



KABC-TV 2nd Quarter 2021 **Station Campaigns**

UCLA Luskin Virtual Summit

ABC7 participated in the UCLA Luskin Virtual Summit on Monday, April 19, 2021. ABC7 Eyewitness Newsmakers host Adrienne Alpert served as moderator of the summit. The virtual Luskin Summit series opened with a number of sessions focused on COVID-19 and its effects on Los Angeles, as well as discussed public policy and health responses to the COVID-19 pandemic.

American Lung Association “Air Climb”

ABC7 was the Media Sponsor of the Virtual “Air Climb,” which was held on May 1 and 2, 2021. ABC7 put together the “Circle of Health,” team consisting of employees, and participated in the virtual “Air Climb.” News Talent that participated were Anchors Jovana Lara and Ellen Leyva. Money raised will be used to fight lung disease, including lung cancer and Covid-19.

Mental Health Awareness Month & Action Day

ABC7 aired weekly content raising awareness about mental health for the month of May. The “Mental Wellness Matters” town hall aired Thursday, May 20, 2021 (4:30-5:00 p.m. PDT), with community mental health partners and experts to answer viewers’ questions and share resources. Additionally, ABC7 partners with UCLA Health, National Alliance of Mental Illness (NAMI), Pacific Clinics, San Fernando Valley Community Mental Health Center and several nonprofit community organizations throughout Southern California to raise awareness about the mental health crisis, erase mental health stigmas and provide resource information to its local communities. Viewers can stream content on the station’s free news app ABC7 Los Angeles and connected TV apps.

KOLLAB

ABC7 participated in the Kollab Youth Workforce Development Program from May to June 2021, in partnership with the Los Angeles County Alliance for Boys & Girls Clubs and Los Angeles County Workforce Development Aging and Community Services. This program prepares youth for a better life through an educational and 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 youth from underserved communities in Southern California.

LA! Pride Parade

ABC7 produced and aired the “Thrive with Pride Celebration” on Saturday, June 12, 2021 (9:00 p.m. – 10:00 p.m. PDT). The special was co-produced by ABC7 Los Angeles and

Christopher West. Actress Raven-Symoné and ABC7 “Eyewitness News” anchors Ellen Leyva and Brandi Hitt hosted the one-hour special, with correspondents Karl Schmid and Eric Resendiz. Highlights from the special included how the LGBTQ+ community has evolved over the past five decades, where the community stands today in terms of equality, honored LGBTQ+ frontline heroes, and revisited the tragedy of the Pulse Nightclub shooting in Orlando on the fifth anniversary. The special also included several pride performances from award-winning musicians such as the Gay Men’s Chorus of Los Angeles and the Backstreet Boys’ AJ McLean, performing his song “Love Song Love,” which celebrates the transgender community. Special appearances included “Grey’s Anatomy” star Jake Borelli, “Pose” stars Billy Porter and Mj Rodriguez, Freeform’s “Everything’s Gonna be Okay” star Adam Faison, and the cast of Hulu’s “Love, Victor.”

The celebration aired exclusively on ABC7’s linear broadcast and streamed on abc7.com, Hulu and the new ABC7 Los Angeles connected TV apps for Amazon Fire TV, Android TV, Apple TV and Roku.

Feed SoCal

ABC7 teamed up once again with Albertsons, Vons, Pavilions, Subaru, ESPN LA 710 and the Southern California regional food banks to celebrate the 10th Annual Feed SoCal Food Drive. The campaign will take place during the month of June and included 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.

Due to the pandemic, the food banks are seeing more people experiencing food insecurities due to cuts in salaries and jobs. In response to the COVID-19 crisis, our Southern California regional food banks have increased food distribution by more than 70%, reaching over 200,000 people every week.

As part of the Food Drive, ABC7, along with our regional food bank partners, hosted 4 drive-thru food collection events on two Fridays, June 18, 2021 and June 25, 2021. The drive-thru collection sites provided our viewers and the local community an opportunity to donate their non-perishable food items or to purchase a \$5.00 food bag at their local Albertsons, Vons or Pavilions stores. The food donations will be shared and distributed with various food banks and food pantries in local communities.