



7NEWS Community Affairs

Quarterly Issues Report
Fourth Quarter, 2014
October – December 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:

October

Coats for Colorado Collection Event- Coats for Colorado kicked off October 1 and coat collections run through Nov. 30. While distributions begin in December, 7NEWS and Dependable Cleaners teamed up on October 25 for the first Coats for Colorado collection event at Flatirons Crossing Mall in Broomfield, CO. Individuals and families came to drop off their gently used coats and meet the 7NEWS team. Coats for Colorado has distributed gently used and new coats to individuals and families in need since 1982. Provided news coverage, promos, and online support.

Harvest Farm Festival – The Harvest Farm Fall Festival takes place every weekend in Wellington Colorado and provides a wide range of outdoor activities for families and individuals of all ages. Activities included a 10-acre corn maze, a petting zoo, a pumpkin patch, hay rides and more. Harvest Farm is a ministry of the Denver Rescue Mission that hosts a rehabilitation program in helping those recover from homelessness and attain self-sufficiency. Provided news coverage, promos, and online support.

Country Run: The Corner Store Country Run donates 100 percent of it's proceeds to charitable causes including Big Brothers Big Sisters. It's a family friendly country-themed run for the whole family. Dayle Cedars hosted the event. Provided news coverage, promos, and online support.

BGC Scream Scram - The annual Halloween-themed fundraiser for Boys & Girls Clubs of Metro Denver took place at Washington Park in Denver where thousands of runners and families gathered to participate in a 5K run. Prior to the run, participants were encouraged to show off their costumes on the "Orange Carpet" for a chance to win prizes and a 100M Spooky Sneak was held just for the children. After the race, participants were welcome to food, refreshments, race winner announcements, prize drawings and more on Trick-Or-Treat Street. Provided news coverage, promos, and online support. Lisa Hidalgo hosted the event.

DSF Gala - General Colin Powell spoke at this year's event for the Denver Scholarship Foundation fundraising dinner, the Ed Gala. Since 2007, the DSF has awarded \$17 million in college and technical school scholarships to 3,300 graduates of the Denver Public Schools. An additional 1,700 students are expected to receive \$4 million in scholarships in the coming academic year. Provided news coverage, promos, and online support. Anne Trujillo hosted the event.





KRA Marathon- Denver Metro’s “Kids Running America” Final Mile Event took place at Washington Park. Kids Running America is a goal based running program to encourage kids to live healthy and to equip each child with the dedication and knowledge of how to set and achieve goals. Children run various distances over time to accumulate a total of 26.2 miles and gather to run their last mile together. Provided news coverage, promos, and online support. Kellie Patterson hosted the event.

Other 7NEWS Hosted Events:

Dayle Cedars:

Oct 18 - Safe House Gala

Lisa Hidalgo:

Oct 2 - GenXYZ

Oct 6 - School Visit

Anne Trujillo:

Oct 14 - OWL Gala

November

Coats for Colorado Collection Event- Coats for Colorado kicked off October 1 and coat collections run through Nov. 30. While distributions begin in December, 7NEWS and Dependable Cleaners teamed up for a second collection event on November 8 at Belmar in Lakewood, CO. Individuals and families came to drop off their gently used coats and meet the 7NEWS team. Coats for Colorado has distributed gently used and new coats to individuals and families in need since 1982. Provided news coverage, promos, and online support.

Coats for Colorado Distribution Event - 7NEWS and Dependable Cleaners teamed up at the Dependable Cleaners warehouse to distribute around 15,000 coats to those in need. Provided live coverage, promos and online support.





Other 7NEWS Hosted Events:

Anne Trujillo:

Nov 5 - Project Cure Luncheon

Nov. 28 - Littleton Candlelight Walk

Christine Chang:

Nov. 21 - American Heart Association Go Red for Women Luncheon

December

Coats for Colorado Collection Event- Coats for Colorado kicked off October 1 and runs through Nov. 30. With distributions in December, 7NEWS and Dependable Cleaners teamed up for a second distribution event on December 6 at the Dependable Cleaners warehouse. Individuals and families in need lined up to come into the warehouse in groups to find coats for themselves and their families. 7NEWS talent and staff greeted and helped hundreds of Coloradans find coats to keep them warm through the winter season. Coats for Colorado has distributed gently used and new coats to individuals and families in need since 1982. Provided live news coverage, promos, online and social media support.

Zoo Lights

Denver Zoo Lights has over 38 brilliantly-illuminated acres of lights and more than 150 animated animal sculptures. 7NEWS helped light up Denver's holiday spirit by becoming a proud sponsor of this event. Mike Nelson helped light the lights live on opening night, appeared in promotions. Provided news coverage throughout Nov. and Dec., promos, online and social media support.

Other:

Lisa Hidalgo - Salvation Army Bell Ringing Event





Public Service Announcements

KMGH

Number of spots run
Airtime for spots run

Total

566
3:35:10

DENC

Number of spots run
Airtime for spots run

Total

11,065
77:56:00

