



## Azteca Colorado Community Affairs

Quarterly Issues Report  
Third Quarter, 2014  
July 1– September 30

### **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

### **Sponsored Events:**

#### **July**

#### **World Lacrosse Championships**

7NEWS & Azteca Colorado were 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. Azteca Anchor Antonio Sanchez fronted promotional spots for the event.





**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 on 7NEWS and Azteca.

**Other**

**Sabor** - One of Denver's largest Hispanic Events celebrating culture with food, entertainment and more. Provided online news coverage.

**Public Service Announcements**

<b><u>KZCO</u></b>	<b><u>Total</u></b>
Number of spots run	423
Airtime for spots run	2:32:15

