

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

Padres Contra El Cancer

ABC7 hosted Padres Contra El Cancer's annual "Easter Event" at the ABC7 Broadcast Center, which provided children with cancer, and their families, the opportunity to have fun, do crafts, eat and have an Easter Egg hunt. Various ABC7 employees volunteered their time for the day as well.

Steps for Healthy Living Diabetes & Obesity Campaign

Over 60,000 4th and 5th grade students participated in a rigorous step program during March and April, in which the students followed a regimen of exercise, nutrition and healthy living styles. The goals of the campaign were to educate and make students aware of eating habits, meal portions, and fitness and to have entities join forces to combat the obesity/diabetes type 2 epidemics. Produced Public Service Announcements with Denise Dador; commercials for CVS/pharmacy with their Pharmacist spokesperson; and one voice over PSA promoting the "Titan Kid Healthy Challenge". All spots focused on healthy tips for parents and children to learn more about Diabetes and other health related issues.

CORO

Shot and produced the Dinner Video for CORO's "Annual Gala".

MEND (Meet Each Need with Dignity)

Shot and produced the Dinner Video for MEND's "Annual Gala", which celebrated their new Facility. ABC7 was a sponsor and Michelle Tuzee 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 April, hosted by Grandparents as Parents, at the NEW Academy Canoga Park. 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. Miriam Hernandez was the Moderator.

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 June, hosted by the Esperanza Scholarship Foundation at Oaks Middle School in Ontario. 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. Bob Banfield was the Moderator at Ontario.

Foothill Unity Center's "Celebrity Hoops Challenge"

Produced and aired Public Service Announcements, with Garth Kemp, Leo Stallworth and George Pennacchio, promoting the Celebrity Basketball game featuring ABC7 Eyewitness News Talent challenging Community Teams to raise money for the Foothill Unity Center's programs. George Pennacchio was the Master of Ceremonies; Rob Fukuzaki and Garth Kemp shared Play-by-Play duties; and players included Marc Brown, John Hartung, Sid Garcia, Phillip Palmer, and Leo Stallworth.

Cure Autism Now Foundation's "Walk Now"

Produced and aired Public Service Announcements, with Phillip Palmer, promoting the Walk. ABC7 is a sponsor and we participated in the Walk, as well as manned a Booth. Phillip Palmer was the Master of Ceremonies and various other news talent participated at the Booth, including Dallas Raines, Michelle Tuzee, and Rob Hayes.

Asian Pacific-Islander American Heritage Month

ABC7 was the Media Sponsor for the City of Los Angeles' Asian Pacific-Islander American Heritage Month Celebration. We produced Public Service Announcements, and a special 7-Day Planner, promoting various Asian Pacific-Islander American Heritage Month events throughout the month of May, as well as participating in the "Opening and Closing Ceremonies". Jane Monreal was the Mistress of Ceremonies for the "Opening" and Denise Dador was the Mistress of Ceremonies for the "Closing".

The Entertainment Industry Foundation's "Revlon Run Walk for Women"

Produced and aired Public Service Announcements, with Michelle Tuzee and Ellen Leyva, promoting the Walk. ABC7 is a sponsor and we participated in the Walk, manned a Booth and sponsored a Water Station. Michelle Tuzee and Ellen Leyva participated in the Opening Ceremonies and Phillip Palmer, Garth Kemp and Wendy Burch cheered on the Walkers at the Water Station.

APALC (Asian Pacific American Legal Center)

Promoted APALC's "Book Fair" for several weeks on our 7-Day Planner, our Community Calendar. We were a sponsor and Jane Monreal was the Mistress of Ceremonies for the event. We also supported it with visor give-aways.

Office of Women's Health

Shot and produced the Conference Video for the Office of Women's Health's "Women's Summit Conference. ABC7 was a sponsor and Denise Dador was the Mistress of Ceremonies for the Breakfast portion of the Conference.

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 and Water Safety. We also produced two sets of commercials for Leader Drugs, with their Pharmacist Spokesperson.

Share Our Strength's "Taste of the Nation"

Produced and aired Public Service Announcements, with Jovana Lara, promoting the event, which raises money for agencies combating hunger in Los Angeles. ABC7 is the Media sponsor and Jovana Lara emceed the Waiter Races portion of the event.

Ad Council

Aired Public Service Announcements informing the viewing public of ways to block programs on television that they don't want their children viewing.