



## **YEAR 2022 KABC-TV STATION CAMPAIGNS**

KABC-TV ran over 1,000 public service announcements PSAs on D1 and over 4,000 PSAs on D2 specifically geared to children during various dayparts, including time periods in and around our children's programming. These PSAs covered subjects ranging from nutrition to education.

KABC-TV also sponsors many community events throughout southern California, including:

### **KOLLAB Youth**

ABC7 participated in the Kollab Youth Workforce Development Program from February to March 2022, in partnership with the Boys & Girls Clubs of the Los Angeles Harbor and Los Angeles County Workforce Development Aging & Community Services. This program prepares youth for a better life through an educational, fun journey. The program helps Boys & Girls Clubs members gain experience, have access to experts and build the confidence they need to succeed in school, career and life. Kollab brings together public and private partnerships to build tomorrow's workforce and be future ready, while providing career opportunities to youth from underserved communities in Southern California.

### **KOLLAB Youth**

ABC7 participated in the Kollab Youth Workforce Development Program from May to June 2022. This program prepares youths for a better life through an educational fun journey. The program helps Boys & Girls Clubs members gain experience, have access to experts and build the confidence they need to succeed in school, career and life. Kollab Youth brings together public and private partnerships to build tomorrow's workforce and be future ready, while providing career opportunities to youths from underserved communities in Southern California.

### **Mental Health Awareness Month**

ABC7 aired weekly content raising awareness about mental health for the month of May. "Mental Wellness Matters" town hall aired Thursday, May 12 (4:30-5:00 p.m. PDT), with community mental health partners and experts to answer viewers' questions and share resources. Additionally, ABC7 partners with UCLA Health, CHLA and several nonprofit community organizations throughout Southern California to raise awareness about the mental health crisis, erase mental health stigmas and provide resource information to its local communities. Viewers can stream content on the station's free news app ABC7 Los Angeles, abc7.com and connected TV apps.

### **Feed SoCal**

ABC7 teamed with Stater Bros. Markets, Subaru, ESPN LA 710 and the Southern California regional food banks to celebrate the 11th Annual Feed SoCal Food Drive. The campaign took place during the month of June and included the following food banks in Southern California: Los Angeles Regional Food Bank, Second Harvest Food Bank of Orange County, Feeding America Riverside/San Bernardino and Food Share, Ventura County's Food Bank.

Due to the pandemic, the food banks are seeing more people experiencing food insecurities due to cuts in salaries and jobs. In response to the COVID-19 crisis, our Southern California regional food banks have increased food distribution by more than 70% reaching over 200,000 people every week.

As part of the Food Drive, ABC7, with our regional food bank partners, we hosted (4) food collection events on Friday, June 17th and June 24th. The food collection sites provided our viewers and the local community an opportunity to donate their non-perishable food items or make a \$5.00 donation at their local Stater Bros. Markets. The food donations are shared and distributed with various food banks and food pantries in local communities.

### **Pride Month**

ABC7 aired the "LGBTQ+ Youth Health" town hall aired Wednesday, June 1 (4:30-5:00 p.m. PDT), with LGBTQ+ health partners, advocates and experts to answer viewers' questions and share resources. Viewers can stream content on the station's free news app ABC7 Los Angeles, abc7.com and connected TV apps.

### **LA! Pride Parade**

Promoted and produced a two-hour live broadcast of the 51th annual LA! Pride Parade on June 12, 2022 hosted by Actress Raven-Symoné, her wife, Miranda Pearman-Maday and ABC7 "Eyewitness News" anchors Ellen Leyva. The Parade celebrates Pride, as thousands from LA's LGBTQ+ community, including straight allies, come together in the spirit of unity and togetherness. The Station provided all of the production resources for the televised event with Karl Schmid Eric Resendiz and Christiane Cordero acting as roving reporters in the crowd. In addition, Coleen Sullivan and Josh Haskell rode in a car in the Parade.

The parade celebration aired exclusively on ABC7's linear broadcast and streamed on abc7.com, Hulu and the new ABC7 Los Angeles connected TV apps for Amazon Fire TV, Android TV, Apple TV and Roku.

### **Kingdom Day Parade**

Promoted and produced a two-hour live broadcast of the annual Kingdom Day Parade on June 20, 2022. The Parade celebrates the life and legacy of Dr. Martin Luther King, Jr. The Station provided all of the production resources for the televised event and Rachel Brown and Leslie Sykes hosted the telecast, with Sid Garcia and Anabel Munoz acting as roving reporters in the crowd. In addition, David Ono and Marc Brown rode in cars in the Parade.

The parade aired exclusively on ABC7's linear broadcast and streamed on abc7.com, Hulu and the new ABC7 Los Angeles connected TV apps for Amazon Fire TV, Android TV, Apple TV and Roku.

### **Children's Hospital Los Angeles "Walk and Play L.A."**

ABC7 is the Media Sponsor of "Walk and Play L.A.," held on June 25, 2022. Coleen Sullivan was the Mistress of Ceremonies and we staffed a booth, where we passed out ABC7 visors, drawstring bags, tote bags and sunglasses.

### **Huntington Beach 4th of July Parade**

Promoted and broadcasted the Huntington Beach 4th of July Parade live on July 4, 2022. The Station provided all of the production resources for the televised event and David Ono, News Anchor and Coleen Sullivan, news Anchor hosted the telecast, with Jessica De Nova, News Reporter and David Gonzalez, News Reporter, acting as roving reporters in the crowd. In addition, Dallas Raines, Meteorologist, rode in the Parade.

### **KOLLAB Youth**

ABC7 participated in the Kollab Youth Workforce Development Program from July to August 2022, in partnership with the Los Angeles County Alliance for Boys & Girls Clubs and Los Angeles County Workforce Development Aging & Community Services. This program prepares youth for a better life through an educational fun journey. The program helps Boys & Girls Clubs members gain experience, have access to experts and build the confidence they need to succeed in school, career and life. Kollab brings together public and private partnerships to build tomorrow's workforce and be future ready, while providing career opportunities to youth from underserved communities in Southern California.

### **Mexican Independence Day Parade**

ABC7 produced and broadcasted the East Los Angeles Mexican Independence Day Parade live on Sunday, September 18, 2022 as a two hour long special. The special was promoted on social media platforms. Jovana Lara, News Anchor, and Danny Romero, Weather Anchor, hosted the telecast with Anabel Munoz, Race & Culture Journalist and Leticia Juarez, News Reporter, served as roving reporters in the crowd. Eric Resendiz, News Reporter and Jessica De Nova, News Reporter rode in the parade.

### **Grand Parade Dia de Los Muertos 2022**

Promoted and streamed on our ABC7LA app the Grand Parade Dia de Los Muertos 2022 live on November 5, 2022. Jaysha Patel, Community Journalist and Marc Cota-Robles, News Reporter hosted the telecast, with Mariam Rodriguez as producer.

### **Autism Speaks Walks 2022**

ABC7 produced and aired Public Service Announcements promoting the “Autism Speaks Walks” which were held on November 12, 2022 in Anaheim and December 10, 2022 in Los Angeles. ABC7 was the Media Sponsor and we participated in the Walks, as well as manned a Booth. David Gonzalez, OC Reporter served as Master of Ceremonies at the Autism Speaks Walk OC and Eyewitness News Anchor Phillip Palmer served as Master of Ceremonies at the Autism Speaks Walk LA.

### **WalkUnitedLA 2022**

ABC7 produced and aired Public Service Announcements promoting the “WalkUnitedLA” with LA Rams, which was held on November 12, 2022 at SoFi Stadium. ABC7 was the Media Sponsor and we participated in the Walk, as well as manned a booth. Eyewitness News Community Journalist, Ashley Mackey, served as Mistress of Ceremonies.

### **Spark of Love Toy Drive**

Produced and aired Public Service Announcements promoting the 30<sup>th</sup> Anniversary of our Toy Drive, which helps children in all five counties of Southern California. In conjunction with the Southland Firefighters and Toys for Tots, over 400,000 toys were collected and distributed to those in need in the communities. Various talent also hosted our five Stuff-A-Bus “Drive Thru” events. Rob McMillan and Leticia Juarez were at Mathis Brothers in Ontario and Denise Dador was at Target in Camarillo on December 2, 2022. Marc Cota-Robles and Josh Haskell were at the Westfield Topanga in West Hills and Karl Schmid and George Pennacchio were at the Los Cerritos Center in Cerritos on December 9, 2022. Tony Cabrera and Jessica DeNova were in Santa Ana on December 16, 2022. We also helped drive monetary donations via “Text to Give”.