



The Daily Brief Podcast: Tegna's 'Selling Girls'

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"We are a purpose-driven company. There's a lot of meaning in the work that we do. Our purpose as an organization is to serve the greater good of our communities. In everything that we do-whether it's editorial or marketing or sales, what have you-there is a social-good element that runs through the organization. When a community is in need, we rise up," says Meredith Conte, vice president of marketing, Tegna Media.

Tegna's been putting its money where it's mouth is when it comes to serving its stated purpose.

When Hurricane Harvey flooded Houston on August 23, 2017, Tegna immediately stepped up, raising funds and supplies, and helping to stage a huge concert in Austin one month later on Friday, Sept. 23, 2017.

All of those efforts paid off, with Tegna helping to raise \$5 million towards Harvey relief.

Nearly two months later, on Oct. 19, 2017, Tegna debuted a powerful piece of investigative journalism with "Selling Girls," which digs into the untold story of sex-trafficking of children - mostly girls but also boys - in the U.S. The series, produced by Tegna's investigative teams at WXIA Atlanta and the very recently

flooded KHOU Houston, premiered first online and then moved to Tegna stations

In today's episode of The Daily Brief Podcast, Conte speaks about both of those efforts, why it's so important to Tegna to be deeply involved at the local level, and how Conte and her network of marketers dug in to get the word out about "Selling Girls."

Tune in to Conte's conversation with PromaxBDA Editorial Director Paige Albinak.

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