



Since its founding 25 years ago, USA TODAY has long been a pioneer and industry leader in environmental stewardship. Together with our parent company, Gannett, USA TODAY is recognized for its strong commitment as an environmentally responsible corporate citizen in the national and international communities in which we operate and serve. Our commitment is to ensure company facilities and operations are in full compliance with federal, state and local environmental standards.

Our commitment to environmental stewardship is reflected in the opinions and actions of our readers. Among USA TODAY's daily print and online audience of more than 5.5 million, more than 3.8 million readers think preserving the environment is very important, and more than 3.3 million readers recycle. Nearly 1.6 million USA TODAY readers are now eating organic foods regularly. Almost 3.1 million USA TODAY readers say they are willing to give up convenience in exchange for products that are environmentally safe, and nearly 3.4 million are willing to pay more for a product that is environmentally safe, compared to one that is not. (Source: MRI, Spring 2007)

■ WEB WIDTH

In April 2006, USA TODAY was the first national daily newspaper in the country to start converting to a 48-inch web width, reducing the amount of newsprint consumption for both our national and international editions. In fact, since the late 1990s, USA TODAY has reduced its dimensions by 11%, resulting in a substantive decline in annualized newsprint purchases and therefore the associative carbon footprint.

■ NEWSPRINT

As of March 2008, 88% of USA TODAY's newsprint contained recycled fiber. Demand for recycled newsprint still outpaces supply. USA TODAY is currently using light-weight (45 gram) newsprint on 21 of our presses and is being tested on 12 more. The use of light-weight newsprint reduces the amount of virgin fiber used in the paper manufacturing process.

■ INK

USA TODAY began using only soy-based color inks (inks made with soybean oils mixed with petroleum) more than 21 years ago. Use of soy-based ink reduces the amount of volatile organic compounds (VOCs) released into the air as the ink dries.

USA TODAY is currently reviewing new ink optimization software in efforts to reduce ink consumption.

■ FOUNTAIN SOLUTIONS

USA TODAY was one of the first in the industry to use neutral fountain solutions to reduce corrosion and environmental impact. As other problems arose in toning and tinting, we have changed to a mild acid solution at some sites. The use of a mild acid solution has reduced water settings by as much as 30 percent and resulted in reduced printed waste.

■ CONSUMABLES IN THE PRODUCTION PROCESS

USA TODAY requests information of its major vendors and suppliers so as to evaluate the impact their products and production processes may have on the environment. We have rejected product changes by manufacturers that would have increased the negative impact on the environment.

■ HEADQUARTERS AND FACILITIES

Gannett retains a corporate environmental consultant to coordinate the company's compliance program to ensure our facilities operate in an environmentally sound manner. Company operations are monitored through audits and other means to assure such practices in the workplace conform to the law and our policies. Gannett's corporate environmental consultant also is responsible for taking preventive measures where appropriate.

When USA TODAY and Gannett moved into their new McLean, Virginia headquarters in 2001, the site was a virtual model for all other Gannett sites as it met credit requirements for Leadership in Energy and Environmental Design (LEEDS) EB certification.

Environmentally sound features for the McLean headquarters include:

- ▶ Monitoring system to consistently monitor CO₂, temperature and humidity
- ▶ Potable water fixtures in compliance with the Energy Policy Act of 1992 for maximum water efficiency
- ▶ A comprehensive building operation plan that addresses the heating/cooling system, lighting, safety, building automation controls and verification that building systems are performing as intended
- ▶ Variable Frequency Drive (soft start) operations on equipment
- ▶ Reduction in the need for municipal water by utilizing a retention pond for irrigation, with the retention pond also providing storm water management
- ▶ 2%-plus daylight factor for occupied areas, with lighting and temperature controls for at least 50% of occupants
- ▶ Lutron lighting control program for hallways and common areas
- ▶ Outdoor air ventilation distribution system which meets ASHRAE 62.1-2004 standards
- ▶ Automatic water control systems with auto flushers on all restroom fixtures
- ▶ No CFC refrigeration requiring any Freon
- ▶ Recycling of surplus food by donating leftovers on a weekly basis to D.C. Central Kitchen to feed the homeless

USA TODAY promotes and maintains a vigorous recycling program at all of its offices throughout the U.S. and the world, ensuring the reduction of waste of all office paper, computer, electronics and Mercury-containing light bulbs, and recycling containers for plastic bottles and cans all made readily accessible to employees. In addition, conservation and recycling of raw materials, such as inks, has become standard for USA TODAY facilities, which results in a reduction in the amount of waste generated by production processes.

