



1st Quarter 2010 Station Campaigns

King Week Celebration

Promoted the Southern Christian Leadership Conference and Martin Luther King Legacy Los Angeles' "King Week Festivities", through a special 7-Day Planner. Marc Brown was the Master of Ceremonies for the Kick-Off Press Conference and Marc and Michelle Tuzee were the Masters of Ceremonies of the MLK Celebration Dinner.

Haiti Earthquake Relief Effort

ABC7 initiated a relief effort for the Haiti earthquake victims, by encouraging viewers to send donations to our PO Box number for the American Red Cross. Over 230,000 dollars were raised to help the Haiti earthquake victims.

Kingdom Day Parade

Promoted and broadcast the Kingdom Day Parade live on MLK Day. The Station provided all of the production resources for the televised event and Michelle Tuzee and Leslie Sykes hosted the telecast, with Carlos Granda and Danny Romero acting as roving reporters in the crowd. In addition, Marc Brown was the Grand Marshall of the Parade; Phillip Palmer and Alysha Del Valle; and Rob Fukuzaki and Curt Sandoval all rode in cars in the Parade.

African American Heritage Month

ABC7 was the Media Sponsor for the City of Los Angeles' African American Heritage Month Celebration. We produced Public Service Announcements, and a special 7-Day Planner, promoting various African American Heritage Month events throughout the month of February. We also participated in their Opening Ceremonies, of which Leslie Sykes was the Mistress of Ceremonies; and their Creative Writing Panel, of which Amy Powell was a Panelist.

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 February, hosted by the San Bernardino Boys and Girls Club in San Bernardino. 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. Rob McMillan and Bob Banfield were the Moderators.

Kid Healthy – Steps for Healthy Living Diabetes & Obesity Campaign

Over 80,000 4th and 5th 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 and Lori Corbin; hosted a Teacher Training Session at ABC7; and Denise Dador was the Mistress of Ceremonies at the Kick-off at a Gardena elementary school.

HOPE (Hispanas Organized for Political Equality) High School Girls Conference

ABC7 hosted and sponsored an all day Motivational Workshop for high school girls from across the state. The workshop encouraged the girls to pursue higher education and showed them career options. They also received a tour of the Station. Alysha Del Valle was a Panelist and Teresa Samaniego and Diane Medina were Speakers.

Glendale Downtown Dash

Sponsored and hosted a Booth, as well as promoted the event on the 7-Day Planner. Rob Hayes also was the Master of Ceremonies for the event, which helped raise awareness of stroke and stroke services provided in the community.

Cool Kids

ABC7 sponsors the Cool Kids program year round, and in March, we hosted a Luncheon and Program for the Cool Kids and their family. They were given an award and their Savings Bond. Members of ABC7 attended and Danny Romero was the Master of 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 March, hosted by the Venice Boys and Girls Club in Venice. 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. Jovana Lara was the Moderator.

AAJA (Asian American Journalist Association) Student Workshop

ABC7 hosted and sponsored a half day Motivational Workshop for college students interested in a career in Broadcast Journalism, and they also received a tour of the Station. David Ono was the Moderator and Milli Martinez was a Panelist.

Imagen Foundation

ABC7 was the Media Sponsor for the Imagen Foundation's 15th Annual "Entertainment Industry Career Job Fair & Workshop". We produced a fifteen second Public Service Announcement promoting the event and had a Booth at the Job Fair.

Jefferson Awards

ABC7 sponsors the Jefferson Awards program year round, and in March, 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. Marc Brown and Michelle Tuzee were the Masters of Ceremonies and David Ono, Ellen Leyva and Dallas Raines helped with the distribution of the Awards.