

## Murrow Entry: Denver7 Digital 2019

### 5 links:

Our Colorado: Through Your Photos: <https://www.thedenverchannel.com/news/our-colorado/our-colorado-through-your-photos>

Digital originals page: <https://www.thedenverchannel.com/news/digital-originals>

Longmont plane bombing story: <https://www.thedenverchannel.com/news/local-news/a-scene-of-death-and-horror-the-night-a-son-blew-up-his-mothers-flight-over-colorado>

Inside the Patrick Frazee Trial: <https://www.thedenverchannel.com/news/kelsey-berreth-case/inside-the-patrick-frazee-trial>

360 Reporting: <https://www.thedenverchannel.com/news/360>

### Description:

The 2019 multimedia strategy from Denver7 (KMGH-TV) centered around showcasing exclusive stories, video, photography and graphics on our digital and new 24/7 streaming platforms that highlighted the beauty and the people of our state and dug deeper into the issues that matter most to Coloradans.

The original journalism from the Denver7 digital team drives coverage across our platforms – including over the air, on our website and social platforms and on Roku, Apple and Amazon TV, where Denver7 delivers 15 ½ hours a day of new, local, up-to-the-minute streaming news and other stories. That commitment to streaming news has doubled our connected TV audience with the launch of a 24/7 streaming channel and a bolstered content strategy.

In 2019, the digital team reported and produced dozens of unique stories not seen in any other Colorado news outlets, writing lengthy stories and producing accompanying photo and video pieces – either shorter ones for broadcast, 30-minute specials for streaming services, or both – not seen from most local television news outlets.

Among the most-read and watched stories of the year was a November piece about a little-known piece of Colorado history: A Denver-area man who blew up his mother's flight over Longmont in 1955, killing 44 people, in one of the first attacks on a commercial airliner in American history.

That same month, the Denver7 team worked through the challenging and unique circumstances of reporting a capital murder trial from a 100-year-old courtroom in which no recording or live reporting was allowed. At the conclusion of the three-week trial, the team compiled the entire coverage of the trial into a 60,000-word story that takes readers minute-by-minute through the trial, as well as a 30-minute streaming-only special that details our year of reporting on Kelsey Berreth's death and Patrick Frazee's conviction.

We continued to expand our "360 Reporting" brand to look at all sides of political and social issues and to more-closely involve our viewers and readers in developing those stories and to

include diverse viewpoints that are often left out or forgotten in local news coverage. This effort included multiple social media posts throughout a 24-hour period so as to continue the discussion both before and after the stories ran on-air.

And we launched a new Facebook group, “Our Colorado: Through Your Photos”, which more than 25,000 people joined in 2019, to showcase the beauty of our state, the skill of the photographers who live and visit here, and to continue to showcase the beauty and people of Colorado on our social media and streaming channels to break up what can otherwise be a lot of negativity in the world and on social media in particular. At the end of 2019, we began interviewing and featuring some of the photographers in the group and their stories to involve our viewers in another new phase at Denver7 News.

We also served as the breaking-news leader in Colorado and were the forerunners in reporting major news events like the Sol Pais incident, the STEM School shooting, the deadly I-70 truck driver crash, the Frazee case and multiple blizzards and other weather events across our digital, social media, over-the-air and streaming platforms – giving our readers and viewers multiple outlets and manners in which to get the latest information no matter where they are.