



Azteca Colorado Community Affairs

Quarterly Issues Report
Fourth Quarter, 2014
October 1– December 31, 2014

Community Ascertainment

7NEWS and Azteca Colorado conduct 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:

October - December

Coats for Colorado Collection & Distribution Events- Coats for Colorado kicked off October 1 and ran through Nov. 30. 7NEWS and Azteca called the community to donate coats to our neighbors in need. We hosted two collection events during this time and 2 distribution events in Nov. and Dec. 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.





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. Antonia Sanchez profiled students and did several news stories about DSF. Provided news coverage, promos, and online support. PSA promotions ran on both KMGH and KZCO.

November

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

<u>KZCO</u>	<u>Total</u>
Number of spots run	692
Airtime for spots run	3:53:15

