

UConn Athletics Announces Partnership With WFSB & WWAX

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STORRS, Conn. - The University of Connecticut and Channel 3 WFSB and sister station, WWAX, are excited to announce an exclusive media partnership starting with the 2023-24 season. The partnership kicks off with a UConn Football Season Preview Show on Sat., Aug. 26, at 7 p.m. on WFSB Channel 3. UConn Football Coach Jim Mora will provide an inside look at the UConn players, schedule, and overall outlook for the 2023 UConn Football Season.

WFSB will broadcast the UConn vs. Sacred Heart football game on Sat., Nov. 18, at noon. Other shows and UConn content will be announced in the coming weeks. UConn Huskies men's basketball, ice hockey, baseball, softball, and several coaches' shows are all in the works.

"We are excited to begin this partnership with WFSB and WWAX, one of the most powerful media outlets in the state," said UConn Athletics Director David Benedict. "It will give us the opportunity to showcase our student-athletes and our coaches to the vast majority of Connecticut homes and allow our fans to get an in-depth look at what drives our success on the playing fields."

"WFSB and WWAX are very proud to be partnering with UConn," said WFSB-TV, WWAX Regional Vice President / General Manager Dana Neves. "UConn Nation makes up a large portion of our viewers. This partnership will strengthen that connection and allow us to deliver an unprecedented amount of UConn content that our audience is looking for."

Beyond athletics, this partnership will open doors and create valuable opportunities for UConn students with internships and exposure to the real world of 24-7 news. It will give Channel 3 access to the best of Connecticut's future journalists and content creators.

Stay tuned for more information on this exciting partnership between UConn and WFSB/WWAX.

WFSB is owned by Gray Television, Inc., the nation's largest owner of top-ranked local television stations.