



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

# Quarterly Issues Report

1<sup>st</sup> Quarter: January 1, 2017 to March 31, 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 New Year New You Expo:** an annual station event that provides an opportunity for the community to explore personal improvement ideas and New Year's resolutions. Attendees have access to information and tools to inspire and support a variety of New Year's resolutions, including health, wellness, beauty, culture, finances, home improvement, child safety and volunteer programs.

**Hollywood's Biggest Night with Denver7:** a local Oscar viewing party and fundraising event benefiting Denver Actors Fund made possible by a new partnership with Alamo Drafthouse. Presented as an opportunity to fundraise for a local nonprofit guild that provides financial assistance to actors in need of medical help.

## Denver7 Community Sponsorships and Partnerships

**Top 25 Most Powerful Women Gala:** an award ceremony hosted by Colorado Women's Chamber of Commerce recognizing women who operate at the highest level of business performance and community leadership and their professional achievements and contributions to the Denver community.

**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.

**Operation Save A Life:** a community program that delivers fire and carbon monoxide alarms to at-risk residents and educates consumers on how to stay safe. For its inaugural campaign in the market, Kidde, a manufacturer of fire safety products, donated 7,000 smoke and carbon monoxide alarms to Denver area fire departments.



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

## Public Service Announcements

**Number of PSAs:** 712 spots

**Airtime for PSAs:** 4 hours : 51 minutes : 45 seconds