



## 7NEWS 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.

**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.

**Call 7 for Help** - 7NEWS continues its commitment to helping consumers with their problems. A phone bank is maintained where advisors tackle various issues. In addition, daily reports and alerts are aired on local newscasts, and a consumer reporter focuses on consumer issues.

### **Sponsored Events:**

#### **January**

**Eagles Night** - Hockey game at the Budweiser Events Center in partnership with the Colorado Eagles with appearances by Anne Trujillo, Mike Nelson and Arran Anderson. Fans were able to meet and greet 7NEWS anchors and try the 24/7 Weather experience. Provided promotions and live coverage.

**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.

**Broncos Beanie Giveaway** - Gave away orange beanies with 7NEWS and Broncos logos to fans at the Denver Pavilions. Attracted large crowd, giving away over 1,300 hats. Provided live news coverage with Kellie Patterson, Mike Nelson, Mike Landess, and Dayle Cedars.

#### **February**

**American Heart Association- National Wear Red Day** A day to wear red in order to raise awareness on the issue of cardiovascular disease.

**American Heart Association Heart Ball** - An event to raise awareness about heart disease. Dayle Cedars hosted.

**Goodwill Exchange for Change** - Project Runway winner Mondo Guerra hosted an evening of fashion for students from youth programs who repurposed donated Goodwill items for a fashion show. Dayle Cedars and Lisa Hidalgo hosted.

**Chasercon** - Storm chasers gather and share information mostly regarding ways they are utilizing equipment. Hosted a Storm Shield booth at the event and gave





away t-shirts. Mike Nelson hosted. Provided news coverage and shot promo footage for Storm Shield.

**Environmental Film Festival** - Film enthusiasts gather to celebrate the power of film and video and to inspire, educate and motivate audiences on environmental issues. Promoted online.

**Extreme Weight Loss Casting Call** - Casting call for the ABC show to help people lose weight and get healthy.

**Other:**

Amanda Kost - Feb. 24: Read Across America @ Aurora Academy Charter School  
Mike Nelson -

February 4: Rocky Mountain Prep Weather Presentation

February 11: Kemp Elem in Commerce City Weather Presentation

February 12: Went to VA Hospital to interact with Veterans

February 14 & 15: Chaser Convention keynote speaker

February 17: Two separate tours of the station for a total of 8 people

February 20: Rocky Mountain Asphalt Conference Keynote speaker @ DIA

February 22: Nibbles & Sips Emcee and auctioneer DTC

February 26: Heather Gardens Retirement Community WX Presentation

February 28: Brainiac Bowl in Madison WI Emcee for Aldo Leopold Nature Center

**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.

**Denver Home Show:** A local expo featuring all things new for the home including remodeling, home décor and more. Over 500 experts with thousands of products and services offered. Attended by approximately 23,000 participants. Provided news coverage.





**Denver Post Spelling Bee:** The Colorado state spelling bee offers students a chance to learn and compete for an opportunity to become part of the National Scripps Spelling Bee. It is hosted by 7NEWS partners, The Denver Post. Provided news coverage.

**Other:**

Keli Rabon - Sunshine Week, March 19

Keli Rabon - CU Career & Internship Fair, April 2

**Public Service Announcements**

**KMGH**

Number of spots run

Airtime for spots run

**Total**

1,221

7:33:15

**DENC**

Number of spots run

Airtime for spots run

**Total**

10,252

72:41:10

