



2023 WFAA Community Impact Report





2023: **IMPACT** is more than a buzzword!

At WFAA, community is the heart of our commitment to north Texas.

As we start fresh in 2024, we want you to see highlights of the progress and accomplishments we made last year.



Through our impactful journalism, creative business solutions, and thoughtful advocacy, WFAA is working every day to make north Texas a better place to live.



That's the goal of our Community Impact Team. In 2024, we will build new partnerships, give back to important causes, and use our platform for good.

Cheers to a new year!



WFAA Community Impact Team



COMMUNITY GRANTS



COMMUNITY GRANTS

- **20** TEGNA Foundation Community Grants awarded in 2023
- Dallas, Tarrant, Collin, Denton, Ellis, Johnson counties
- More than **300** applications received in Round 2's open call for proposals

Round 1

- American Heart Association
- Carry the Load
- Hear My Cry Foundation
- North Texas Food Bank



COMMUNITY GRANTS

Round 2



Allen Community Outreach

Annie's Gifts of Love

Awareness Project

Coalition for Aging LGBT

Coloring Life My Way

Don't Forget to Feed Me

Ennis Public Theatre

Forest Forward

Grant Halliburton Foundation

Opportunity Resource Services

Perot Museum of Nature and Science

Project 4031

Shaken Baby Alliance

To Be Like Me

Traffick911

Vogel Alcove

COMMUNITY GRANTS

Round 2

By the numbers - Categories

Arts	(1) 6.25%
Autism	(2) 12.5%
Child Welfare	(1) 6.25%
Community Development	(1) 12.5%
Education	(2) 12.5%
LGBTQ	(1) 6.25%
Health/Medical	(2) 12.5%
Pets	(1) 6.25%
Social Services	(5) 31.25%

Total Served

51,751 + 1M pet meals



COMMUNITY GRANTS

Round 2

By the numbers - Budget Size

81%

Under
\$3 million

56%

Under
\$1 million

COMMUNITY GRANTS

Round 2

By the numbers - Geography

Dallas	5
Fort Worth	3
DeSoto	2
Addison	1
Allen	1
Cleburne	1
Denton	1
Ennis	1
HEB	1

69% of grants given to organizations outside of Dallas County

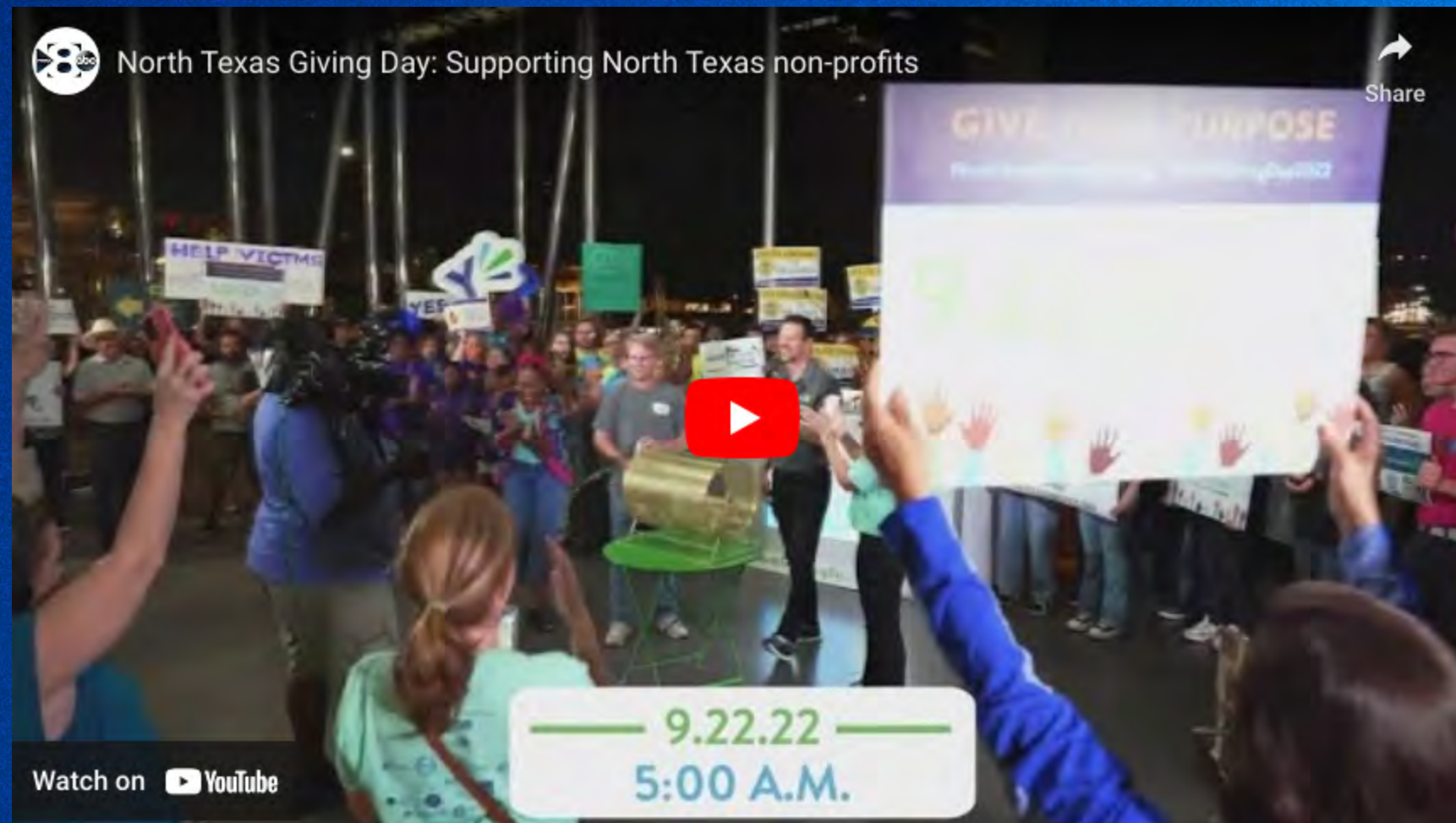


COMMUNITY GRANTS

In 2023, WFAA facilitated a \$2,000 grant to the National Juneteenth Museum through the TEGNA Foundation's DE&I Grantmaking Committee.



NORTH TEXAS GIVING DAY



- Partnership with Communities Foundation of Texas
- 3 parties on WFAA Daybreak
- WFAA hosted a phone bank to collect viewers' donations
- 2nd Round Community Grant recipients awarded checks on North Texas Giving Day
- CFT raised \$63.9 million total





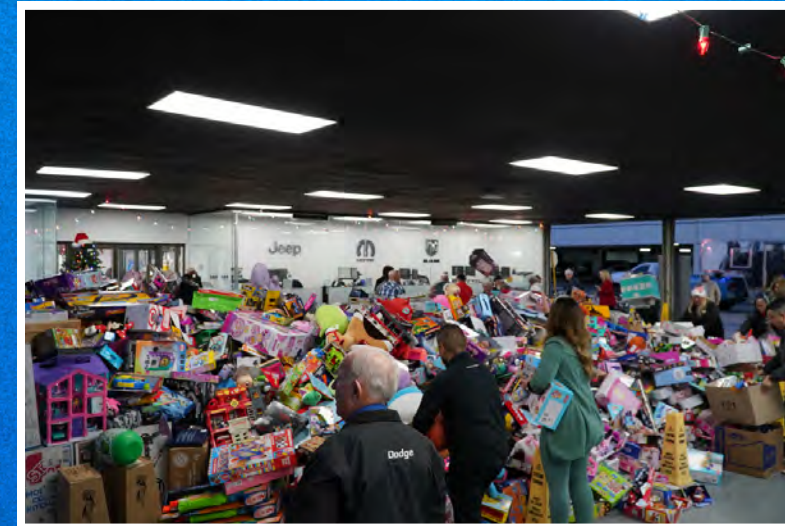
ADVOCACY PROJECTS



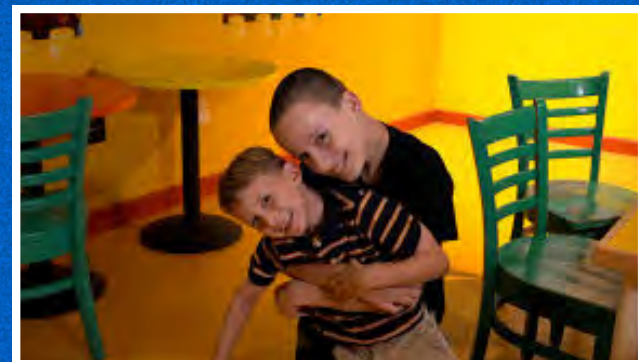
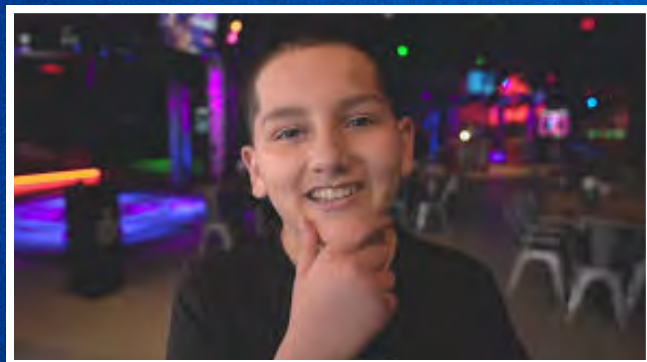
SANTA'S HELPERS

*As of 1/4/2024

- **30** non-profit partner agencies
- **60,000** children served
- Estimated **\$80,000** raised from audience and community partners (excluding sponsorships)
- **1,700+** toys sold via Amazon wishlist
- Delivered a **131%** average of promised toys
- **5** drive-thru events
- **2** additional toy collections through Dallas Mavericks partnership



WEDNESDAY'S CHILD



Adoption Awareness is a pillar of WFAA's community commitment.

Through key partnerships, WFAA profiled children in foster care in weekly segments.

WFAA also produced a half-hour Wednesday's Child special that aired December 26th.



ACTION AFTER ALLEN



In the days following the tragic shooting at Allen Premium Outlets in May 2023, WFAA's Community Impact Team produced an hour-long live town hall special focused on the impact of gun violence on mental health.



Featuring a survivor of the Allen shooting, the mother of a student from Robb Elementary School in Uvalde, and a survivor-turned-counselor from the Wedgwood Baptist Church shooting in Fort Worth, the raw conversation featured information and advice on how to recognize and address signs of trauma.



NOURISH NORTH TEXAS

- Partnership with North Texas Food Bank
- 16-hour telethon
- Featured phone bank, live interviews
- Hourly vignettes featuring North Texas Food Bank aired on WFAA

**1.1 million
meals raised**
(campaign total)



BACK TO SCHOOL SUPPLY DRIVE

- More than **1,000 items** sold on Amazon wish list
- Education Opens Doors distributed supplies to Dallas ISD teachers and students
- Invitation Homes donated **500 backpacks** with supplies to WFAA
- United to Learn distributed backpacks to Dallas ISD school



DISASTER RELIEF

- Partnership with American Red Cross
- Used phone banks to raise money for emergency fund

**Raised \$24,490 for
Maui fires relief**



CARRY THE LOAD



WFAA proudly supports Carry the Load, an organization working to restore the true meaning of Memorial Day.

In 2023, WFAA supported Carry the Load with a TEGNA Foundation Community Grant, in-kind PSA donation, editorial coverage, and Chris Lawrence as emcee of Carry the Load's Memorial Day event at Reverchon Park.



EMPLOYEE ENGAGEMENT



EMPLOYEE ENGAGEMENT

- WFAA/TEGNA Dallas employees volunteered at three non-profit organizations in Fall 2023
- Employees also volunteered at Santa's Helpers drive-thru events

**140+ total hours of
volunteering at
station-sponsored events**



SPEAKERS BUREAU



SPEAKERS BUREAU

In 2023, WFAA anchors, reporters, and meteorologists spent an estimated 300 collective hours representing WFAA at community events as emcees, keynote speakers, and moderators.

113

Events attended

60,395

**Estimated total
audience**





WEATHERMINDS



WEATHERMINDS

30

School visits

10,845

**Students
attended**



STUDIO TOURS



STUDIO TOURS



Studio tours are an important component of WFAA's community engagement commitment. Tours are offered to middle and high schools, colleges, and educational community groups with an emphasis on journalism, electronic media, and/or production studies.

27

Studio tours

430

Tour guests



FAMILY FIRST



FAMILY FIRST

- Sponsored by Baylor Scott & White, Parker University, and 1-800-Got-Junk (2023)
- Quarterly vignettes airing on WFAA
- 5 Family First events featuring WFAA talent to engage with communities



Main Street Arts Fest
Grand Prairie



Parker County Peach Festival
Weatherford



Family First Day at the Zoo
Dallas



Celebrate Roanoke
Roanoke



Hometown Christmas
Rockwall

LITTLE WISHES



LITTLE WISHES

- More than **100 nominations** throughout the year
- Little Wishes is sponsored by Sam Pack Auto Group
- Items gifted include:
 - Paying nominees' outstanding utility/medical bills and rent
 - Hearing aids
 - Oven repairs for a non-profit
 - Bedroom furniture for domestic violence shelter



PARTNERSHIPS/SPONSORSHIPS



PARTNERSHIPS/SPONSORSHIPS

More than **35** station partnerships/sponsorships with community organizations and events

2023 AIDS Walk South Dallas

2023 Cancer Blows

2023 Go Red for Women Special (February) – hour-long special hosted by Morgan Young

2023 Heart Walk (September) – half-hour special hosted by Joe Trahan and Teresa Woodard

Annual Family Night at Six Flags benefitting Children's Health

AT&T Performing Arts Center

Baylor Scott & White Foundation Celebrate Women luncheon

Best Southwest Juneteenth Celebration

Black Tie Dinner

Broadway Dallas

Casa Manana

Celebrate Roanoke

Chi Omega Christmas Market

Dallas Arboretum

Ennis Bluebonnet Trails

Fort Worth Botanic Gardens

Fort Worth Oktoberfest

Genesis Women's Shelter annual luncheon

Junior Players

Make-A-Wish

Mavs Jingle Bell Run

Mayor's Back to School Fair

Partners Card

Performing Arts Fort Worth

Plano Symphony

Prelude Music Festival

Project Unity special

Salvation Army

Scott Joplin Chamber Orchestra

Scrub Ball

Shatterproof Walk

Sister to Sister Fitness Festival

SMU Tate Lecture Series

Texas Ballet Theatre

Turtle Creek Chorale

Vogel Alcove Day 1 DFW

More than **3,000** in-kind PSA slots donated as part of station partnerships/sponsorships.



THANK YOU, NORTH TEXAS!





2023 WFAA Community Impact Report

