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KTLA Joins Forces with L.A. County Commission on Human Relations and Rock the Vote to Launch zerohour.com Anti-Discrimination Campaign

Los Angeles: KTLA, the oldest television channel in Los Angeles and “LA’s WB,” has joined forces with the Los Angeles County Commission on Human Relations and Rock the Vote in launching zerohour.com, a cutting-edge anti-discrimination campaign targeting Los Angeles County 14 to 18 year olds, in an effort to empower youth to take action against discrimination and hate crimes.

The award-winning KTLA-Channel 5 will bring its public service, news and media capabilities to this campaign, and will ensure to provide the positive message of the campaign with optimum exposure. KTLA has planned special news coverage, features and on-air public affairs programming for this effort, with a goal of increasing awareness about discrimination and hate crimes in Los Angeles.

“Being the oldest television outlet in Los Angeles, KTLA is very familiar with the unfortunate acts of discrimination that have occurred in this county throughout the decade. As a member of this community, KTLA is proud to partner with the L.A. County Commission on Human Relations and Rock the Vote, and offer our capabilities to ensure that zerohour succeeds in making the new generation aware and active in the fight against discrimination,” said xxxx xxxxx of KTLA.

Zerohour, a collaboration between the L.A. County Commission on Human Relations and Rock the Vote, the 13-year-old non-profit organization dedicated to protecting freedom of expression and empowering young people to change their world, will launch on KTLA News at 10 on December 13th.

“Having KTLA as our main broadcast partner is an honor and we are encouraged that the zerohour message will reach so many more people through the many media capabilities at Channel 5,” commented Jehmu Greene, the president of Rock the Vote.

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“This partnership with KTLA reinforces the LA County Commission on Human Relations’ commitment to community-based media. We are confident that KTLA will be able to extend our mission throughout the County and make zerohour a positive presence in the lives of young Los Angeles County residents,” said Robin Toma, executive direction of the LACCHR.

The focal point of the campaign is **zerohour.com**, and interactive web community that is designed to provide youth with the tools they need to combat intolerance and discrimination. The motivating tool leading to this fast-paced and visually appealing website is a series of cutting-edge television public service announcements – produced in the “reality” genre – which bring to life the absurdity of discrimination and the resulting consequences.

For this campaign, Rock the Vote assembled a creative team that boasts the participation of Crispin, Porter Bogusky, the advertising agency behind the groundbreaking “The Truth” anti-tobacco effort. In concepting this campaign, CPB, along with production partners, the multiple Emmy-award winning Public Interest Productions, took a unique approach to the age-old problem of discrimination from a more individual perspective.

The uniqueness of the marketing campaign lies in its ability to make young people react and to think. By utilizing a host of other tactics, including distribution of collateral materials like **zerohour.com**, stickers, posters and wild postings throughout the County, as well as a programmatic component, the campaign will propel youth to make a positive difference in their communities.

KTLA is owned by the Tribune Corporation and is the Los Angeles affiliate of the WB network.