



## 7NEWS Community Affairs

Quarterly Issues Report  
Third Quarter, 2014  
July – September 2014

### **Community Ascertainment**

7NEWS conducts on-going interviews with community leaders to identify critical issues facing our community. During this quarter, the following issues were identified as topics of importance to Denver and Colorado:

Non-Profit Organizations  
Education  
Health  
Economy  
Community Arts  
Ethnic Diversity  
Environment  
Youth/Students – Higher Education  
Safety

### **On-going**

**The 7Everyday Hero Award** - Continues to be presented each Sunday during Denver's 7 10:00pm newscast to Coloradans who initiate solutions, motivate others, represent or serve working families, and work on a non-profit basis. The 7Everyday Hero Award affords Denver's 7 the opportunity to recognize Coloradans who are making a difference and bettering the community in which they live. A new 7 Everyday Hero story has aired every week since the program's inception in 1999.





## **Sponsored Events:**

### **July**

#### **World Lacrosse Championships**

7NEWS was the official news, weather and sports television station of the 2014 World Lacrosse Championship Games which was held in Denver this year. The event hosted over 100,000 visitors from over 40 countries and is considered to be the largest international lacrosse event in history. The event was held at Dick's Sporting Good Park July 10-19. 7NEWS provided news coverage leading up to, and throughout the event. Live shots, online, social and on-site promotions were also included. Anne Trujillo, Mike Landess, Eric Kahnert, Mike Nelson and Lionel Bienvenu threw T-shirts into the crowd.

#### **7NEWS Night At Denver Outlaws**

As a proud partner of the Denver Outlaws lacrosse team, 7NEWS hosted "7NEWS Night" on July 20th. Lisa Hidalgo, Mitch Jelnicker and Jayson Luber were all part of the festivities. Provided news, online, social media and on-site promotions.

### **Other:**

**Dragon Boat Festival** - Hosted by Christine Chang

**Center for Blind Children Gala** - Hosted by Dayle Cedars

### **August**

**We Believe in Colorado Day** - Partnered with Denver Pavilions to celebrate Colorado's birthday and hosted a block party with music, booths, food and more. Gave away free T-shirts at the outdoor mall in exchange for viewers downloading the 7NEWS app. Offered sponsor opportunities and participation from Wilks Broadcasting (KOOL 105 FM) First Bank, Hard Rock Café, Rocky Mountain Honda Dealers and Groove Auto. Attracted around 2,000 people to the event. Provided promotions and news coverage.





### **Douglas County Fair -**

A family tradition for the residents of Douglas County. Highlights include 2 entertainment stages, 3 Rodeos, Xtreme Bulls, Carnival, Antique Tractor Pull, and more. Provided news coverage.

### **September**

**Blue Shoe Run-** The Urology Center of Colorado (TUCC) Foundation hosted the 5th annual Blue Shoe Run for Prostate Cancer which featured a 5K run/walk, 1.5-mile family walk and kids fun run. All monies raised from The Blue Shoe Run benefited TUCC Foundation's efforts to improve local prostate cancer screening, community education and research programs. After the race, a free party took place featuring an Alaskan Brewery beer garden, food and drinks, live music, a silent auction, prizes and awards, educational booths and kids' activities. Mike Nelson hosted the event. Provided news coverage and online promotions.

**National Drive Electric Week -** American Lung Association held their 5th annual event at several locations throughout Denver. Attendees gathered to learn about electric vehicles, the tax incentives currently available, vehicle charging, and had the opportunity to test drive cars. Provided news coverage and promoted online.

**JDRF One Walk -** An event to fight type 1 diabetes designed to advance therapies through research and create the promise to better treat and one day, prevent and cure T1D. The JDRF One Walk is a national event which stopped in Denver and hosted around 15,000 people. Promoted via online and social. Kirsten Horne hosted the event.

### **Other Hosted Events:**

**The Ovarian Cancer Gala -** Theresa Marchetta

**Alopecia Areata Foundation -** Anne Trujillo

**International Development Enterprises -** Anne Trujillo

**Support Our Troops -** Jaclyn Allen





**Public Service Announcements**

**KMGH**

Number of spots run  
Airtime for spots run

**Total**

1,467  
9:46:00

**DENC**

Number of spots run  
Airtime for spots run

**Total**

8,890  
64:47:45

