MAKING A DIFFERENCE

COMPANIES
FWD>DFW connects companies and their causes to drive competitive advantage, brand awareness, loyalty, targeted business results, talent retention/acquisition, diversity and inclusion, and millennial impact.

CAUSES
We increase visibility and amplify the mission, vision, and impact of CSR and CRM initiatives while celebrating change-makers in our content.

COMMUNITY
We encourage civic engagement to give back to the community while setting the stage for the next generation.
Together with *The Dallas Morning News* and our partners, FWD>DFW sparks awareness and conversations around equitable education, health, and wellness of our community.

Making a difference is our “why” and we want to share your story, too. #whatmovesyou
FWD>DFW takes Belo+Company and The Dallas Morning News’ longstanding support of the community to a new level. We’re inviting others to join us in embracing the challenge of including all of D-FW in civic engagement.

“Our mission is to make our communities stronger and more prosperous through quality journalism and innovative marketing solutions.”

Grant Moise
President and Publisher
The Dallas Morning News
Volunteering provides sense of purpose, improved social interaction, better job prospects, increased charitable giving, and more.

D-FW lacks civic engagement.

D-FW ranks 32nd among U.S. cities for volunteering, with only 27.3% of D-FW residents volunteering.

FWD>DFW is helping.

Since 2019, we’ve committed a robust marketing campaign to mobilize our community to get involved for the greater good and have registered 32,452 hours and $825K+ in economic impact through volunteer engagement platform VOMO.
Volunteer Mobilization

FWD>DFW, together with VOMO, offers a place to find volunteer opportunities, providing the connection to making a difference.

- Local volunteer opportunities filtered by category, location, and interest.
- Easy sign-up and access to serve.
- Tracking of volunteer hours for measurable social and economic impact in the community.
Partnership Overview
Telling Your CRM Story

Fully customizable strategies and tactics amplify your corporate social responsibility initiatives and drive targeted business results while inspiring citizens to take action. With FWD>DFW, we reach your audiences wherever they are consuming content in print and online.

FWD>DFW Content Hub
DallasNews.com/fwddfhw features partners’ custom branded content plus stories to raise awareness of the issues critical to our community’s success.

Brand Storytelling: Print + Digital
Your high-impact branded content is created by our in-house content studio and published as sponsored content in The Dallas Morning News and on dallasnews.com.

Brand Ads: Print + Digital
Ads run in our media portfolio: The Dallas Morning News and Al Dia, dallasnews.com, and special sections such as North Texas Giving Guide.

Social Media
Increase awareness of your CSR/CRM efforts with brand-forward social media posts as well as interactive social promotions written by our content studio and integrating your brand content.

Our Partners
You’re in good company with FWD>DFW’s current founding and supporting partners, which represent a cross-section of some of the most influential and civically minded brands and businesses in North Texas.
BRAND STORYTELLING

Print

☑️ The Dallas Morning News

We feature your full-page custom articles in leading news sections, including Main and Metro & Business.

☑️ Custom Content

Articles are strategized and written by our in-house content studio to share your stories — the “why” behind your cause marketing initiatives.

☑️ 734,215+

THE DALLAS MORNING NEWS SUNDAY PRINT READERSHIP
BRAND CAMPAIGN

Print

✔️ The Dallas Morning News

- Logo representation on Metro & Business masthead
- Full-page display ads
- Spadea, double-truck, and other high-impact ad units
- Special sections (i.e., North Texas Giving Guide, Cowboys Preview, etc.)

*Not all elements apply to all sponsorship levels

✔️ 344%

ABOVE THE AVERAGE CUMULATIVE VIEWERSHIP OF LOCAL 10 P.M. NEWS ON ABC, CBS, FOX, AND NBC

Source: Scarborough 2019, D-FW Release 2
Digital + Social

- **DallasNews.com**
  Your custom articles have a permanent home on dallasnews.com/fwddfw.

- **Sponsored Impressions**
  We drive awareness and meaningful engagement with your content among relevant audiences through:
  - Native ads
  - Sponsored social posts

- **3:11 average time on content**
  200% OVER INDUSTRY AVERAGE OF :55
Digital + Social

- **DallasNews.com and/or Al Dia**
  - Banner ads
  - High-impact premium ads:
    - Homepage takeovers
    - Window units
    - In-article video

- **Social Media**
  - Facebook Handshake (Partner + The Dallas Morning News and FWD>DFW)
  - Carousel units

- **0.20%+ DISPLAY CTR**
  - 2X AVERAGE CTR

- **3.17%+ FB CTR**
  - 3X INDUSTRY AVERAGE CTR FOR FB SPONSORED POST
<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average digital impressions per native article</td>
<td>504K+</td>
<td>Source: Google Analytics</td>
</tr>
<tr>
<td>Average time spent on FWD&gt;DFW content</td>
<td>3:11</td>
<td>210% above industry average of 57 seconds</td>
</tr>
<tr>
<td>CTR per article</td>
<td>1.19%</td>
<td>283% above industry standard</td>
</tr>
<tr>
<td>Social media followers (THE DALLAS MORNING NEWS + FWD&gt;DFW)</td>
<td>1.4MM+</td>
<td>Source: Google Analytics</td>
</tr>
<tr>
<td>Social impressions per sponsored post</td>
<td>50K-170K+</td>
<td>Average range</td>
</tr>
<tr>
<td>Social engagement per sponsored post</td>
<td>2K-4K+</td>
<td>Average range</td>
</tr>
</tbody>
</table>
Our 2020 Response

OVERVIEW

- Coronavirus email newsletter
- Be A Neighbor campaign, in partnership with VOMO
- Additional 2020 Initiatives
At the start of the pandemic, The Dallas Morning News launched a daily email newsletter to provide updates about COVID-19 in North Texas and across the world.

FWD>DFW and our health care partner, Baylor Scott & White, aligned to provide the coverage in front of the paywall and free to the community.
Through our partnership with VOMO and the Be A Neighbor campaign, we created a widget to mobilize communities not only in D-FW, but also across the country to serve the needs that escalated during the pandemic.

**Be A Neighbor: National Campaign**

- **19.3M+**
  - TOTAL WIDGET VIEWS (NATIONALLY)

- **4.6M+**
  - TOTAL DALLAS MORNING NEWS WIDGET VIEWS

- **$5.74M+**
  - TOTAL ECONOMIC IMPACT THROUGH VOLUNTEERING

- **49.2K+**
  - VOLUNTEERS CONNECTED TO PROJECTS
2020: Current Initiatives

New Content Pillars
New pillars include small business (as a way to support local businesses and philanthropy (in particular, the human impact).

Facebook Live Series
Topics have included nonprofit and restaurant response during COVID-19 as well as leaders from Toyota and Dallas Mavericks discussing racial reconciliation.

Timely Guest Editorials
Participants have included the mayor of the city of Plano, Toyota North America’s chief administrative officer, and the CEO of PepsiCo Foods.

CW33 TV Partnership
We are partners with CW33 and the Morning After show, who create a regular segment called Philanthropy FWD to highlight local nonprofits and their causes.
New Content Pillars: Philanthropy + Small Business
CURRENT INITIATIVES

Facebook Live Series

✔ Video Series
FWD>DFW’s Facebook Live video series addresses the most urgent issues related to our collective public health, economy, business recovery, and community.

✔ Marketing
After the FB Live ends, we promote the video through fully integrated tactics, including:

- Sponsored content article with embedded video, published on dallasnews.com
- Dallasnews.com impressions
- Boosted Facebook post on The Dallas Morning News page
- FWD>DFW social media shares

✔ 150K average views
PER FACEBOOK LIVE VIDEO
CURRENT INITIATIVES

Guest Editorials Featuring Community Leaders

**PepsiCo Foods North America CEO: “In this new era, we must get comfortable being uncomfortable”**

Let’s reclaim the art of dialogue and debate — without having to win.

*“I encourage our employees to voice their opinions honestly, because we all benefit from hearing all perspectives,” Steven Williams says. (Photo Courtesy of Fronalay)*

---

**Plano mayor: “Silence and inaction are consent”**

To the white people who believe that George Floyd’s death is the result of systemic racial injustice, it’s up to you to bring about real change.

*People gather at the Plano Municipal Building for the Hungry for Change Rally on Sunday, June 7, 2020, in Plano, Texas. (Ryan Michalesko/The Dallas Morning News) (Ryan Michalesko / Staff Photographer)*

---

**To those in power: Black Lives Matter can’t be just another marketing message**

Here are some ways leaders can start the process of healing and establish a more inclusive and effective company culture.
CURRENT INITIATIVES

CW33 TV: Philanthropy FWD Segment

Introducing Philanthropy FWD: Marty Turco surprises a St. Philip’s School student at home

The Dallas Stars Foundation president is on a mission to get kids to spend the summer reading.
WHAT’S AHEAD

- Launch email newsletter
- Grow local sales
  - Partner renewals + identify new and existing clients with cause-focused marketing
- New ad campaign
  - Launch targeted brand campaign that continues to elevate FWD>DFW
- Dedicated content team
  - Editor and reporter for development of more original content outside of newsroom/native