



3rd Quarter 2009 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 PSA's 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 Aetna and Memorial Care and a special 7-Day Planner, promoting various ABCs of a Safe Summer events throughout the summer.

Ford Amphitheatre

Produced and aired two sets of Public Service Announcements, one with voice over and the other with George Pennacchio, promoting their Summer Concert Series and their free Children's Series. ABC7 is a sponsor and Danny Romero was the Master of Ceremonies at their Opening Concert.

Friends of the Levitt Pavilion at MacArthur Park

Produced and aired Public Service Announcements with George Pennacchio, promoting their free "Summer Concerts in the Park". ABC7 is a sponsor and Sid Garcia was the Master of Ceremonies at their Opening Concert.

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.

Los Angeles Music and Art School

Produced a six minute video about the school and its programs, which was viewed at their fundraising event at the Ford Amphitheatre. Sid Garcia was the Master of Ceremonies at their concert event.

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 Foothill Unity Center at the Monrovia Community Center. 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. It featured many safety events put on by our community partners and ABC7 offered free brochures via our website. We produced and aired Public Service Announcements focusing on the H1N1 Virus; having an escape plan in case of brush fires; and preparing a Disaster Kit. The spots used Denise Dador, Dallas Raines and Garth Kemp.

City of Los Angeles

Produced and aired Public Service Announcements with Danny Romero, promoting the City's Latino Heritage Month Celebration. We are the Media Sponsor and Danny Romero was the Master of Ceremonies for their Opening Ceremonies.

Familia Unida Living With Multiple Sclerosis

Produced and aired Public Service Announcements with Danny Romero, promoting the annual "Wheelchair Wash" celebration, which offers a day of pampering for the disabled and raises awareness that people with disabilities have many abilities.