

## **KABC-TV 4<sup>th</sup> Quarter 2011**

### **Station Campaigns**

#### **ABCs of Women's Health: Prevention Matters Campaign**

Produced and aired Public Service Announcements with Michelle Tuzee, Ellen Leyva, Leslie Sykes, Denise Dador and Lori Corbin. Conducted a phone bank for viewers to call in and talk to doctors during our 4pm, 5pm and 6pm news, all in support of our month long campaign aimed at helping women learn to live healthier.

#### **City of Los Angeles**

Produced and aired a ten-second Public Service Announcement promoting the City's Latino Heritage Month Celebration. We are the Media Sponsor and Alysha Del Valle was the Mistress of Ceremonies for their Opening Ceremonies.

#### **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 October, hosted by the High Street Arts Center in Moorpark. 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. Garth Kemp opened the Forum and Ellen Leyva was the Moderator.

#### **Native American Indian Commission**

Produced and aired a ten-second Public Service Announcement with Voice Over, promoting the Commission's American Indian Heritage Month Celebration. We are the Media Sponsor.

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

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 Rob McMillan, Ric Romero, Leticia Juarez and Eileen Frere.

#### **Spark of Love Toy Drive**

Produced and aired Public Service Announcements promoting our 19<sup>th</sup> Annual Toy Drive, which helps children in all five counties of Southern California. In conjunction with the Southland Firefighters, over 500,000 toys are collected and distributed to those in need in the communities. Garth Kemp was the Campaign Spokesman and hosted four Stuff-A-Buses in Cerritos, Ontario, Woodland Hills and Anaheim. The campaign Kick-off was at the Metrolink Station in Anaheim and was hosted by Eileen Frere. Rob McMillan, Ric Romero and Leticia Juarez were also on hand to sign autographs. We held two Movie events, one at The Rave in Los Angeles, where Danny Romero was the Master of Ceremonies and one at the Norwalk AMC, where Alysha Del Valle was Mistress of Ceremonies. These events allowed approximately 1,500 children the opportunity to see The Muppet Movie, eat, see Santa and receive a toy from the Spark of Love.

#### **Adopt-A-Family**

In partnership with MEND (Meet Each Need With Dignity) and the Childrens Hospital of Los Angeles, the Station sponsors a holiday Adopt-a-Family Program. ABC7 adopted a total of ten families for the holidays from both organizations. Station employees shop, wrap and deliver toys, clothing, household items and food to families and children to make their holidays bright.