

2020 SASB Disclosure



SASB's mission is to establish and maintain disclosure standards on sustainability matters that facilitate communication by companies to investors of decision-useful information. We support SASB (the Sustainability Accounting Standards Board) because its work contributes directly to generating comparable and consistent data. The table below provides information for the Media & Entertainment industry standard.

MEDIA & ENTERTAINMENT		
SASB Code(s)	SASB Requested Metric(s)	TEGNA Response
SV-ME-260a.1	Percentage of gender and racial/ethnic group representation for (1) management, (2) professionals, and (3) all other employees	For a breakout of this data for U.S. management, professionals and all other employees, see page 25 of 2020 Social Responsibility Highlights Report.
SV-ME-260a.2	Description of policies and procedures to ensuring pluralism in news media content	<p>In 2020, TEGNA championed a diverse and inclusive work experience for all employees through the appointment of a chief diversity officer and launch of an employee Diversity & Inclusion Working Group charged with providing input to our diversity, equity and inclusion strategy and goals. We also focused on identifying and developing diverse successors and talent during our annual talent and succession review.</p> <p>TEGNA newsrooms completed training throughout the year to promote media pluralism in both representation and quality of content. Training ranged from broader topics, such as implicit bias and empathy, to more specific topics such as disinformation and issue-based training, including voter access during the 2020 elections.</p> <p>Each station seeks to engage a diverse panel of experts that reflect the communities we serve, and we employ an internal mystery viewer system for many markets to provide feedback and recommendations in support of our media pluralism goals.</p> <p>In 2021, TEGNA will partner with Poynter to conduct a multi-month Inclusive Journalism Program for all TEGNA journalists, including producers and field crews, and marketers.</p> <p>See page 22 of the 2020 Social Responsibility Highlights Report for more information on advancing diversity and inclusion at TEGNA and 2025 DE&I goals.</p>
SV-ME-270a.1	Total amount of monetary losses as a result of legal proceedings associated with libel or slander	We incurred \$6,000 in 2020.
SV-ME-270a.2	Revenue from embedded advertising	We recorded \$24,894,000 of embedded advertising in 2020.
SV-ME-270a.3	Description of approach for ensuring journalistic integrity of news programming related to (1) truthfulness, accuracy, objectivity, fairness, and accountability, (2) independence of content and/or transparency of potential bias, and (3) protection of privacy and limitation of harm	<p>TEGNA's Principles of Ethical Journalism spell out our guiding principles of truth, independence, public interest, fair play and integrity.</p> <p>All employees who gather, report, produce and distribute news and information on any platform review our code of conduct annually and attend annual training sessions on ethical journalism covering ethics, social media, conflicts of interest and fairness issues. Editorial interns and new hires must acknowledge the code of conduct.</p> <p>Our chief ethics officer also conducts libel, privacy and fairness training for all journalists.</p>
SV-ME-520a.1	Description of approach to ensuring intellectual property (IP) protection	<p>TEGNA employees create much of the intellectual property used by the Company. In order to best meet our business needs, we incorporate a variety of approaches in order to protect this intellectual property, including:</p> <ul style="list-style-type: none"> Working with outside legal counsel to manage our federal and state trademark registrations; Maintaining a portfolio of material copyright registrations; Incorporating a digital rights management system into our companywide content management system in order to prevent the unauthorized redistribution of our digital media; Including provisions in our content distribution agreements that require distributors to abide by applicable intellectual property laws and prohibit the unauthorized use of our content; and contracting with a third party to administer rights claim management on a digital platform. <p>In addition, per our Code of Vendor Conduct, we require our suppliers to abide by our Ethics Policy and all relevant laws, which include requirements to protect Company assets and confidential information. We also include work-for-hire language in our standard independent contractor agreements, ensuring that we retain ownership of content created under such agreements.</p>
SV-ME-000.A	1) Total recipients of media and the number of (2) households reached by broadcast TV, (3) subscribers to cable networks, and (4) circulation for magazines and newspapers	<p>(1) Not applicable (2) Households reached in 2020 by broadcast TV: 47,580,940 (3) Not applicable (4) Not applicable</p>
SV-ME-000.B	Total number of media productions and publications produced	<p>TV hours produced in 2020: 97,916 hours¹ Radio hours produced in 2020: 3,830 hours²</p>

¹ From September 1, 2020, to August 31, 2021, which corresponds with a standard television season. Management has elected to report hours produced instead of number of programs produced since management believes it is a superior measure for indicating the level of activity over a period of time.

² Management has elected to report hours produced instead of number of programs produced. Refer to footnote 1 for explanation.

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

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