

TEGNA

TEGNA Media Names Mike Rodriguez President and General Manager of WTSP in Tampa

March 22, 2017

MCLEAN, Va.--(BUSINESS WIRE)--Mar. 22, 2017-- TEGNA (NYSE: TGNA) Media today named Mike Rodriguez president and general manager of WTSP in Tampa, FL. Rodriguez comes to WTSP with more than 25 years of experience in media and entertainment.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170322005708/en/>



Mike Rodriguez (Photo: Business Wire)

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 G/O Digital, a customized local digital marketing company. For more information, visit www.TEGNA.com.

"Mike is a proven executive with an excellent track record of driving revenue and ratings. He understands this industry, has Florida roots and will make an immediate impact at WTSP and in the Tampa community," said Lynn Beall, executive vice president and chief operating officer, TEGNA Media.

Rodriguez has spent nearly 20 years in the media industry. In 2012, he was named vice president and general manager of Univision's flagship stations in South Florida. Under his leadership, Univision-23 remained the highest-rated station in Miami and Ft. Lauderdale, regardless of language. Prior to joining Univision, Rodriguez spent 10 years with NBC/Telemundo. In August 2002, he was named vice president and general manager of Telemundo 51 in Miami. As general manager, the station became the number one rated 11pm news in South Florida, regardless of language. He is the only general manager in South Florida TV history to lead two number one rated stations on two different networks.

Rodriguez has also overseen Telemundo's flagship station in Los Angeles as interim general manager. He was then promoted to senior vice president of Telemundo network sales and marketing. He oversaw the network sales organization of Telemundo Network, Telemundo.com and Mun2. Rodriguez began his television career in sales at CBS Television and was quickly promoted to management.

Prior to joining WTSP, Rodriguez was the founder and principal of Fairchild Global Advisors, LLC, a global management consulting firm. Fairchild Global represents numerous sectors of business including media and entertainment as well as technology. Before launching Fairchild Global, Rodriguez served as CEO of eMerge Americas, an internationally-recognized technology organization.

Rodriguez has a bachelor in science from Florida International University. He and his wife have two children.

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 offers highly relevant, useful and smart content, when and how people need it, to make the best decisions possible. TEGNA

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For media inquiries, contact:

Steve Kidera

Manager, Corporate Communications

703-873-6434

skidera@TEGNA.com

or

For investor inquiries, contact:

Jeffrey Heinz
Vice President, Investor Relations
703-873-6917
jheinz@TEGNA.com