

## 2021 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
Media Pluralism	SV-ME-260a.1	Percentage of gender and racial/ethnic group representation for (1) management, (2) professionals, and (3) all other employees	<p>For an overview of our Diversity, Equity and Inclusion initiatives and how we are fostering equitable representation, please see page 25 of TEGNA's 2021 ESG Report.</p> <p>We actively seek diverse talent through recruiting, investing in a multiyear inclusive journalism program, requiring unconscious and implicit bias training of all employees, gathering regular input from our 17-member D&amp;I Working Group led by our chief diversity officer.</p>
	SV-ME-260a.2	Description of policies and procedures to ensuring pluralism in news media content	<p>In 2021, TEGNA partnered with the Poynter Institute on our Inclusive Journalism program, which included training on unconscious bias, inclusive reporting, and leadership coaching in all 49 of our newsrooms.</p> <p>This training led to development of local action plans by our stations to increase our focus on accurately reflecting the entirety of the communities we serve. We also partnered with Horowitz Research to conduct an external audit of our digital, broadcast, and marketing content across all of our stations.</p> <p>We are fostering new ways for our newsrooms to engage and represent communities better. These include creation of Race and Culture positions and units, community days so journalists can develop relationships with underrepresented communities and external/community DE&amp;I committees.</p> <p>TEGNA's ethics policies also reflect our commitment to practicing inclusive journalism. Our <a href="#">Principles of Ethical Journalism</a> emphasize inclusivity and making editorial decisions with input from a variety of voices. TEGNA journalists are ethically bound to seek multiple perspectives from sources of different backgrounds and cover all communities with respect and balance. Our journalists are trained to seek various perspectives within communities. The Principles require our journalists to produce content that is representative of the diverse viewpoints and perspectives of the communities we serve. In addition, the Principles require journalists to identify race evenly and only when it is critical to understanding the story.</p> <p>TEGNA is committed to editorial independence. Our newsrooms are managed independently and separately from sales, and the Principles prohibit sponsors or advertisers from influencing editorial content. TEGNA closely observes the FCC's sponsorship disclosure requirements and conducts annual training on our own Sponsorship Identification Disclosure Guidelines.</p> <p>TEGNA journalists report the news accurately, thoroughly, and free from the appearance of conflicts of interest. To that end, TEGNA journalists are prohibited from making political contributions or publicly sharing political views. TEGNA's <a href="#">Social Media Policy</a> guides online interactions for all employees, and TEGNA regularly offers social media training for journalists. In addition, TEGNA does not pay sources for information or news. For more information on TEGNA's conflict of interest policies, please see SV-ME-270a.3.</p> <p>TEGNA defends the First Amendment. TEGNA is a member of the Media Law Resource Center, which was founded by leading American publishers and broadcasters to assist in defending and protecting free press rights under the First Amendment. TEGNA also supports the Reporters Committee for Freedom of the Press ("RCFP") and frequently signs onto RCFP amicus briefs supporting First Amendment issues, including freedom of expression, access to public records and public proceedings, protection of journalists, and protection of reporter-source communications. TEGNA is also a proud supporter of The Media Institute, a nonprofit, nonpartisan organization dedicated to promoting freedom of speech and encouraging a competitive media environment.</p> <p>TEGNA stations take legal action to protect First Amendment values. TEGNA intervenes in civil and criminal court cases to uphold the public's First Amendment right of access to proceedings. TEGNA supports camera coverage of courtroom proceedings and petitions courts to permit camera coverage of newsworthy criminal and civil trials. Similarly, TEGNA files actions to enforce the public's right to know under state public records laws and the federal Freedom of Information Act. TEGNA acts in the public interest by joining First Amendment organizations around the country to protect and strengthen public records statutes.</p> <p>See page 25 of the 2021 TEGNA ESG Report for more information on how we are advancing Diversity, Equity and Inclusion.</p>
Journalistic Integrity & Sponsorship Identification	SV-ME-270a.1	Total amount of monetary losses as a result of legal proceedings associated with libel or slander	During 2021, we incurred less than \$175,000 in monetary losses as a result of legal proceedings associated with libel.
	SV-ME-270a.2	Revenue from embedded advertising	We recorded \$21,421,667 of embedded advertising in 2021.

Journalistic Integrity & Sponsorship Identification (continued)	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 <a href="#">Principles of Ethical Journalism</a> spell out our guiding principles of truth, independence, public interest, fair play and integrity. 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. Our chief ethics officer also conducts libel, privacy and fairness training for all journalists.</p> <p>TEGNA's policies require journalists to respect copyright and transparently attribute material obtained from third-party sources. TEGNA frequently conducts training on copyright and fair use, including the use and sharing of content on social media. Plagiarism is not tolerated.</p> <p>TEGNA maintains a vigorous compliance program that encourages reporting of alleged misconduct. We have an ethics hotline that allows employees and members of the public to anonymously report concerns. We investigate all complaints received by the hotline. TEGNA's Whistleblower Protection and Ethics Violations Reporting Policy ensures employees will not be disciplined or suffer retribution for reporting violations or suspected violations in good faith.</p> <p>As part of annual ethics training, all TEGNA employees complete a conflicts of interest survey. All surveys are reviewed by the chief ethics officer. The Principles of Ethical Journalism require journalists to be free of outside interests, investments, business or personal relationships that could compromise credibility of our news coverage. Journalists are counseled to avoid conflicts of interest and potential conflicts of interest, and are required to disclose conflicts when they arise. TEGNA journalists are prohibited from accepting gifts or anything of value from sources or organizations we cover.</p> <p>In 2020, all TEGNA journalists completed training on monitoring and countering the spread of disinformation, and that training is incorporated into our newsroom practices. The Principles now require journalists to actively work to stop the spread of provably false information. TEGNA also routinely participates in external annual journalism training, including widespread participation in workshops and conferences conducted by Investigative Reporters &amp; Editors (IRE) and the Online News Association (ONA).</p> <p>TEGNA journalists are committed to fair play and treating people with dignity, respect and compassion. The Principles of Ethical Journalism include a commitment to minimizing harm and recognizing that editorial decisions can have lasting consequences for sources and story subjects. In 2021, TEGNA revised the Principles to limit the use of mugshots in coverage of criminal accusations, and we adopted removal guidelines for content on station websites, including past coverage of arrests and convictions for minor crimes and offenses. TEGNA journalists recognize that we take special care when covering those unaccustomed to dealing with journalists, including children.</p> <p>TEGNA frequently moves to quash subpoenas served by prosecutors, defense attorneys and civil litigants that seek to compel disclosure of source information and raw, unpublished newsgathering materials. TEGNA opposes all efforts to interfere with newsgathering and the free flow of information.</p>
Intellectual Property Protection & Media Piracy	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"> <li>Working with outside legal counsel to manage our federal and state trademark registrations.</li> <li>Analyzing potential new trademarks with respect to protectability against infringers as well as with respect to potential infringement of existing marks.</li> <li>Maintaining a portfolio of material copyright registrations.</li> <li>Incorporating a digital rights management system into our companywide content management system in order to prevent the unauthorized redistribution of our digital media.</li> <li>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.</li> <li>Contracting with a third party to administer rights claim management on a digital platform.</li> <li>Working directly with social media platforms to remove content that infringes our intellectual property rights.</li> </ul> <p>In addition, per our <a href="#">Code of Vendor Conduct</a>, we require our suppliers to abide by our <a href="#">Ethics Policy</a> 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>
Activity Metrics	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	(1) Not applicable (2) Households reached in 2021 by broadcast TV: 48,023,430 (3) Not applicable (4) Not applicable
	SV-ME-000.B	Total number of media productions and publications produced	Scheduled TV hours produced in 2021: 94,900 hours <sup>1</sup> Scheduled radio hours produced in 2021: 4,532 hours <sup>2</sup>

<sup>1</sup> From September 1, 2021, to August 31, 2022, which corresponds with a standard television season. Management has elected to report scheduled 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.

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

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