



## TEGNA Media Shines Spotlight on Missing Children

May 25, 2016

### **Local Stations Join with National Center for Missing & Exploited Children and Justice Network**

MCLEAN, Va.--(BUSINESS WIRE)--May 25, 2016-- TEGNA Inc. (NYSE: TGNA) announced today dozens of TEGNA Media stations are dedicating multi-platform coverage that spotlights missing children on today's National Missing Children's Day. TEGNA Media partnered with the National Center for Missing & Exploited Children's "Rock One Sock" campaign.

Throughout the day, TEGNA Media stations are airing stories of families involved in missing children cases and investigations into child and protective services cases relevant to their local communities. TEGNA Media's digital properties are also featuring profiles of local children currently missing, extensive social media coverage and other original content. Highlights of coverage include:

- KHOU in Houston is featuring a photo gallery, both on-air and across digital, of children currently missing in the Houston market. Every two minutes, a missing child is featured on the station's social accounts.
- KTHV in Little Rock is airing an interview with the mother of Morgan Nick, a young girl kidnapped in 1995 as well as an investigation into the Arkansas Missing Persons website.
- KUSA in Denver is profiling a woman dying of ovarian cancer whose final wish is to find her baby boy who was stolen out of her house 30 years ago.

"TEGNA is committed to protecting the unprotected, speaking up for the voiceless and advocating for change when change is needed," said Dave Lougee, president of TEGNA Media. "We are a partner in people's lives and our involvement in Rock One Sock and National Missing Children's Day is another example of our journalists doing everything they can to ensure our communities and families are safe."

The National Center for Missing & Exploited Children's "Rock One Sock" campaign will raise awareness for missing children and bring hope and inspiration to National Missing Children's Day. The campaign calls for everyone to wear one sock and take a "Footsie", a picture or video of your feet with one sock. Participants are encouraged to upload their footsie to social media and tag friends to post their own footsie or donate to the campaign. TEGNA Media anchors and reporters are taking part and will post footsies throughout the day.

"We're proud of TEGNA's dedicated journalists and advocates helping children in need," says Callahan Walsh from the National Center for Missing & Exploited Children. "Their commitment to our 'Rock One Sock' campaign goes a long way in securing a safer future for children all across the country."

TEGNA Media is also leveraging its partnership with the Justice Network to raise awareness for missing children. The Justice Network will air success stories throughout the week featuring missing children who were successfully reunited with their families. The segments, hosted by spokesman and television host John Walsh, will air on the broadcast network as well as Justice Network's social and web properties and will complement Justice's year-round hourly features of missing children. Since the launch of the Justice Network across TEGNA Media in January of 2015, 51 children have been found and safely returned to their caregivers, 47 in TEGNA communities.

"The Justice Network is proud to partner with TEGNA Media and help recover dozens of missing children," said Steve Schiffman, Justice Network CEO. "Our work has only just begun as we continue to actively air programming with a purpose that can positively affect change in local communities."

### **About TEGNA**

TEGNA Inc. (NYSE: TGNA) 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 and Cofactor. For more information, visit [www.TEGNA.com](http://www.TEGNA.com).

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