



3rd Quarter 2011 **Station Campaigns**

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 second set of PSA’s were produced and aired, featuring Dallas Raines, as well as commercials for Aetna. We also hosted free “Hands Only” CPR classes at the ABC7 Broadcast Center in Glendale and the Expo Community Center in Los Angeles, as well as our closing event at Splash! La Mirada.

Ford Amphitheatre

Continued airing one Public Service Announcement with George Pennacchio, promoting their Summer Concert Series. ABC7 is a sponsor.

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 July, hosted by the Watts/Willowbrook Boys and Girls Club in Los Angeles. 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. Marc Brown was the Moderator.

Cool Kids

ABC7 sponsors the Cool Kids program year round, and in July, 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 August, hosted by the Congresswoman Juanita Millender-McDonald Community Center in Carson. 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. David Ono was the Moderator.

Ready SoCal

The purpose of the Ready SoCal campaign was to create a sense of urgency in Southern California, for the need to prepare in the event of a major disaster - natural or man-made and to provide one central web hub to attain emergency preparedness information and resources. We hosted a Kick-off Press Conference with the American Red Cross, the Los Angeles County Department of Health, and the Los Angeles City and County Fire Departments at the Los Angeles County Fire Headquarters. Alysha Del Valle was the Mistress of Ceremonies. We offered free brochures via our website. We produced and aired Public Service Announcements focusing on having an escape plan and preparing a Disaster Kit. The spots used Dallas Raines and Garth Kemp. We also aired a half hour Ready SoCal Special and produced commercials for Kidde and Home Depot.

PATH Achieve Glendale

We hosted their "5th Anniversary Gala" in Studio B of the ABC7 Broadcast Center and produced their Dinner video. Phillip Palmer was the Master of Ceremonies for the Dinner.

Mexican Independence Day Parade

Promoted and broadcasted the Mexican Independence Day Parade live as an hour and a half long Vista L.A. special. The Station provided all of the production resources for the televised event and Jovana Lara and Danny Romero hosted the telecast, with Robert Holguin and Leticia Juarez acting as roving reporters in the crowd. In addition, Alysha Del Valle rode in the Parade.

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.

Susan G. Komen Race for the Cure

Produced and aired Public Service Announcements with Dr. Oz, promoting their annual "Orange County Race for the Cure". Dr. Oz attended the Walk and participated in various activities in the morning, as well as speaking at the Survivor's Ceremony and running in the Race with David Ono. Eileen Frere was the Mistress of Ceremonies for the end portion of the Survivor's Ceremony and we manned a Booth in the Expo, where Ric Romero, Leticia Juarez and Rob McMillan all signed autographs.