



KABC-TV 4th Quarter 2015 **Station Campaigns**

Bark Avenue Foundation & Shelter Me “Pet of the Day”

Posted and tweeted, through ABC7 Community and ABC7 social media, “Pet of the Day” every Monday, Wednesday and Friday. The dogs and cats posted are high risk shelter animals from Los Angeles City and County Shelters. The profiles of the animals are provided to ABC7 by Bark Avenue Foundation and Shelter Me. Since its inception in late July, fifty animals have either been adopted or placed in rescue.

AIDS Project Los Angeles’ “AIDS Walk Los Angeles”

Produced and aired Public Service Announcements with Ellen Leyva promoting their annual “AIDS Walk Los Angeles” which was held on October 11, 2015. ABC7 was the Media Sponsor and Ellen Leyva participated in the Opening Ceremonies, as well as had a Team of employees that walked.

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 October 27, 2015, hosted by the El Proyecto del Barrio, Inc. in Sun Valley. 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.

United Way “Home Walk”

Aired their Public Service Announcement promoting their annual “Home Walk” which was held on November 21, 2015. ABC7 was the Media Sponsor and David Ono was the Master of Ceremonies and we had a booth where we passed out promotional items.

Spark of Love Toy Drive

Produced and aired Public Service Announcements promoting our 23rd Annual Toy Drive, which helps children in all five counties of Southern California. In conjunction with the Southland Firefighters, over 500,000 toys are collected and distributed to those in need in the communities. Bri Winkler and Alysha Del Valle were the Campaign Spokespeople and hosted four Stuff-A-Buses in Cerritos on November 20, 2015, Ontario on December 4, 2015, Woodland Hills on December 11, 2015 and Anaheim on December 18, 2015.

Autism Speaks “Orange County Walk Now for Autism”

Produced and aired Public Service Announcements with Phillip Palmer, promoting their annual “Orange County Walk Now for Autism” which was held on December 6, 2015. Phillip Palmer was the Master of Ceremonies and we manned a booth, where Eileen Frere, Greg Lee and Rob McMillan signed autographs.

Adopt-A-Family

In partnership with MEND (Meet Each Need With Dignity) and the Childrens Hospital of Los Angeles, the Station sponsored a holiday Adopt-a-Family Program. ABC7 adopted a total of ten families for the holidays from both organizations. Station employees shopped, wrapped and delivered toys, clothing, household items and food to families and children to make their holidays brighter.