBIR hosted a "Connecting Hearts" drive where the station urged shoppers at grocery stores to buy items from an approved list to be donated to the seniors. Volunteers also joined the station on-site to help instruct shoppers on how they could donate. WBIR partnered with two area nonprofits – Mobile Meals and United Way – who are also working to solve the issue.

### **KUSA – Denver, CO**

KUSA, TEGNA's NBC affiliate in Denver, CO, recognized mental health as a major issue impacting the community. The station identified a single day as "Random Act of Kindness" Day in Denver, encouraging the community to partake in one random act of kindness per hour for 10 hours. KUSA partnered with local nonprofit B.I.O.N.I.C. on the initiative and interviewed its founder who talked about how the organization was formed after a series of unprecedented suicides at a local high school. KUSA reporters raised awareness by doing random acts of kindness on-air and employees at the station volunteered at B.I.O.N.I.C. throughout the day. KUSA also held a roundtable discussion at the station for professionals in the mental health field to help guide their coverage, ensuring that they were providing the right resources for the community and that their grant support would make the most impact possible.

## Media Grants in Action

TEGNA and the TEGNA Foundation invest in the future of the media industry. We fund programs that support the freedom of the press, ethics in journalism and training for the next generation of diverse journalists.



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### **Poynter-NABJ Leadership Academy for Diversity in Digital Media 2018**

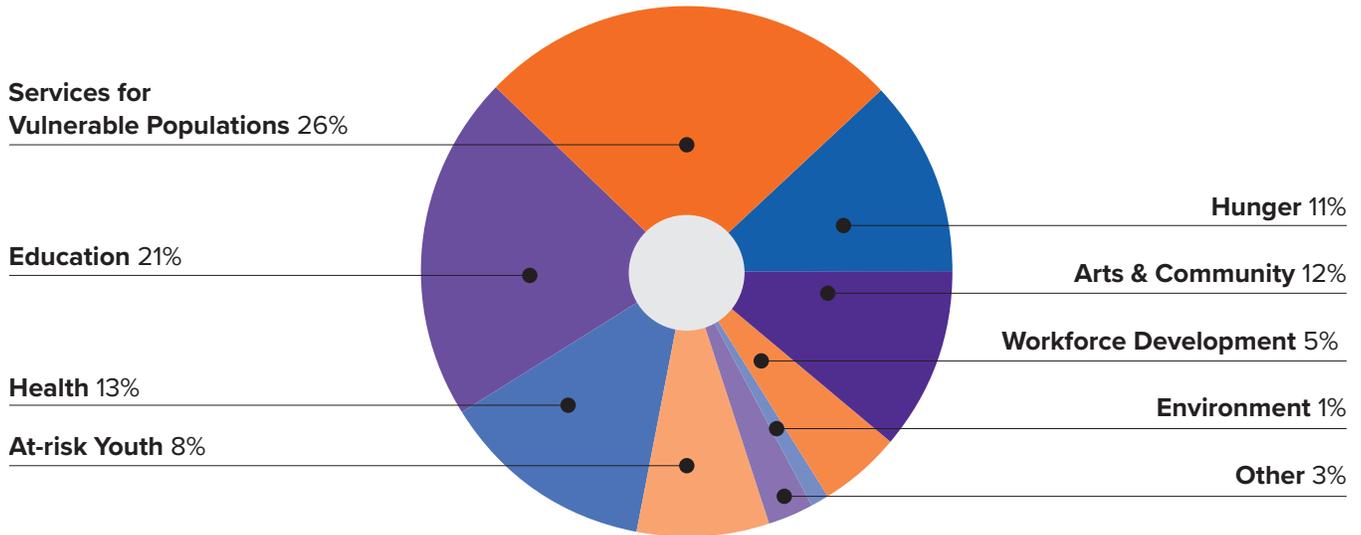
TEGNA was the naming sponsor of the Poynter-NABJ Leadership Academy for Diversity in Digital Media in 2018. The leadership program trained journalists of color working in digital media to thrive. As part of the sponsorship, TEGNA covered the tuition costs for attendees. The program encouraged open and candid conversation about the challenges for journalists of color and offered skills to overcome them. Several leaders from across the company served as instructors.

### **2018 TEGNA Foundation Media Grant Recipients:**

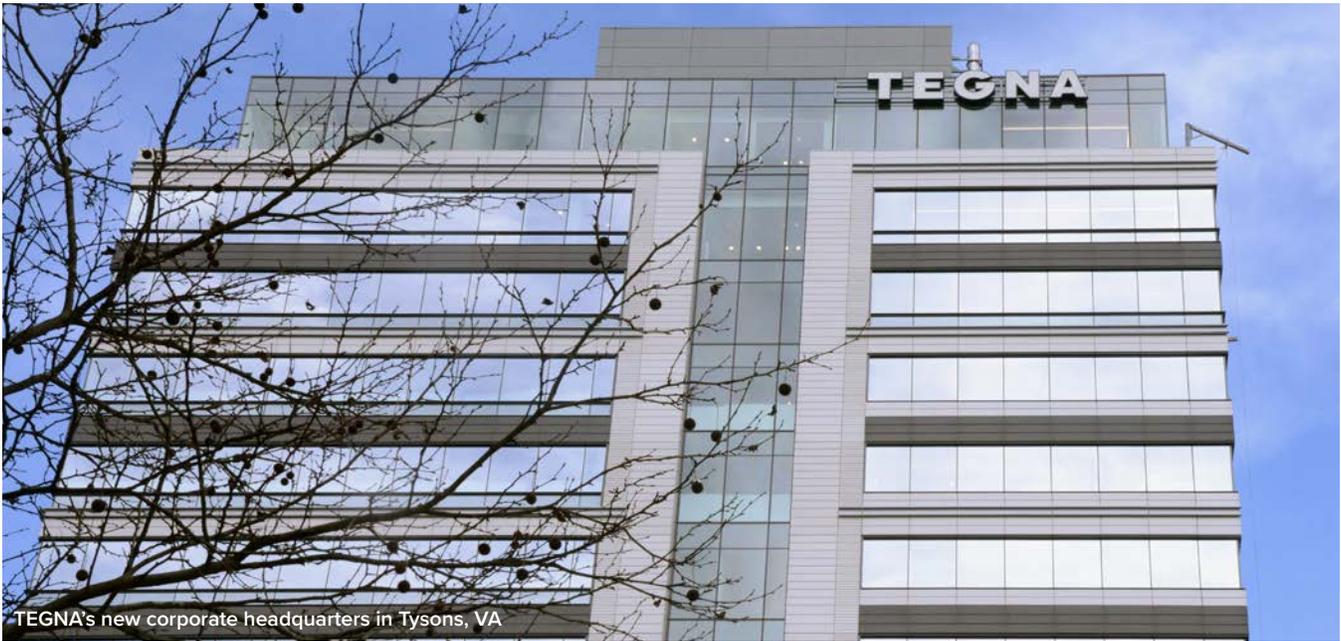
- Asian American Journalist Association
- Carole Kneeland Project for Responsible Television Journalism
- Investigative Reporters and Editors Inc.
- National Association of Black Journalists
- National Association of Broadcasters Education Foundation
- National Association of Hispanic Journalists
- National Press Photographers Association
- Native American Journalists Association
- News Literacy Project, Inc.
- Online News Association
- Poynter Institute for Media Studies Inc.
- The National Lesbian and Gay Journalists Association

# TEGNA Foundation Community Grants By the Numbers

## 2018 Community Grants by Category



- 37 local employee grantmaking committees
- 100 targeted grants helping vulnerable populations
- 1,000 community nonprofits supported in the last 3 years
- 75 grants to support local education initiatives
- Matched more than 1,700 employee charitable donations dollar for dollar, totaling \$493,000
- \$100 million raised through station drives and telethons for local causes
- 10 strategic grants to support freedom of the press, ethics in journalism and education and training for the next generation of diverse journalists



## Sustainability

It is TEGNA's policy to operate its business as a corporate citizen committed to sound environmental management and with concern for the well-being of our common environment. Our goal is to ensure that company facilities and operations are in compliance with federal, state and local environmental standards. We believe that an appropriate balance can and should be achieved between environmental goals and economic health. TEGNA and each of our employees is committed to reaching our environmental goals by operating our facilities in an environmentally sound manner, safe handling of production materials and byproducts, conservation and recycling of raw materials and reduction in the amount of waste generated by our production processes.

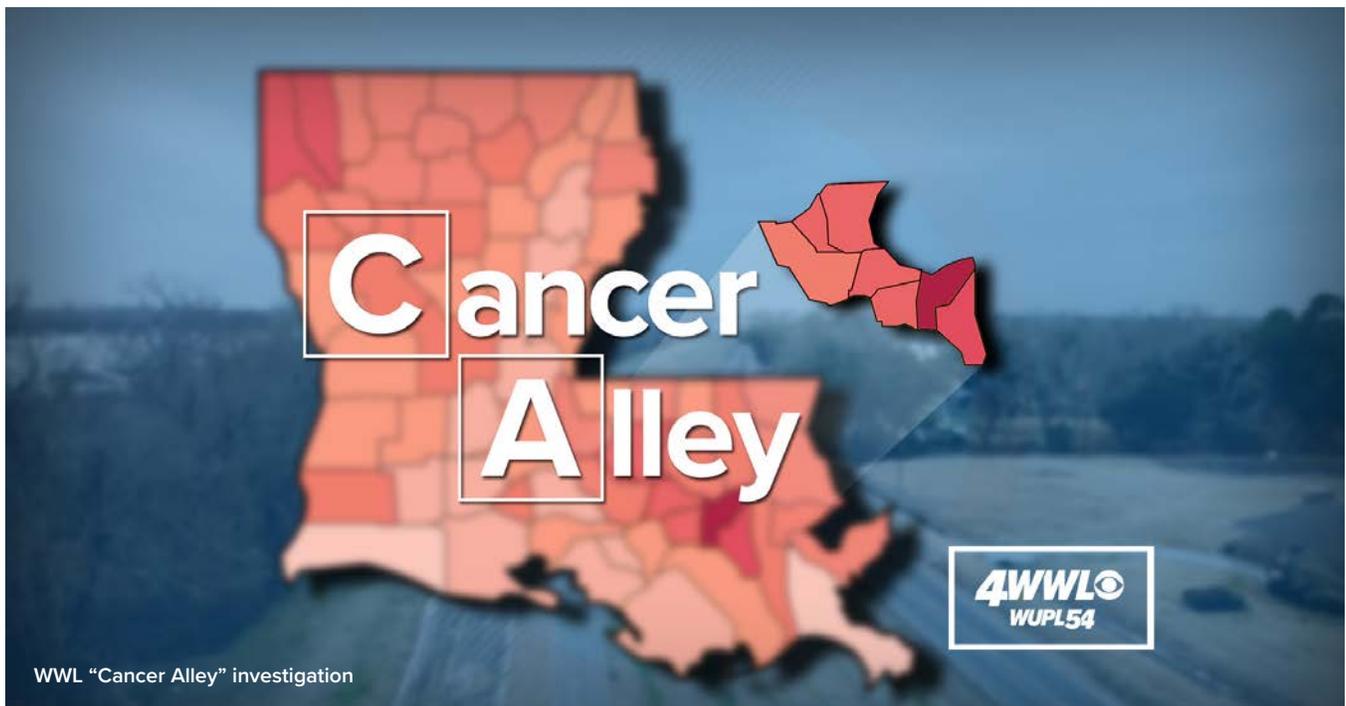
Each TEGNA facility is expected to manage its activities in a manner that will achieve our goals. TEGNA and its stations have in place a number of sustainable business practices to minimize waste, including energy efficiency and green building projects that reduce our carbon footprint. Studio and office facilities at KING in Seattle, KHOU in Houston, Premion in New York and Chicago and TEGNA's new office in Tysons, VA are in LEED-certified

buildings. We also continue to implement thoughtful strategies like LED studio lighting at WXIA in Atlanta, KVUE in Austin, "Daily Blast LIVE" in Denver, WFAA in Dallas, KTHV in Little Rock, KHOU in Houston, WHAS in Louisville, WMAZ in Macon, KARE in Minneapolis, KPNX in Phoenix and WUSA in Washington, D.C. In 2018, we also completed HVAC upgrades in KVUE in Austin, KTVB in Boise, WZZM in Grand Rapids, WVEC in Norfolk, WCSH in Portland, ME, KXTV in Sacramento, KFMB in San Diego and WTSP in Tampa.

As part of our purpose to serve the greater good, TEGNA stations also regularly cover environmental and sustainability issues impacting their communities.

In 2018, several reports focused on community environmental issues made a difference including:

- **KARE in Minneapolis** investigated radon testing in local schools and uncovered that only 53 of 331 school districts reported to have tested classrooms for cancer-causing radon since 2012. As a result, Minnesota's governor called the situation "disgraceful" and promised action. A new law to mandate testing in schools was introduced.



- **WWL in New Orleans** produced a three-part series exploring the infamous “Cancer Alley” along the river parishes of southeast Louisiana. In addition to winning an Emmy, the series resulted in the superintendent of the St. Johns Parish Schools demanding a reduction in emissions at school facilities. The series also led the Louisiana Department of Health to reconsider its position that the OSHA standard for chloroprene in the workplace was sufficient for area health impacts.
  - **WCNC in Charlotte** reported on the fact that the drinking water at some Charlotte-Mecklenburg Schools had lead levels higher than 400 parts per billion, when the EPA requires action to be taken if lead amounts exceed 15 parts per billion. These results were hidden from parents and only shared internally. WCNC’s series publicized exactly which drinking fountains and faucets at which schools had these high lead levels and questioned the school district about why it wasn’t sharing these results publicly. As a result, the district changed its policies and practices and began to send home test results and put the reports online.
  - **WHAS in Louisville** investigated a children’s soccer field built on a toxic landfill that had been used for parking for special events, causing a potential risk to the kids. As a result of this reporting, the city of Louisville is reconsidering allowing future concerts and events to use the soccer fields for parking.
- Through the TEGNA Foundation, several stations allocated community grants to support sustainability efforts within their community:
- **KFMB in San Diego** supported Kids’ Ocean Day, an environmental education program serving students from Title 1 schools, by providing a series of classroom presentations on ocean conservation, culminating in a local beach cleanup.
  - **KXTV in Sacramento** supported the Soil Born Farm Urban Agriculture Project, providing hands-on education in farming, nutrition and the environment.



TEGNA Innovation Summit

## Talent, Diversity and Inclusion



TEGNA is committed to creating an environment which offers professional challenges, encourages innovation and rewards results. At TEGNA, our people are our most important capital. They differentiate us from our competitors and, while they may have different backgrounds, interests and abilities, they are united by helping TEGNA live our purpose of serving the greater good. We are invested in developing their talent, recognizing their many achievements and sustaining a multi-skilled and diverse workplace. We do this through Executive Leadership, Talent Development and Mentoring programs as well as our Innovation Summits, companywide Internship Program and the Women’s Leadership Program. TEGNA also recognizes its top employees and achievements annually at the Pinnacle Awards, our employee award ceremony where nearly two dozen awards are presented.

All employees also undergo an annual performance review. It is an opportunity to review past accomplishments, hear constructive feedback on performance and set clear career goals for the future that align with the company’s strategic objectives.



In 2018, for the second year in a row, TEGNA was named a Best Place to Work for LGBTQ employees by the Human Rights Campaign Foundation. We received a perfect score on its Corporate Equality Index, a national benchmarking survey and report on corporate policies and practices related to LGBTQ workplace equality.

In addition, TEGNA has developed a Supplier Diversity Program. In 2018, 14 percent of TEGNA’s spend (based on analysis of the top 100 vendors) was directed toward diverse suppliers, exceeding the 5-10 percent average spend by companies of a similar size.



Diverse Workforce that Reflects the Communities We Serve





## Focus on Employee Well-Being

TEGNA is invested in the development and well-being of our employees. We offer competitive benefits that promote health and wellness, enhance work-life balance and encourage volunteerism in our communities. For 2018, we invested more toward the rising cost of healthcare to help keep expenses down while maintaining or improving the quality of benefits.

- **Competitive benefits** including annual \$500 contribution to employees Health Savings Account (HSA)
- **Dollar-for-dollar company match on 401(k) plans** up to 4%; 100% vested from day one
- **10 hours of paid time-off for employees to volunteer** within their community to support causes that matter most to them
- **Enhanced Maternity and Paternity benefits** including paid parental leave
- **Adoption Assistance Program** including \$2,500 toward eligible expenses
- **TEGNA Foundation/Madelyn P. Jennings Scholarships** for children of TEGNA employees heading to college
- **Named top place to work for LGBTQ employees** by the Human Rights Campaign Foundation for the second consecutive year

For more on TEGNA's Social Responsibility, visit [TEGNA.com/corporate-social-responsibility/](https://www.tegna.com/corporate-social-responsibility/)

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