



Azteca Colorado Community Affairs

Quarterly Issues Report
First Quarter, 2014
January – March 2015

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

Sponsored Events:

January

7New Year New You Expo-

Proudly hosted our 3rd annual **7 New Year, New You Expo** providing Coloradans with the tools they need to help keep their New Year's resolutions and put their best foot forward in 2015. The expo provided the community with a one-stop-shop environment where they received expert help, products, and services to help keep their self-improvement commitments in the new year. Event draws included ABC's hit show Extreme Weight Loss, the Denver Nuggets, and 7 Minute Makeovers. Viewers also experienced a wide variety of health, wellness, educational, financial and other wellness opportunities. 7NEWS had an on-site activation booth and gave away EOS lip balms and Expo bags. Talent was on hand, with Lisa Hidalgo and Dayle Cedars at the event all day. Hosted a photo booth. Provided news coverage, promos, online and social media promotions. Attendance was higher than expected at around 2,000 people.





Public Service Announcements

KZCO

Number of spots run
Airtime for spots run

Total

820
5:00:45