**2022 TAB Awards**

**Category: Documentary/TV Special**

**Entry: Rooted: The History of Black Hair Discrimination**

**Station: WFAA**

“Rooted" is a ground-breaking series exploring a topic few large-market TV stations in the country have been willing to tackle: Black hair discrimination. The series features impactful, honest accounts of Black women and men sharing how their natural hair and hairstyles have resulted in ridicule and discrimination at work and school. The series pushes viewers to confront biases, and WFAA supported it despite significant initial negative feedback from viewers when the series first began.

Our team dedicated the 4:30pm newscast to spread awareness on the CROWN act, shed light on personal testimony and explore the impact black hair has in the workplace and beyond. This was a multi-screen experience, with a live watch party during the show. Over 30 people joined to have an open dialogue about black hair and the series.

"Rooted" culminates in a powerful form of advocacy journalism with WFAA's Tashara Parker traveling to the Texas state capitol in Austin to testify at a legislative hearing in favor of the CROWN Act, which would have outlawed discrimination based on natural hair and hairstyles. The legislative committee in which Parker and others testified unanimously supported the bill -- a rare show of bipartisanship for such an important yet divisive issue. The bill ultimately failed to become Texas law, but, a state representative featured in some of WFAA's "Rooted" stories mustered enough support to get an amendment added to another law that allows cities and counties pass their own local CROWN Acts.