



TEGNA Media Partners with CrowdTangle

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MCLEAN, Va.--(BUSINESS WIRE)--Jan. 6, 2016-- TEGNA Inc. (NYSE: TGNA) announced that TEGNA Media has partnered with CrowdTangle, an innovative social analytics company. Under the partnership, all TEGNA Media stations will use CrowdTangle for social media monitoring, measurement and engagement.

CrowdTangle's personalized real-time media tracking and discovery platform will help TEGNA Media monitor what is happening across social media. Stations will be able to use CrowdTangle to help track local and national breaking news and major events as well as help journalists tell stories and impact viewers. TEGNA Media has been using CrowdTangle in several markets since August.

"TEGNA is pleased to expand its relationship with CrowdTangle, a leading edge digital company whose real-time social analytics tools will empower our local journalists to better discover and track trending social content," said Frank Mungeam, vice president, digital content, TEGNA Media. "CrowdTangle is a natural partner for TEGNA Media as it continues to explore innovative ways to use new digital tools to create engaging content that serves our local audiences."

"CrowdTangle will help our local news organizations take advantage of social media to discover, design and deliver news to our audience anywhere, anytime across platforms," said Sean Wechter, senior vice president, digital technology and product development, TEGNA Media.

Brandon Silverman, CEO and co-founder of CrowdTangle, said, "TEGNA is one of the most successful and innovative companies in the country when it comes to using social media to deliver news, especially at the local level. They've been great to work with and we couldn't be more excited about this partnership."

About TEGNA

TEGNA Inc. (NYSE: TGNA), formerly Gannett Co., Inc., is comprised of a dynamic portfolio of media and digital businesses that provide content that matters and brands that deliver. TEGNA reaches more than 90 million Americans and delivers highly relevant, useful and smart content, when and how people need it, to make the best decisions possible. TEGNA Media includes 46 television stations and is the largest independent station group of major network affiliates in the top 25 markets, reaching approximately one-third of all television households nationwide. TEGNA Digital is comprised of Cars.com, the leading online destination for automotive consumers, CareerBuilder, a global leader in human capital solutions, and other powerful brands such as G/O Digital, Cofactor and Sightline Media Group. For more information, visit www.TEGNA.com.

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