

SINCLAIR

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# ESG REPORT

2022

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# SINCLAIR

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**CHRISTOPHER S. RIPLEY**  
PRESIDENT AND CHIEF EXECUTIVE OFFICER

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At Sinclair, our mission to create, innovate and lead; deliver must-have content across all platforms and devices; and attract and retain the best employees, goes hand-in-hand with our commitment to sustainability, diversity, community outreach, journalistic integrity, and good governance. By prioritizing environmental, social, and governance initiatives we are not only doing what is right for our communities, our people and our planet, but we are also creating long-term value for our shareholders.

The following report provides an overview of Sinclair’s achievements across key ESG (Environmental, Social, and Governance) factors as defined by the SASB (Sustainability Accounting Standards Board) standards for companies in the Media and Entertainment industry. The report covers the company performance from January 1, 2022 - December 31, 2022 and includes company goals for 2023.

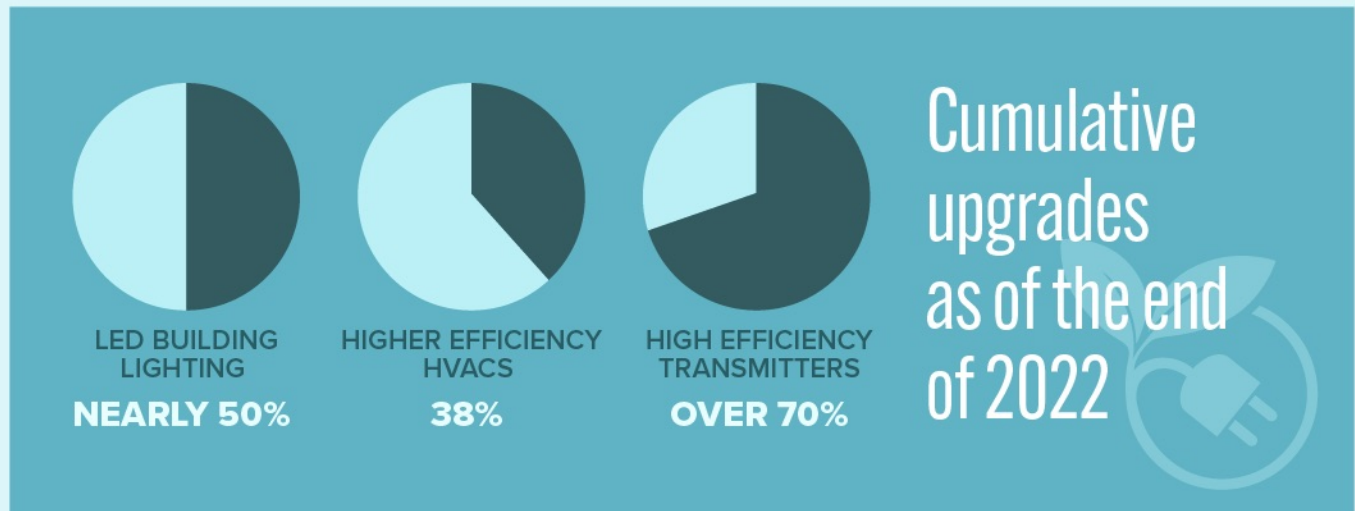
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# ENVIRONMENTAL

**Our mission: to Identify and Implement ways to reduce our organization's impact on the environment through education and engagement around sustainable solutions that can be adopted.**



## IN 2023 WE ARE:

- Hiring an outside consultant to evaluate energy usage and develop a baseline to identify, implement, measure and report on energy savings in the future
- Exploring ways to lower energy usage including use of solar panels, electric vehicles, and utilizing land at transmitter sites for solar or battery farm operators for the generation and storage of renewable energy
- Continuing our corporate program to upgrade HVAC systems to higher efficiency models
- Upgrading additional transmitters to higher efficiency models
- Implementing a battery recycling initiative with a top battery supplier in order to reduce the amount of batteries sent to landfills





# SINCLAIR SOCIAL EMPLOYEES

**Sinclair's success is because of our most important asset - our employees. It is their dedication and hard work that enables Sinclair to be a trusted partner to our viewers and a valuable resource to our communities.**

**RECOGNIZED BY  
LINKEDIN™ AS A  
TOP EMPLOYER IN  
MEDIA AND  
ENTERTAINMENT**



**We support our employees by ensuring that we provide a fair, ethical and safe workplace where our employees can grow, develop and thrive.**

- We take pride in our practices to ensure the safety, health and well-being of our employees. We maintain best practices for safety and health through policies and procedures and access to our employee assistance program.
- Our employment practices are rooted in our policies against discrimination, harassment and retaliation to ensure a positive working environment for all.
- We are committed to an ethical workplace and provide our employees with guidance and reporting mechanisms to foster a culture of honesty and accountability.
- We provide our employees a comprehensive benefits package, recognition for their efforts, and resources to enable and enhance learning and development, and we have worked hard to ensure we provide a workplace where employees can feel that they belong.

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## EMPLOYEES

### Upward Mobility

- We actively promote our internal job announcement program as a part of our efforts to support employee growth by taking on new career opportunities within Sinclair.

### Continuous Learning Development

- We instituted an official mentoring program in 2022 with plans to extend the program further within the organization in 2023.
- We provide leadership development through targeted training programs.
- We provide employees access to learning and development training through Sinclair University, which grants employees access to a vast collection of learning and development resources. Further, we support the use of those resources through Learning Fridays, where we encourage employees to take two hours on Fridays in order to work on professional development.

### Industry Leading Benefits

- We provide our employees with a comprehensive, industry leading benefits package, recognition for their efforts, and we have worked hard to ensure we provide a workplace where employees feel they belong.

### Culture of Innovation

- We believe that the "next big idea" could come from anyone or anywhere and, with this in mind, we gather innovation ideas from employees company-wide. In 2022, we launched a dedicated team that will build on our rich history of innovation to accelerate efforts across content, technology, audience development, distribution, marketing services, and business transformation.

During 2022 we made strides to further recognize the importance of work/life balance:

- ✓ Increased minimum vacation for all employees to three weeks
- ✓ Added two paid holidays
- ✓ Increased paid parental leave
- ✓ Introduced a new program through Active&Fit Direct™ to provide employees and spouses discounted access to fitness facilities, promoting health and wellness amongst our employees

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## EMPLOYEES

We recognize that our success as a team, and in our communications with one another, is grounded in our ability to trust team members to be fully engaged and to do the right thing. We support trusting relationships by offering clear guidance, structure, resources, and accountability. To this end, we maintain governance policies that apply to all of our directors, officers, and employees. These policies are intended to help identify, provide mechanisms for reporting, and provide a framework for solving potential issues. These policies are reviewed and updated by management, together with the Board, as our needs grow and change and upon stakeholder feedback and changes in applicable laws, regulations, and stock exchange requirements.

- ✓ **Equal Employment Opportunity**
- ✓ **HIPAA/Privacy Policy**
- ✓ **No Harassment Policy**
- ✓ **Open Door Policy**
- ✓ **Conflict of Interest Policy**
- ✓ **Ownership of Work Product and Services**
- ✓ **Ethical Conduct Policy**
- ✓ **Ethics and Whistleblower Policies**
- ✓ **Antitrust Whistleblower Policy**
- ✓ **Sponsorship Identification Policy**





# SINCLAIR

# SOCIAL

## DIVERSITY & INCLUSION



**We value and support diversity and inclusion at all levels. Diversity and inclusion have been fundamental from our very beginning, and we take pride in being an equal opportunity employer. Diversity, inclusion, equal employment opportunity, and strong anti-discrimination policies go hand-in-hand. Our Diversity and Inclusion Statement establishes clarity and alignment throughout our organization, at all levels, regarding how we connect with each other by embracing diversity and promoting inclusion among our employees, viewers, and customers. All employees are asked to honor the intent of our Diversity and Inclusion Statement in their daily activities and decisions.**



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## DIVERSITY & INCLUSION

Over several decades, our local television stations have built recruiting and outreach programs that encourage diversity in our workforce. Diversity in journalism is extremely important in order to have a more diverse view of thought and experience. Our activities are designed to ensure broad outreach to potential applicants by widely disseminating information concerning job vacancies, providing notification to community groups, attending job fairs, participating in other various recruitment outreach activities, offering paid internships and providing training to managers on equal employment opportunity and illegal discrimination.



Sinclair annually awards Diversity Scholarships to college students pursuing a career in journalism or marketing. The goal of the program is to help students from diverse backgrounds, who reflect Sinclair's audiences nationwide, complete their education and pursue careers in broadcast journalism, digital storytelling, and marketing.



## DIVERSITY & INCLUSION

We plainly state that our objective is to be a top employer in our space, and we have worked hard to ensure we provide a workplace where everyone can feel that they belong, offer a comprehensive benefits package, recognition for efforts, and resources to enable and enhance learning and development.

## DIVERSITY METRICS

CATEGORY <sup>1</sup>	FEMALE	MALE	N/A*
Management	35.1%	64.9%	0.0%
Professionals	42%	56.7%	0.4%
All Others	37.5%	62.3%	0.2%
Total	38.8%	60.9%	0.2%

\*N/A=not available or not disclosed

<sup>1</sup> Employees are categorized in accordance with the Equal Employment Opportunity Commission's Employer Information EEO-1 report

CATEGORY <sup>1</sup>	ASIAN	BLACK OR AFRICAN AMERICAN	HISPANIC OR LATINO	WHITE	OTHER <sup>^</sup>	N/A*
Management	2.9%	4.4%	4.7%	85.2%	2.2%	0.4%
Professionals	4.1%	10.5%	9.8%	72.7%	2.3%	0.5%
All Others	2.1%	10.6%	8.6%	75.6%	2.4%	0.5%
Total	3.3%	9.5%	8.5%	75.9%	2.3%	0.5%

<sup>^</sup>Other includes the classifications: Native American or Alaska Native, Native Hawaiian or Pacific Islander, and "Two or More Races"

\*N/A=not available or not disclosed

<sup>1</sup> Employees are categorized in accordance with the Equal Employment Opportunity Commission's Employer Information EEO-1 report

## Content mission

Sinclair believes an informed society is a strong society. We believe news consumers should have access to a broad range of ideas and perspectives, both on-air and online. To that end, our mission is to connect people with important, informational content, everywhere. Sinclair's news coverage seeks to provide a platform for all voices; ensuring all members of our communities are included in the public discourse and the marketplace of ideas. Our newsrooms are evolving into content centers where, every hour of every day new information is being disseminated on all platforms: social, digital, mobile and podcasts.

## Our journalistic mission

Local news is, and always has been, the backbone of Sinclair. Our relentless reporting on matters of public concern is the foundation of our journalistic mission. Asking questions, digging deeper, holding officials accountable and being a voice for the voiceless members of our community, is at the core of what we do. We want to alert, educate, protect, and empower our audience.



- **We produce compelling, engaging, results-driven news content**
- **We are news operations that hold public officials accountable and ask the tough questions that our viewers would ask, speaking up for those that are systemically or incidentally unheard by key decision-makers in our community**
- **We have an intense focus on accountability journalism**

We believe that disparate voices must be given standing in the marketplace of ideas, or our communities run the risk of marginalizing their own citizens and losing the valuable contributions that different groups bring to the community conversation.

# Journalistic integrity

We're committed to report the news accurately and fairly, without bias or influence from outside sources. All of our stories go through a rigorous review prior to publishing, verifying the accuracy of claims, statements, sources, and ensuring a diversity of voices. Our legal department has established guidelines and standards for sponsored content, copyright, privacy, and potential conflict of interests. Our news organization is committed to transparency, accountability, and professionalism in all aspects of our storytelling.



## Civic engagement

Our content centers produce community driven ***Your Voice, Your Future Town Halls*** across the country that give our viewers and news consumers an opportunity to have a voice on important topics that impact their communities.

A key element of our news commitment is our ***Connect to Congress*** weekly on-air and digital feature. This is a bridge between the Capital Beltway and Main Street. We provide an electronic pathway for lawmakers and their constituents to interact. Once a week, local anchors talk with their members of Congress, asking questions that viewers want answered. Every day, viewers can reach their elected officials directly through the ***Connect to Congress*** webpage. On multiple platforms, ***Connect to Congress*** puts office holders in touch with people they serve.

## News guidelines

We dedicate ourselves to the unfinished work of advancing openness, honesty, and integrity. In today's world of media and journalism where reporting is often superficial, we pledge to dig deeper, to bring the context and perspective to the stories that matter.



# 2022 NEWS AWARDS

We're proud to have been honored with more than 250 awards in 2022 and more than 2,000 awards, including 75 national awards, in the last five years.

Our flagship station WBFF in Baltimore won the prestigious Investigative Reporters and Editors award for investigative reporting reporting for four consecutive years.

These honors reinforce our steadfast dedication to distinctive, impactful, and meaningful content that serves our communities.

## 2022 AWARD TITLES



2 National Edward R. Murrow Awards



9 National Headliner Awards



**NATIONAL  
HEADLINER  
AWARDS**

1 National Investigative, Reporters and Editors Award

74 Regional Emmy Awards

24 Regional Edward R. Murrow Awards



**NATIONAL  
ACADEMY  
OF TELEVISION  
ARTS & SCIENCES**

149 AP/State Association Awards

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## COMMUNITY

### 2022 Community outreach

- Partnered with over 300 organizations to help raise over \$12 million for disaster recovery, blood drives, food insecurity and other important charitable causes
- Collected over 330,000 pounds of food, providing over 4.5 million meals, collected over 400,000 toys, diapers, and hygiene products for those in need
- Donated over 5,700 hours of airtime to different causes
- Continued to keep local residents informed: Hosted over 400 community town halls, local political debates, and **Connect to Congress** interviews, as well as other community-oriented programming



Partnered with Project RELO, a not-for-profit organization focused on improving the quality and number of career opportunities available to military veterans. Project RELO seeks to educate corporate leaders on the value veterans bring to organizations, providing transitioning military members access to Project RELO's business network, and connecting companies with the people and teams that can help find critical talent.

Sinclair's newsrooms across the US participated in Project RELO's Task Force Tribute as the media partner and produced news coverage on Sinclair's local stations and on **The National Desk** (Sinclair's national news program) with additional coverage from Sinclair stations in communities along the route.

# SINCLAIR CARES

Sinclair Cares utilizes the strength of Sinclair's properties to uplift organizations and inspire audiences and employees to make a positive impact in their communities. A company-wide initiative, Sinclair Cares mobilizes Sinclair's assets to support various community and charitable endeavors, and responses to natural disasters through financial assistance, volunteerism and raising awareness of important topics through Sinclair's media platforms.



### **Sinclair Cares: Summer Hunger Relief**

Partnered with Feeding America to help provide over 2 million meals for children and families



### **Sinclair Cares: Ukraine Relief**

Fundraising partnership with Global Red Cross to help with humanitarian relief efforts on the ground in Ukraine and neighboring countries. Helped raise donations of over \$215,000, through fundraising campaign messaging and news stories aired on all Sinclair TV stations, to help the war-afflicted area



# GOVERNANCE

Providing transparency, accountability, and diverse thinking that seeks to minimize risk, while ensuring all stakeholders understand the direction, performance, and financial stability of the organization.

Increased board diversity, naming female and minority member's giving us a greater diversity of thought, skill, and experience.

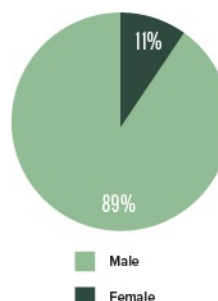
## Ben Carson

- Chairman & Founder, American Cornerstone Institute,
- 17th Secretary of the United States Department of Housing and Urban Development,
- Emeritus Professor of Neurosurgery, Johns Hopkins Medicine

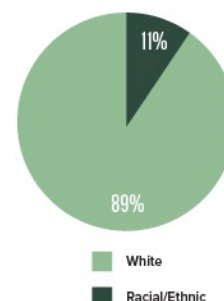
## Laurie R. Beyer

- Executive Vice President, Chief Financial Officer GBMC Healthcare, Inc.
- Chairperson of Sinclair Audit Committee

GENDER IDENTITY



DEMOGRAPHIC BACKGROUND



Directors	Audit Committee	Compensation Committee	Regulatory Committee	Nominating and Corporate Governance Committee
<b>David Smith</b> ★				
Frederick G. Smith				
J. Duncan Smith				
Robert E. Smith				
Laurie R. Beyer				
Dr. Benjamin Carson, Sr.				
Howard E. Friedman				
Daniel C. Keith				
Hon. Benson Everett Legg				
<div> <div>Chair of the Board ★</div> <div>Committee Chair </div> <div>Committee Member </div> </div>				



# Steps taken to increase governance

- Over the last two years, added a Chief Compliance officer and Chief Information Security Officer
- Added two senior positions around IT, cyber infrastructure and compliance
- Created a defacto Chief Risk Officer
- Formed an ESG committee which includes top executives and one board member
- Created a sub-committee of the board for cyber security
- Formed an Enterprise Risk Management program and a formal Risk Committee designed to identify, assess, mitigate, and report risks (including operational, strategic, financial and hazard risks) across the Company



# SASB DISCLOSURES

## Sustainability Disclosure Topics & Accounting Metrics

Media Pluralism	SV-ME-260a.1	Percentage of gender and racial/ethnic group representation for (1) management, (2) professionals, and (3) all other employees	Information on our gender and racial/ethnic group representations can be found in the "Social - Diversity and Inclusion" section of this report along with a summary around our efforts around D&I.
	SV-ME-260a.2	Description of policies and procedures ensuring pluralism in news media content	A description of our policies and procedures to ensure pluralism can be found in the "Social - Community - Content Mission" Section of this report.
Journalistic Integrity & Sponsorship Identification	SV-ME-270a.1	Total amount of monetary losses as a result of legal proceedings associated with libel or slander	We disclose any material legal proceedings in our SEC filings, of which none are related to libel or slander.
	SV-ME-270a.2	Revenue from embedded advertising	We do not disclose this value publicly.
	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	A summary of our principles around journalistic integrity can be found in the "Social - Community - Journalistic Integrity" section of this report.
Intellectual Property Protection & Media Piracy	SVME-520a.1	Description of approach to ensuring intellectual property (IP) protection	We take a comprehensive approach to safeguarding our intellectual property. Our strategy includes registering trademarks, copyrighted materials, and patentable inventions where necessary, as well as licensing our intellectual property for third party use based upon considered business metrics. We actively monitor for unauthorized use or infringement of certain intellectual property and pursue legal action where necessary to enforce our ownership rights. We include standard work-for-hire language in our employee handbook and independent contractor agreements and require certain employees to sign additional agreements affirming our ownership of work product where appropriate. Recognizing the importance of respecting the intellectual property of others, we have instituted procedures to actively protect and license third-party intellectual property where necessary. These include implementing rights management systems and content protection technology. Our commitment to intellectual property creation and protection is fundamental to our success.

## Activity Metrics

Media Recipients	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) N/A (2) According to latest Nielsen data, Sinclair's television broadcast reaches 48 Million Households (3) N/A (4) N/A
Media Productions	SV-ME-000.B	Total number of media productions and publications produced	Annual TV hours produced over 320,000. Annual podcast hours produced over 220.