



## **2<sup>nd</sup> Quarter 2009**

### **Station Campaigns**

#### **Mission City Community Network – Black Infant Health Program**

Produced and aired generic Public Service Announcements with Leslie Sykes, for the Black Infant Health Program, to help increase their awareness and to recruit volunteers and others to help the organization.

#### **Kid Healthy – Steps for Healthy Living Diabetes & Obesity Campaign**

Over 80,000 4<sup>th</sup> and 5<sup>th</sup> grade students began participating in a rigorous step program, which will last from March through April, in which the students followed a regimen of exercise, nutrition and healthy living styles. The goals of the campaign were to educate and make students aware of eating habits, meal portions, and fitness and to have entities join forces to combat the obesity/diabetes type 2 epidemics. Produced Public Service Announcements with Denise Dador. All spots focused on healthy tips for parents and children to learn more about Diabetes and other health related issues.

#### **Cesar Chavez Foundation**

ABC7 produced the Tribute Film for the Lifetime Achievement Honoree, Ricardo Montalban, which was shown at the Cesar Chavez Foundation's "Educating the heart Awards Dinner". Marc Brown was Master of Ceremonies for the Dinner as well.

#### **Padres Contra El Cancer**

ABC7 hosted Padres Contra El Cancer's annual "Easter Event" at the ABC7 Broadcast Center, which provided children with cancer, and their families, the opportunity to have fun, do crafts, eat and have an Easter Egg hunt. Sid Garcia was the Master of Ceremonies and various ABC7 employees volunteered their time for the day as well.

#### **Autism Speaks "Walk Now for Autism"**

Produced and aired Public Service Announcements, with Phillip Palmer, promoting the Walk. ABC7 is a sponsor and we participated in the Walk, as well as manned a Booth. Phillip Palmer was the Master of Ceremonies and various other news talent participated at the Booth, including Dallas Raines and Marc Brown.

#### **Jefferson Awards**

ABC7 sponsors the Jefferson Awards program year round, and in April, we hosted a Reception for the Jefferson Award winners. They were given an award and the National Winner was announced, who would go to Washington D.C. to represent California at the National Jefferson Awards. Members of ABC7 attended and Marc Brown, Michelle Tuzee, David Ono and Ellen Leyva were Masters of Ceremonies.

#### **Asian Pacific-Islander American Heritage Month**

ABC7 was the Media Sponsor for the City of Los Angeles' Asian Pacific-Islander American Heritage Month Celebration. We produced Public Service Announcements, with David Ono, and a special 7-Day Planner, promoting various Asian Pacific-Islander American Heritage Month events throughout the month of May, as well as participating in the "Opening Ceremonies". Denise Dador was the Mistress of Ceremonies for the Opening.

### **The Entertainment Industry Foundation's "Revlon Run Walk for Women"**

Produced and aired Public Service Announcements, with Michelle Tuzee and Ellen Leyva, promoting the Walk. ABC7 is a sponsor and we participated in the Walk, manned a Booth and sponsored a Water Station. Michelle Tuzee and Ellen Leyva participated in the Opening Ceremonies and Garth Kemp cheered on the Walkers at the Water Station.

### **ABC7 Listens – Community Forum**

Representatives from ABC7 Station Management, including the President and General Manager, Eyewitness News, Programming, Diversity Programs and Public Affairs, attended an open Community Forum in May, hosted by FOOD Share in Ventura. Members of the community were invited to come and voice their opinions and concerns about the media and their community, as well as learn how the Station can help them access ABC7. Ellen Leyva was the Moderator.

### **ABCs of a Safe Summer**

This campaign features a unique safety partnership in which American Red Cross chapters, the City of Los Angeles, City and County Fire Departments, Departments of Parks and Recreation, the Los Angeles Department of Water and Power, and others in a five-county area team with ABC7 to keep families safe throughout the summer months. The campaign features events highlighting CPR and First Aid instruction, and water, fire and electrical safety. The "ABCs of a Safe Summer" also offers a series of "At-a-Glance" educational flyers. The "At-a-Glance" flyers serve as effective guides for emergency response and prevention. Various sets of PSA's were produced and aired, featuring our Weather talent, Dallas Raines, Garth Kemp, Danny Romero and Indra Petersons promoting Heat, Water, CPR & First Aid Safety. We also produced commercials for Aetna and Memorial Care and a special 7-Day Planner, promoting various ABCs of a Safe Summer events throughout the summer.

### **ABC7 Listens – Community Forum**

Representatives from ABC7 Station Management, including the President and General Manager, Eyewitness News, Programming, Diversity Programs and Public Affairs, attended an open Community Forum in June, hosted by the Friends of the Levitt Pavilion at MacArthur Park. Members of the community were invited to come and voice their opinions and concerns about the media and their community, as well as learn how the Station can help them access ABC7. Sid Garcia was the Moderator.

### **Ford Amphitheatre**

Produced and aired two sets of Public Service Announcements, one with voice over and the other with George Pennacchio, promoting their Summer Concert Series and their free Children's Series. ABC7 is a sponsor and Danny Romero was the Master of Ceremonies at their Opening Concert.