

KGO-TV Other Efforts 2023

Young Men's Service League: January 29

KGO/ABC7's Sandhya Pate spoke at the Young Men's Service League's (YMSL) Crystal Springs Career Fair. Members of the nonprofit YMSL are moms and their teenage sons who volunteer together to serve local communities during their four years of high school.

San Francisco Unified School District: February 7

KGO/ABC7's Mimi Kwan hosted students from SFUSD's Independence High School's media production class. The group visited the station's control room and watched the newscast live in the studio. The group also learned about multimedia journalism with KGO Streaming Presenter/Producer Karina Nova.

Be the Match Donor Drive: February 14-16

KGO/ABC7 promoted the Be the Match Donor Drive at St. Mary's College of California and featured the "students as superheroes" adding more minority and multi-racial volunteers to the national bone marrow registry helping patients with blood cancers like leukemia, lymphoma and other life-threatening diseases.

Black Joy Parade: February 26

KGO/ABC7 sponsored the 6th Annual Black Joy Parade in Oakland with promotion, live coverage on the 7.2 channel and 24-7 stream, and an edited re-broadcast on 7.1 the following weekend. KGO's Jobina Fortson, Julian Glover, and Kumasi Aaron hosted the parade coverage, celebrating community, culture and the Black experience. The parade saw more than 10,000 attendees, 96 Black-led contingent groups, 164 Black-owned vendors, 14 stage performances and 163 volunteers.

SFUSD Lincoln High School: March 10

KGO/ABC7's Rick Rubin presented to the students of Abraham Lincoln High School's Digital Media Program. He took them through the history of KGO-TV and technology milestones, including the station's start in 1949 atop Mount Sutro. He compared the size of old gear to current multi-channel, digital and livestream capabilities and described the groundbreaking, social justice work of special programs like the award-winning Lowballed documentary.

San Mateo Union School District Career Expo: March 14

KGO/ABC7's Mimi Kwan met with San Mateo Union High School District students/parents for the annual Career Expo. A cell phone camera, tripod, light, stick microphone and monitor were set up for an interactive activity. Students conducted mock interviews "on camera" and watched themselves on the monitor to review how they could improve their presentation skills.

Bay Area Furniture Bank: March 16

KGO/ABC7 sponsored the Design Heroes Charity Event, benefiting Bay Area Furniture Bank (BAFB). KGO's Casey Pratt volunteered as MC. BAFB works to address the homelessness crisis, including providing furniture and household items to the formerly unhoused and their families.

ICA Cristo Rey Academy: March 23

KGO/ABC7's Jobina Fortson MC'd ICA Cristo Rey Academy's annual business lunch, which supports the work study program that KGO participates. This innovative program helps students earn a portion of their education cost, gain job experience and connect the importance of classroom learning with real services to a business.

Family Connections Centers: March 24

KGO/ABC7's Gloria Rodriguez shared the "Magic of Storytelling" with preschool children at the Family Connections Centers' Excelsior location. Family Connections serves 1900 people each year through early childhood education, family support services, summer and afterschool programs and basic needs assistance. 90% of participants are low-income, 70% are English language learners, 98% are people of color, and 2/3 were born outside of the U.S. KGO, through Disney and First Book, has donated 2500 books to help Family Connections share the love of literacy.

Allies in Action: Wisa Uemura

KGO spotlighted Wisa Uemura and San Jose Taiko for Asian American Pacific Islander Heritage Month. The powerful sound of the taiko drum has been echoing through the streets of the Bay Area for 50 years, connecting communities and serving as a symbol of strength, resilience and cultural identity. Birthed in the heart of San Jose Japantown, the nonprofit performing arts company is dedicated to the development of the taiko art form, as well as educational programs for students.

Rock the CASA: April 15

KGO's Dan Ashley produced, hosted and MC'd his annual Rock the CASA benefit concert, an evening of music for children in need. This year's headliner, Joan Jett & the Blackhearts raised important funds to support Court Appointed Special Advocates, Friends of Camp Concord, Big Brothers Big Sisters and Boys & Girls Club.

San Francisco Museum of Modern Art: April 19

KGO's Kumasi Aaron volunteered on the Host Committee of SFMOMA's annual Art Bash, the museum's most spectacular part of the year celebrating art and young artists. The event supports SFMOMA's much-loved education and family programs and community engagement events that benefit 150,000 people each year, like the popular First Thursdays, which offers free admission for all Bay Area residents.

Girls, Inc. of Alameda County: April 20

KGO's Jobina Fortson and Kumasi Aaron MC'd the Girls, Inc. of Alameda County's Strong, Smart & Bold Luncheon at Scottish Rite Center in Oakland. The event celebrated the accomplishments of the girls and of the organization's 65 years of history

building toward equity and breaking down barriers so that youth in the community can safely imagine what they want for their futures.

Junior Achievement of Northern California: April 21

KGO's Jobina Fortson MC'd Junior Achievement of Northern California's "Business Hall of Fame" luncheon to honor JA NorCal's Business Partners, Students, Volunteers of the Year and Educators of the Year for their impact on JA's mission to empower students toward greater economic success.

Friends of Children with Special Needs: April 22

KGO's Amanda del Castillo volunteered on the judging panel for the 9th Annual Special Needs Talent Showcase, the yearly celebration of music, performance and showmanship by children and adults with special needs. Friends of Children with Special Needs provides programs, services and family support for individuals with special needs.

Camp Okizu: April 14

KGO's Reggie Aqui and Stephanie Sierra MC'd the annual Art Inspiring Hope Gala, helping create a safe haven for children with cancer since 1982. Money raised helps send hundreds of kids to camp this year.

Southeast Asian Development Center: April 28

KGO's Dion Lim MC'd Southeast Asian Development Center's 46th Anniversary Gala: A Celebration of Hope, Resilience and Transformation. SEADC works hard to transform and uplift thousands of youth and families with jobs, academic support, language services and cultural and social guidance. Clients include Cambodian, Lao and Vietnamese families who work low-paying jobs, speak little English and still suffer from PTSD, 45 years after the end of the Vietnam War.

Big Brothers Big Sisters of the Bay Area: April 28

KGO's Kumasi Aaron and Dan Ashley MC'd the Big Futures Gala, Celebrating the Power and Promise of Youth. The event featured the "Bigs and Littles of the Year" and the stories they shared about how mentoring relationships changed their lives. More than \$540,000 was raised to help kids realize their potential, one relationship at a time.

Girls Leadership: May 3

KGO's Lyanne Melendez MC'd "Power of Voice" celebration which supports the nonprofit, Girls Leadership. The event cheered on the impact of the evening's honorees and made sure every girl knows her power.

Kids & Art Foundation : May 6

KGO's Kristen Sze MC'd the peninsula fundraiser for Kids & Art Foundation. The nonprofit uses the power of arts and creativity to mitigate stress, anxiety and trauma induced from the diagnosis and treatment of pediatric cancer and other critical medical conditions.

Telegraph Hill Neighborhood Center: May 12

KGO's Dion Lim MC'd the Tel Hi Neighborhood Center's "Taste of Tel Hi," with an evening celebrating the Mayors of San Francisco. Funds raised support educational programs that provide kids the academic support they need to succeed and help them get their education back on track.

Lucasfilm Trivia Night: May 17

KGO's Kurt Stoneburner, Jocelyn Fiset, Dave Fortin and Zach Fuentes competed in the Lucasfilm Trivia Night fundraiser to benefit three local charities: SF-Marin Food Bank, Students Rising Above and Raphael House. Other KGO employees volunteered to help the evening's friendly competition run smoothly.

Wilkinson Elementary School : May 26

KGO's Gloria Rodriguez spoke to young students on Wilkinson Career Day about her daily work schedule and some of the opportunities that are open to students.

San Francisco Pride Parade: June 25

KGO was the exclusive, proud broadcast sponsor of the SF Pride Parade, which attracted an estimated 1M attendees. The parade was broadcast live, streamed and available to view online following the live broadcast. Reggie Aqui and Drew Tuma were joined by community hosts at the ABC7 set along the parade route. Jobina Fortson was the roving reporter. Zach Fuentes covered the festivities at Civic Center.

Hip Wah Summer Program: July 14

KGO's Kristen Sze hosted students with Hip Wah Summer Program from Oakland Chinatown with a behind-the-scenes tour of the newsroom and a live viewing of the 11AM News in the studio. Students Q&A'd with Kristen following the broadcast.

The Jackie Speier Foundation: August 18

KGO's Luz Peña MC'd The Jackie Speier Foundation's "San Mateo Rising: Ending Child Poverty Summit," a full day dedicated toward addressing the most profound crisis in San Mateo County – child poverty. The Jackie Speier Foundation for Women and Children addresses poverty, lack of housing and childcare and domestic violence.

Oakland Pride Parade: September 10

KGO proudly sponsored the Oakland Pride Parade for its largest-yet turnout since its inception. The live stream coverage began at 11AM with beautiful weather and excitement in the air for this first-ever combined event between Oakland Pride and PrideFest Oakland. On-camera interviews featured key partners of the parade like Grand Marshal Congresswoman Barbara Lee, Oakland Unified School District, Pixar and Kaiser Permanente and colorful moments of the entire parade. The day's news coverage included reporting from festive music stages following the conclusion of the parade.

Allies in Action: Sarahi Perez Month of September

In honor of Bullying Prevention Month, KGO featured Sarahi Perez from Boys and Girls Clubs of the Peninsula (BGCP). Joining BGCP in the fifth grade, Perez was grappling with persistent bullying and self-doubt. Today, she is a teen staff member and fierce youth advocate for those that have been in her shoes before. She is one of many that found themselves and a family at the center.

Dan Ashley's Friends of Camp Concord Golf Tournament: October 2

KGO's Dan Ashley hosted his 27th annual Golf Tournament at Crow Canyon Country Club in Danville. The fundraiser celebrated 40 years of Friends of Camp Concord. Since 1997, this event has helped send more than 12,000 underserved kids annually to experience summer camp for one week of Camp Concord in Lake Tahoe.

Boy Scouts Construction Lunch-O-Ree: October 6

KGO's Larry Beil MC'd the Boy Scouts Golden Gate Area Council's Construction Industry Lunch-O-Ree at the Hilton San Francisco Union Square. This year's event honored Swinerton CEO Eric Foster and featured keynote speaker Hunter Pence, former San Francisco Giants right fielder. Since 1978, the construction industry has raised more than \$8 M in support of the council.

Independence High School Visit: October 17

KGO's Mimi Kwan hosted students from Independence High School for a visit behind the scenes to experience newsroom operations and a live newscast in the studio.

Youth Beat tour: October 25

KGO's Mimi Kwan and Naomi Vanderlip hosted apprentice participants of Youth Beat for a glimpse of how the newscast comes together. The guests visited the newsroom, control room and studio for a live newscast.

Paul Revere Middle School: November 6

KGO's Jobina Fortson spoke to students at Paul Revere Middle School in San Francisco about careers in broadcast journalism and her path to becoming an anchor/reporter.

ABC7 Day of Giving: November 28

KGO spent the full day of Giving Tuesday spotlighting important family charities in the Bay Area. Featured nonprofits included Junior Achievement of Northern California, Oakland Interfaith Gospel Choir, Rebuilding Together Silicon Valley, Project by Project, Meals on Wheels, Ruby's Place, There With Care, Healthy Planet Project, San Francisco-Marin Food Bank, Guidestar, as well as check presentations with our five Feeding America-member food banks (Alameda County Community Food Bank, Food Bank of Contra Costa & Solano, Redwood Empire Food Bank, Second Harvest of Silicon Valley and San Francisco-Marin Food Bank).

Amazon Web Services Girls Tech Day: December 4

KGO's Gloria Rodriguez MC'd a panel at San Jose Civic Center and Tech Interactive Museum to encourage girls to pursue STEAM education careers. 600 eighth-grade girls from Hayward Unified School District schools. Event was hosted by Amazon Web Services and featured hands-on STEAM activities.

Make-A-Wish, Starlight Children's Foundation Card-making: December 13

KGO employees created holiday cards through Disney VoluntEARS and Starlight Children's Foundation for Make-A-Wish participants and young patients in children's hospitals. The campaign conveyed messages of encouragement and magic for card recipients.

Toys for Tots/Disney Ultimate Toy Drive: Through December 15

KGO served as a donation drop-off location for the Marine Toys for Tots Foundation toy drive. Over 120 toys were collected and picked up for the San Bruno unit, serving children in need in San Francisco, San Mateo and Marin counties.

Festival of the Globe: Toy & Blanket Drive: December 17

KGO's Sandhya Patel volunteered at Festival of the Globe's Toy & Blanket Drive at the Fremont Hindu Temple. Donated items were handed out to children and families in Alameda, Contra Costa, Marin and Santa Clara counties.