



KABC-TV 3QTR. 2008 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. Various sets of Public Service Announcements were produced and aired, featuring our Weather talent, Dallas Raines, Garth Kemp, Danny Romero and Indra Petersons promoting Heat, Water, CPR & First Aid Safety. We also produced commercials for First 5 LA, Memorial Care and Kraft and a special 7-Day Planner, promoting various ABCs of a Safe Summer events throughout the summer.

MEND (Meet Each Need with Dignity)

Produced and aired generic Public Service Announcements with Michelle Tuzee, for MEND (Meet Each Need with Dignity), to help increase their awareness and to recruit volunteers and others to help the organization.

Los Angeles County Alliance of Boys and Girls Clubs

Produced and aired generic Public Service Announcements for the Los Angeles County Alliance of Boys and Girls Clubs, promoting what they do in the community and referencing their scholarship program.

Cool Kids

ABC7 sponsors the Cool Kids program year round, and in August, 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.

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. The campaign ran through the month of September coinciding with National Emergency Preparedness Month. It featured many safety events put on by our community partners and ABC7 offered free brochures and water proof document holders via our website. We produced and aired Public Service Announcements and commercials for State Farm, utilizing our main news talent, Marc Brown, Michelle Tuzee, David Ono, Ellen Leyva, Dallas Raines and Rob Fukuzaki.

City of Los Angeles

Produced and aired Public Service Announcements promoting the City's Latino Heritage Month Celebration. We are the Media Sponsor and Jovana Lara was the Mistress of Ceremonies for their Opening Ceremonies.

Susan G. Komen Breast Cancer Foundation

Produced and aired Public Service Announcements with Eileen Frere, promoting their annual "Orange County Race for the Cure". We manned a Booth and Eileen Frere was the Mistress 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 September, hosted by the Eagle Rock Neighborhood Council. 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. Michelle Tuzee was the Moderator.