



WOAI 2022 COMMUNITY INITIATIVES

In 1Q22 WOAI sponsored Comedy for a Cure benefitting the Leukemia and Lymphoma Society. The station provided promotional segments and PSAs to raise awareness about Leukemia and Lymphoma. WOAI also provided promotional support for Fiesta Especial, Taste of The Southside, Taste of the Northside, Fiesta delos Reyes, Fiesta Chaparral and NIOSA. Each event received at least one PSA, was supported by News and Lifestyle segments and/or LIVE coverage and received social media coverage. These events raise funds for various academic scholarship programs for San Antonio's youth.

In 2Q22 WOAI provided local station talent to serve as mentors and speakers for the annual PAM Media Teen Summit outreach program. This program gives inner-city youth the opportunity to develop leadership and organizational skills to make their schools and communities better. The R3 Student Outreach and Vault Fostering Community were honored in 2Q22 thru the Pay It Forward Campaign. WOAI aired "nomination" PSAs with sponsor logo/mention, and tune-in spots for the nights the segments aired on the Evening Break newscast. Local station personnel participated in the Pickleball for a Purpose event to promote health through the power of sport.

In 3Q22 WOAI personnel participated in the San Antonio Juneteenth Association Golf Tournament where proceeds went towards the Miller Child Development Center. The Miller Child Development Center strive and emphasize the importance of early childhood training and development of socialization skills to ensure a successful transition for children into various academic settings.

In 4Q22 the St. Jude Dream Home PSA and Phone Bank campaign concluded with a LIVE drawing on our evening newscast. Funds raised benefitted St. Jude's Children's hospital. K9 Rescue, an organization focused on sheltering dogs and finding them new homes was honored in the Pay It Forward campaign in 4Q22. The station aired "nomination" PSAs with sponsor logo/mention, and tune-in spots for the night the segment aired on News 4's Evening Break newscast. WOAI delivered another highly successful food drive, hitting all our goals for Food 4 SA. Over one million pounds of food and 25,000 Thanksgiving turkeys - donated to the San Antonio Food bank to help local families. Main anchors Jonathan Martinez and Simone de Alba fronted PSAs airing all month. WOAI raised funds for Thrive Well / Healing Hearts to honor the memory of KABB anchor Karen Martinez. Thrive Well / Healing Hearts is the charity Karen launched to assist families fighting cancer. The focused effort with phone banks, PSAs and interview segments in Lifestyle and News raised valuable funds in a very short time frame. The Raul Jimenez Thanksgiving Dinner, an annual event helping families and struggling individuals during the Holidays, providing a special Thanksgiving meal was honored through the Pay It Forward Campaign. The station aired "nomination" PSAs with sponsor logo/mention, and tune-in spots for the night the segment aired on News 4's Evening Break. Faith Bound Ministry, a non-profit that feeds the less fortunate was honored through the Pay It Forward Campaign. The station aired "nomination" PSAs with sponsor logo/mention, and tune-in spots for the night the segment aired on News 4's Evening Break.

