



For Immediate Release

ABC7 CELEBRATES 1 MILLION FACEBOOK FANS

Los Angeles (May 9, 2014) – On Thursday, KABC-TV achieved a social media milestone by attracting a following of more than 1 million people -- the first local TV station to accomplish that feat.

To celebrate the historic event, ABC7 staffers posed outside the station's headquarters in Glendale, Calif., for a group photo that now proudly tops the ABC7 page.

According to KABC-TV Vice President and News Director Cheryl Fair, Facebook is a key component of ABC7's coverage and community outreach efforts.

"We 'like' the opportunity our Facebook page gives us to hear from and respond to people directly. It is wonderful to be able to interact with real people in real time," Fair said. "We hope the news and information ABC7 provides is useful, informative, and entertaining to them. We appreciate the stories, videos and pictures they give us and we pay attention to their comments and criticisms."

Launched in late 2008, ABC7's Facebook page has featured a variety of compelling news items, contests and events.

The station's first post was on Nov. 7, 2008 -- an event for the annual earthquake preparedness initiative The Great Southern California Shakeout.

KABC-TV is the #1 rated television station in the Los Angeles area and the home of *ABC7 Eyewitness News*, the most watched local news coverage in L.A. with 53 hours of news each week. KABC-TV is also the west coast flagship of the ABC television network.

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For more information, contact:

Wendy McMahon, Vice President, Creative Services and Programming
#818-863-7266