



# Azteca Colorado Community Affairs

Quarterly Issues Report  
First Quarter, 2014  
January 1- March 31, 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**

**7Healthy Kid's Project-** 7NEWS and Azteca Colorado believe in improving the health of Colorado kids. In partnership with our community and LiveWellColorado, the 7Healthy Kids Project is developing solutions to help get kids active, eat healthy and live better. Promotions and news are working together on a monthly basis in finding inspiring stories on improving the health of our kids for the future of our state. Most community projects will align to this initiative, as we encourage families to get active together. We have also created a website of resources dedicated to this cause. Parents can visit [7HealthyKidsProject.com](http://7HealthyKidsProject.com) to learn more on getting their kids eating healthy and finding Colorado events they can participate to get their kids active.





## **Sponsored Events:**

### **January**

**New Year, New You - 7NEWS Health Expo-** 7NEWS New Year, New You campaign kicked off at Southwest Plaza mall with various vendors and professionals available for healthier lifestyle motivation and tips. Kellie Patterson hosted the event. Provided promotions and live coverage.

### **March**

**Greeley Home & Garden Show:** Hosted at Island Grove Regional Park, hundreds of exhibitors showcase products and services for the home in Northern Colorado. Provided promos, news coverage, online and on-site promotions.

## **Public Service Announcements**

### **KZCO**

Number of spots run  
Airtime for spots run

### **Total**

589  
3:18:30

