

KABC-TV 3rd Quarter 2020

Station Campaigns

KOLLAB

ABC7 participated in the Kollab Youth Workforce Development Program from JULY to AUGUST 2020, in partnership with the Los Angeles County Alliance for Boys & Girls Clubs and Los Angeles County Workforce Development Aging & Community Services. This program prepares youths for a better life through an educational fun journey. The program helps Boys & Girls Clubs members gain experience, have access to experts and build the confidence they need to succeed in school, career and life. Kollab brings together public and private partnerships to build tomorrow's workforce and be future ready, while providing career opportunities to youths from underserved communities in Southern California.

Feed SoCal

ABC7 teamed up once again with ESPN LA 710 and the Southern California regional food banks to host the 9th Annual Feed SoCal Friday. The campaign will take place during the summer and will include the following food banks in Southern California: Los Angeles Regional Food Bank, Second Harvest Food Bank of Orange County, Feeding America Riverside/San Bernardino and FOOD Share, Ventura County's Food Bank.

From the beginning of the Coronavirus Pandemic, we are seeing more people experiencing food insecurity at an alarming rate due to cuts in salaries and jobs. In response to the COVID-19 crisis, our Southern California regional food banks has increased food distribution by more than 70% reaching over 200,000 people every week.

Last year, with the support of our sponsors, donors, and viewers, the Feed SoCal campaign received over six and a half million pounds of food in donations, resulting in over five and a half million meals for those in need. Our goal this year is to match or beat last year's numbers.

ABC7 produced and aired starting on Friday, June 26, 2020, Feed SoCal Friday. Every Friday until September 11, 2020, during our 11:00 AM and 5:00 PM newscast, we will be sharing stories of the critical need for food during this COVID-19 crisis. During these unprecedented times, we will be collecting monetary donations to be shared and distributed with various food banks and food pantries in local communities. Campaign ran until October 4, 2020.

LATINAFest presents ENTREPRENEURFest

ABC7 was the media sponsor of LATINAFest presents EntrepreneurFest, a virtual three-hour online celebration of the Latina entrepreneurial spirit. EntrepreneurFest took place on Saturday, August 22, 2020 from 11:00 AM to 2:00 PM (PST) and streamed on the LATINAFest Facebook page, YouTube channel, and website as well as on the ABC7 app and ABC7 Community page. EntrepreneurFest provided entrepreneurs a virtual space to showcase their products and featured inspirational speakers, a spoken word poet, engaging conversations on black and brown unity, and voter suppression. Moderating the discussion will be LATINAFest Co-Founders, Bel Hernandez and Naibe Reynoso.

ABC7 Eyewitness News reporter, Anabel Munoz, was the EntrepreneurFest emcee, and will interview Aurea Montes-Rodriguez, Executive VP of the Community Coalition on the timely topic of racial and social justice, and black and brown unity. Also, ABC7 community

journalist, Gabriela Milian, interviewed and showcased some of the Latina entrepreneurs who participated in the virtual event.

AIDS WALK LOS ANGELES Localish LA Special

Due to the coronavirus pandemic, APLA Health has mounted its first-ever online only, digital AIDS Walk Los Angeles. ABC7 was the Grand Sponsor of the event, and broadcasted a special presentation of "Localish LA" focused on AIDS Walk L.A. on Saturday, August 29 at 6:30 p.m. on ABC7, abc7.com/live and the ABC7 Los Angeles app. Through their fundraising efforts, participants saw firsthand how they support the vital work of APLA Health. They received and distributed content directly tied to their "walk," and were able to inspire their network to learn more about the program they are most passionate about. The fundraiser raised over \$1M. The campaign ran through September 13. The following ABC7 talent participated in the special: Ellen Leyva – News Anchor and Karl Schmid – Localish LA host.

Virtual Census Phone Bank

ABC7/KABC-TV Los Angeles, virtual phone bank opened during the newscast and begins at 3:00-7:00 p.m. PDT on Wednesday, September 9, 2020. L.A. County has an overall census self-response rate of 63%, while California's response rate is currently slightly over 86%*. KABC reported that due to Los Angeles county being the largest county in America, it has the "most at stake" if an undercount occurs. Thus, KABC worked closely with both the Los Angeles City and Los Angeles County Census Bureau, California Secretary of State Alex Padilla and community partners that include Southern California Resource Services for Independent Living, First 5 LA, TransCanWork, Asian Americans Advancing Justice, California Native Vote Project, Los Angeles City, County Native American Indian Commission, Second Baptist Church in Monrovia and Coalition for Humane Immigrant Rights (CHIRLA) to reach underrepresented communities of color. KABC-TV viewers can learn more at the "What is the Census?" resource page at abc7.com.

Mexican Independence Day Localish LA Special

ABC7 produced and broadcast a special presentation of Localish LA Mexican Independence Day on Sunday, September 13, 2020 at 6:30 PM on ABC7, abc7.com/live and ABC7 Los Angeles app. Promoted the special on social media platforms. The following ABC7 talent participated in the special: Ellen Leyva – News Anchor, Danny Romero - Weather Anchor, Eric Resendiz – Community Journalist, Anabel Munoz – News Reporter, Leticia Juarez – News Reporter and Jessica DeNova – News Reporter.

"Day of Giving" Western Wildfire Relief Efforts for the American Red Cross

ABC Owned Television Stations in California launched "Day of Giving" to raise funds for the American Red Cross that took place across ABC7/KABC-TV Los Angeles, ABC7/KGO-TV San Francisco, ABC30/KFSN-TV Fresno and 13 ABC affiliate stations throughout California, Oregon and Washington on Thursday, September 17, 2020 (4:00 a.m.-7:00 p.m. PDT). Viewers called 866-499-GIVE (4483) during local newscasts to donate money through the Red Cross to aid communities impacted by the more than 100 wildfires raging across the state. The Red Cross has mobilized a massive relief effort across these states to ensure that communities have food and shelter. During fire season, ABC7 Los Angeles, ABC7 San Francisco and ABC30 Fresno have been keeping viewers informed of the statewide wildfires and air quality through an interactive wildfire tracker on the stations' websites.

The "Day of Giving" fundraiser further united the ABC owned stations and west coast ABC affiliate stations, which used their linear programming to focus on news coverage about the

numerous communities impacted by the wildfires, provided resources through the American Red Cross, and total raised \$545,865.00 to help families in need. Participating stations included the following:

- KDRV-Medford
- KEZI-Eugene
- KERO-Bakersfield
- KEYT-Santa Barbara
- KFSN-Fresno*
- KAEF-Eureka
- KRCR-Chico-Redding
- KXTV-Sacramento
- KABC-Los Angeles*
- KGO-San Francisco Bay Area*
- NSBW-Salinas
- KAPP-TriCities
- KXLY-Spokane
- KVEW-Yakima
- KESQ-Palm Springs
- KGTV-San Diego

** Denotes ABC Owned Television Stations. All other stations listed are ABC affiliate stations.*

“I AM A VOTER” PSA Campaign

Walt Disney Television Initiative aim to empower and inspire people be civically engaged in their communities to address critical needs and create the future they imagine. WDT is working in partnership with “I am a voter.” to increase voter registration and participation, with the campaign running from June 1st to November 3rd, 2020.