



KABC-TV 3rd Quarter 2015 **Station Campaigns**

Huntington Beach 4th of July Parade

Promoted and broadcasted the Huntington Beach 4th of July Parade live on July 4, 2015. The Station provided all of the production resources for the televised event and David Ono and Coleen Sullivan hosted the telecast, with Eileen Frere and Ric Romero acting as roving reporters in the crowd. In addition, Alysha Del Valle and Dallas Raines rode in the Parade.

Cool Kids

ABC7 sponsors the Cool Kids program year round, and on July 18, 2015 we hosted a Luncheon and Program for the Cool Kids and their family. They were given an award and a check for \$500. Members of ABC7 attended and Danny Romero was the Master of Ceremonies.

Special Olympics World Games LA 2015

ABC7 was the local media sponsor for the Special Olympics World Games that was held in Los Angeles July 25 through August 2, 2015. ABC7 aired PSAs and promo spots promoting the Special Games and the Torch Run. ABC7 news broadcasts featured on-air news talent encouraging viewers to donate to the World Games by going to a special Team ABC7 link to make monetary donations. In addition to on-air promotion, ABC7 used social media platforms using ABC7 on-air talent to promote support and excitement for the World Games. ABC7 news shows included multiple news stories about the games featuring Special Olympics athletes, coaches and events. The ABC7 Cool Kids news segments that honor high school students included high school age Special Olympic athletes. At the request of the Special Olympics, ABC7 provided B-roll of a staged leg of the Torch run and shared the video with the Special Olympics organization and ESPN to be used for PSA spots. The Torch Run also came through the ABC7 Broadcast Center on July 22, 2015 and ABC7 hosted a lunch for athletes from Bonaire and the Dominican Republic that same afternoon in Studio B of the Broadcast Center.

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 on August 26, 2015, hosted by the Rio Vista YMCA in Maywood. 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. Jovana Lara was the Moderator.

Mexican Independence Day Parade

Promoted and broadcasted the Mexican Independence Day Parade live on September 13, 2015 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 Carlos Granda and Leticia Juarez acting as roving reporters in the crowd. In addition, Patricia Lopez was the Madrina for the Parade. She rode in the Parade along with Marc Brown and Alysha Del Valle.

Susan G. Komen Race for the Cure

Produced and aired Public Service Announcements with breast cancer survivors, promoting their annual "Orange County Race for the Cure" which was held on September 27, 2015. Eileen Frere kicked off the first race and participated in the Survivor's Ceremony. We manned a Booth in the Expo, where Michelle Tuzee, Ellen Leyva, Ric Romero and Rob McMillan all signed autographs.