

## **KABC-TV 1<sup>st</sup> Quarter 2024**

### **Station Campaigns**

#### **Kingdom Day Parade**

Promoted and produced a two-hour live broadcast of the annual Kingdom Day Parade on January 15, 2024. The Parade celebrates the life and legacy of Dr. Martin Luther King, Jr. The Station provided all the production resources for the televised event. Rachel Brown and Marc Brown hosted the telecast, with Michelle Fisher and Josh Haskell acting as roving reporters in the crowd. In addition, Dallas Raines, Jovana Lara and Ashley Mackey all rode in cars in the Parade.

#### **KOLLAB**

ABC7 participated in the Kollab Youth Workforce Development Program from January to March 2024. This program prepares youth for a better life through an educational, fun journey. The program helps youth 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 youth from underserved communities in Southern California.