

KABC-TV 2nd Quarter 2023 **Station Campaigns**

National Brain Tumor Society

ABC7 was the Media Sponsor of Southern California Brain Tumor Walk & 5K Race held on April 15, 2023. Josh Haskell general assignment reporter was the Mister of Ceremonies and we staffed a photo booth, where we passed out ABC7 visors, drawstring bags, tote bags and sunglasses.

KOLLAB Youth

ABC7 participated in the Kollab Youth Workforce Development Program from April to June 2023. 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.

Children's Hospital Los Angeles "Walk and Play L.A."

ABC7 was the Media Sponsor of "Walk and Play L.A.," held on May 20, 2023. We staffed a photo booth, where we passed out ABC7 visors, drawstring bags, tote bags and sunglasses.

Feed SoCal

ABC7 teamed with Stater Bros. Markets, Subaru, ESPN and the Southern California regional food banks to celebrate the 12th Annual Feed SoCal Food Drive. The campaign took place during the month of June 2023 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.

Statistics show that 1 out of 7 individuals in Southern California is dealing with food insecurity and as the cost of food has increased by 9.5% this past year because of inflation, many more may be struggling to feed their families.

ABC7, Stater Bros. Markets, Subaru, and our regional food bank partners will be hosted (4) Feed SoCal Friday's events to collect much-needed food and cash donations. The food collection sites will provide our viewers throughout the five counties an opportunity to donate non-perishable food items, purchase \$5.00 donation cards, or donate loose change at any register at their local Stater Bros. Markets. Non-perishable food donations will also be accepted at the participating Subaru Retailers. The food and cash donations will be shared with our food bank partners for distribution to food pantries and individuals in need in local communities.

LA! Pride in the Park

ABC7 was the Media Sponsor of the 52st annual LA! Pride in the Park on June 9-10, 2023. Promoted and produced a 30- minute Pride special live from the Pride in the Park hosted by anchor Ellen Leyva. We staffed a photo booth, where we passed out ABC7 visors, Pride drawstring bags, tote bags and Pride sunglasses.

The Pride in the Park Special 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.

LA! Pride Parade

ABC7 was the Media Sponsor of the 52st annual LA! Pride Parade on June 11, 2023. Promoted and produced a two-hour live broadcast hosted by anchor Ellen Leyva and general assignment reporter, Christiane Cordero. The Parade celebrates Pride, as thousands from LA's LGBTQ+ community, including straight allies, come together in the spirit of unity and togetherness. The Station provided all of the production resources for the televised event with reporters Karl Schmid, Eric Resendiz and Ashley Mackey acting as roving reporters in the crowd. In addition, anchors Coleen Sullivan, David Ono and Marc Brown rode in the cars in the Parade.

The parade 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.