



123 E. SPEER BLVD. DENVER, CO 80203 | P 303-832-7777

Quarterly Issues Report

2nd Quarter: April 27, 2017 to June 25, 2017

Denver7 conducts ongoing 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:

Presidential Inauguration, Immigration, International Travel, Economy, State Population, City Development, Nonprofit Causes, Arts & Culture, Education, Health, Diversity, Environment, Fire Safety, Wildfires, Youth Literacy

Denver7 Community Initiatives

7Everyday Hero Award: station program that recognizes of Coloradans who are making a difference in their community by initiating solutions and motivating others while working on a nonprofit basis. A station committee comprised of staff from various departments vets and selects the awardees. The segment airs every Sunday during Denver7 news at 10 p.m. and is repeated the following Monday at 11 a.m., Thursday at 11 a.m., Friday at 4 p.m., Saturday at 5 p.m. and Sunday at 7 a.m. A new story has aired every week since the program's inception in 1999.

Denver7 Books for Kids: La Fogata and the Salvation Army Intermountain Division are sponsoring the station's annual book drive to promote literacy among unprivileged children. From May 1 to 22, book donations will be collected at participating Salvation Army stores, all La Fogata restaurants in Colorado, or dropped off at the station bin outside our building. Books will be distributed to local kids in need through The Salvation Army's various children's programs in the state of Colorado.

Denver7 Books for Kids New Book Distribution: Distribution of 2,500 new books to children attending Elitch Gardens education days on Thursday, May 11, 2017, 10 a.m.-8 p.m.

Denver7 Community Sponsorships and Partnerships

First Alert Freebies: a product giveaway sponsored by McDonald's that creates opportunities for Denver7 station talent to gain visibility in the community.

Free Coffee Friday: sponsored free coffee event held once a month at popular local grocery stores to promote morning team. Provided news coverage and talent appearance in the community.

Colorado Girls Elevated 'Reach Your Peak' Expo: The Aurora Sentinel in partnership with Denver7, Mix 100 and Cherry Creek Schools hosts an annual interactive event designed to empower and inspire teen girls to become strong, confident young women.

BolderBOULDER 10K: BolderBOULDER hosts an annual 10K race event involving 50,000+ participants and 70,000+ spectators at Folsom Field to celebrate fitness and Memorial Day.



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Soiree at Sunset: Turning the Tide through Networking: Colorado Women's Chamber of Commerce (CWCC) hosts an annual celebration and networking opportunity featuring Denver's finest food and music at the Pavilion in City Park.

Public Service Announcements

Number of PSAs: 480 spots

Airtime for PSAs: 3 hours : 22 minutes : 50 seconds