



2nd Quarter 2010 **Station Campaigns**

Kid Healthy – Steps for Healthy Living Diabetes & Obesity Campaign

Over 80,000 4th and 5th grade students continued to participate in a rigorous step program, which runs 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. Continued airing Public Service Announcements with Denise Dador and Lori Corbin.

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, Michelle Tuzee and Marc Brown.

County of Los Angeles, Department of Public Works

Aired Public Service Announcements that Sales produced and also aired, to support the Green L.A. program that encourages recycling and living a green lifestyle.

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 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” and the Creative Writing Competition. David Ono was the Master of Ceremonies for the Opening and Subha Ravindhran was on the Creative Writing Panel.

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 Phillip Palmer and Alysha Del Valle cheered on the Walkers at the Water Station.

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. The first set of PSA’s were produced and aired, featuring Dallas Raines and Danny Romero, as well as commercials for Memorial Care. We also hosted two Pool Parties in a Box, one in Los Angeles and one in La Mirada that reached over 200 children and educated them about being safe during the summer.

Christopher Street West “Los Angeles Pride Parade”

Sponsored a car that rode in the Parade with our On the Red Carpet hosts Chris Balish and Rachel Smith.

OwieBowWowie and Friends

Aired Public Service Announcements that Sales produced, to support the OwieBowWowie program in Childrens Hospital L.A.

Ford Amphitheatre

Produced and aired the first set of Public Service Announcements with George Pennacchio, promoting their Summer Concert Series. ABC7 is a sponsor.