

Entercom Denver

2nd Quarter – April, May, June 2015

Contents:

Colorado Today – 501c Interviews & Community Issues

Entercom Denver

2nd Quarter – April, May, June 2015

KALC FM & KALC HD2

Contents:

Colorado Today – 501c Interviews & Community Issues

Entercom Denver

2nd Quarter – April, May, June 2015

KOSI FM & KOSI HD2

Contents:

Colorado Today – 501c Interviews & Community Issues

Entercom Denver

2nd Quarter – April, May, June 2015

KQMT FM & KQMT HD2

Contents:

Colorado Today – 501c Interviews & Community Issues

Entercom Denver

2nd Quarter – April, May, June 2015

KEZW AM & KOSI HD2

Contents:

Colorado Today – 501c Interviews & Community Issues

Local Public Service Programming – Quarter 2, 2015

Public Service Director: Sean Carroll

The following is a summary of Entercom Denver Radio's local public service programming for January, February and March 2015.

"Colorado Today" encompasses the approximately one hour of local public service programming required under Entercom Denver's license agreement with the Federal Communications Commission.

The show features segments of approximately 12 – 15 minutes induration, all of which focus on issues that directly impact the Denver and Boulder listening areas, and Colorado in general. The topics chosen are partially derived from quarterly ascertainment meetings coordinated by the Colorado Broadcasters Association. Other topics are brought to our attention from local non-profit groups through our on air marketing campaigns.

Colorado Today is locally produced and hosted by Sean Carroll and Murphy Huston.

Colorado Today runs on Sunday of every week at the following times, on the following stations:

KEZW-AM/KOSI-HD2	5:00-6:30AM
KALC-FM 105.9	6:00-7:00AM
KQMT-FM 99.5	6:00-7:00AM
KOSI-FM 101.1	6:00-7:00AM
KQMT HD2	7:00-8:00AM
KALC HD2	7:00-8:00AM

****The following pages contain a summary of each show for the 1st Quarter 2015**

Ascertainments Monday, June 29, 2015 KUSA

- 8:30** Penny Larson *Sara Spalding*
VP of Operations
CenturyLink Colorado
700 West Mineral Avenue
Littleton, Colorado 80120
720-708-0398
penny.larson@centurylink.com
www.centurylink.com
- 9:00** Janie Gianotsos
Director of Marketing and Community Relations
Food Bank of the Rockies
10700 East 45th Avenue
Denver, Colorado 80239
303-371-9250, ext. 235
jgianotsos@foodbankrockies.org
www.foodbankrockies.org
- 9:30** Trooper Rob Madden
Sargent
Colorado State Patrol
700 Kipling Street
Lakewood, Colorado 80215
303-239-4583
rob.madden@state.co.us
www.coloradostatepatrol.com
- 10:00** Richard Wiscott
VP & Dean of Academic Affairs
Johnson & Wales University
7150 Mountview Blvd.
Denver, Colorado 80220
303-256-9452
richard.wiscott@jwu.edu
www.jwu.edu/denver
- 10:30** Michael Fox
Sales and Marketing Director
eTuk USA
3860 Blake Street
Denver, Colorado 80205
303-324-2088
mfox@etukusa.com
www.etukusa.com
- 11:00** Jace Woodrum
Director of Communications
Gill Foundation
2215 Market Street
Denver, Colorado 80205
720-274-3238
jacew@gillfoundation.org
www.gillfoundation.org
- 11:30** Greg Shoop
Associate State Director
BLM Colorado
2850 Youngfield
Lakewood, Colorado 80215
303-239-3700
gshoop@blm.gov
www.blm.gov/co



Colorado Broadcasters Association

COMMUNITY LEADER SURVEY

Station: Entercom Denver Date: 6/29/15

COMMUNITY LEADER

Name Penny Larson

Title VP of Operations

Organization Century Link Colorado

Street Address 700 W. Mineral Ave.

City Littleton State CO Zip 80120 Phone 720-708-0398

Other City or Charitable Affiliations:

1. Miller High United Way and Teachers and Technology
2. Boys and girls clubs
3. Food Bank of The Rockies
Back pack of The Rockies

INTERVIEW CATEGORY

- | | | | | |
|--|--------------------------------------|---|--|-------------------------------------|
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Culture | <input type="checkbox"/> Minority or Ethnic Group | <input type="checkbox"/> Organization for/of Elderly | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Business | <input type="checkbox"/> Education | <input type="checkbox"/> Black | <input type="checkbox"/> Organization for/of Youth | <input type="checkbox"/> Religion |
| <input type="checkbox"/> Charities | <input type="checkbox"/> Environment | <input type="checkbox"/> Hispanic, Spanish, or | or Students | <input type="checkbox"/> Other |
| <input type="checkbox"/> Civic, Neighborhood and Fraternal Organizations | <input type="checkbox"/> Government | <input type="checkbox"/> Spanish-surnamed Indian | <input type="checkbox"/> Organization for/of Women | |
| <input type="checkbox"/> Consumer Services | <input type="checkbox"/> Labor | <input type="checkbox"/> American Indian | <input type="checkbox"/> Professions | |
| | <input type="checkbox"/> Military | <input type="checkbox"/> Oriental | <input type="checkbox"/> Public Safety, Health and welfare | |
| | | <input type="checkbox"/> Woman | | |

COMMUNITY PROBLEMS, NEEDS AND INTERESTS STATED BY COMMUNITY LEADER

Making sure that Communities affected by natural
Disasters can communicate and have contact.
Finding Solutions for Homeless Families.
Traffic is everywhere you go and Colorado
Needs a Mass Transit Solution.
Senior Care is more relevant now than ever
With The Baby Boomer generation.

(Use other side of paper if needed)

Interviewer

X

Reviewer

X

11

KEZW Public Affairs Programming

Program: CO Today Show

Month: April 2015

Show:	Name:	Non Profit:
4/5	Jim Goddard	9HealthFair
	Marissa Lynes	Walk for The Wounded
	Megan Rees	Furry Scurry
	Rebecca Laurie	DORA
4/12	Brad Appel	Wish for Wheels
	Patricia L. Peterson	CO Cancer Research Program
	Joan Rogliano	Wildflower Women's Organization
	Michaelle & Matt Selcke	Brain Balance Achievement Center
4/19	Jill Messenger	The Action Center
	Shaun Welch	Throw Colorado
	Nathan Flatland	The Great Colfax Cleanup
	Kate Van Daele	Day of Caring
4/21	Andrea Smith & Tiffany Pierce	Donor Alliance: Donate Life
	Spencer Nee	Bridge to Bridge
	Jon Emanuel	Project Angel Heart
	Johnnie J.	Innervision



FOR IMMEDIATE RELEASE

Media Contact:

Megan Rees
303-419-1162
mrees@ddfl.org

Dumb Friends League Furry Scurry® dog walk

Take a spring stroll to help homeless pets on May 2

DENVER (April 1, 2015) The Dumb Friends League Furry Scurry dog walk will return to Washington Park for its 22nd year on Saturday, May 2. This Fido-friendly Colorado classic brings together thousands of pets and people for one common goal—to help homeless animals in our community.

Animal lovers and their dogs are invited to enjoy a beautiful spring day while participating in the two-mile walk, followed by refreshments, contests, demonstrations and more than 150 pet-related vendors and sponsors at the “Flealess Market,” featuring everything from the latest trends in pet toys to tasty fare from your favorite local food trucks.

Last year, the Dumb Friends League saved more than 17,500 homeless pets, many of which received vital medical care, behavior training and foster care. Funds raised at the Furry Scurry allow the Dumb Friends League to continue to open its doors to any animal in need—whether they are old, ill, injured, unwanted, neglected, lost or in need of special care.

“Our mission is to speak for those who can’t speak for themselves,” said Bob Rohde, president and CEO of the Dumb Friends League. “The generous support of our community through events like the Furry Scurry is what allows us to be a voice for the animals and make a difference in the lives of homeless pets.”

Registration for the Furry Scurry is \$50 per person and \$25 for children 12 and younger, and includes a Furry Scurry event T-shirt. Participants can register as an individual or get a group together to form a team. Registration can be completed online at FurryScurry.org, at one of the [Dumb Friends League shelter locations](#), or on event day starting at 7 a.m. The walk begins at 9 a.m.

Participants are encouraged to collect additional donations from friends, family and co-workers to help make an even bigger difference for homeless pets. Great incentives fit for pet lovers will be given to those who fundraise above and beyond their \$50 registration fee.

The 2015 Furry Scurry is sponsored by Hill’s® Science Diet®, HomeAgain, Amica Insurance, Whole Foods Market, Heartgard Plus and Frontline Plus. For more information and to register, visit FurryScurry.org or call (303) 751-5772, Ext. 1378.

About the Dumb Friends League

Founded in 1910, the Dumb Friends League is the largest community-based animal welfare organization in the Rocky Mountain region, helping pets and people in the Denver metro area and beyond. The Dumb Friends League has shelters at 2080 S. Quebec St. in Denver and the Buddy Center at 4556 Castleton Court in Castle Rock, as well as the Dumb Friends League Harmony Equine Center™ near Franktown. For more information, visit ddfl.org or call (303) 751-5772.

###

April 3, 2015 - Q&A from DORA

Rick interview with:

- **Rebecca Laurie, Communications Director of the Colorado Department of Regulatory Agencies (DORA)**

RICK QUESTIONS

TELL US ABOUT THE DEPARTMENT OF REGULATORY AGENCIES, KNOWN AS DORA.

REBECCA: In short, DORA is the state's regulatory body. Different divisions – or agencies — under DORA regulate many industries, including licensing professionals such as physicians, nurses, insurance agents, investment advisers, real estate brokers, plumbers, and more. DORA shares information about these businesses and professionals so anyone can search to verify a license and check if disciplinary action was issued.

HOW IS THIS HELPFUL FOR CONSUMERS?

REBECCA: At DORA, consumer protection is our mission, and a well-informed consumer is less likely to become a victim. That's why it's better to do some research and ask questions up front rather than find out after you've given your money for a service that the person wasn't actually licensed to do the work. We can help empower Colorado consumers by making this information available to them through DORA.

IS THAT WHAT YOUR NEW "TAKE 5 TO GET WISE" CAMPAIGN AIMS TO DO?

REBECCA: Yes. One of the things we think is really important in looking at consumer protection is to help enable Coloradans to become his or her own best advocate. "Take 5 to get wise" is a way to remind consumers of just that – taking five minutes on the front end to do some research could save money and prevent problems on the back end when it comes to important decisions that we make almost daily as consumers.

I UNDERSTAND I CAN FIND OUT INFORMATION ABOUT MY DOCTORS AND DENTISTS FROM DORA. TELL ME ABOUT THAT.

REBECCA: DORA regulates about 25 different healthcare professions including physicians and dentists as you mentioned. We also license mental health practitioners, massage therapists, and chiropractors as additional examples.

Through our Healthcare Professions Profile Program, consumer can view important information about a provider such as educational background, business interests, disciplinary actions, malpractice claims and criminal convictions.

WHAT IS THE DIFFERENCE BETWEEN WHAT I'LL GET BY GOING TO DORA AND CONSUMER REVIEW SITES LIKE YELP?

REBECCA: It's important to do your research before choosing a healthcare provider. DORA's Healthcare Professions Profile Program provides objective information about a practitioner's qualifications and background however it does not have a consumer commenting platform. You may be able to find information about bedside

manner, timeliness, and other important, more relational factors, using consumer reviews. Researching a practitioner using multiple tools will give you a more robust picture of the provider.

ONE OF THE THINGS WE ALWAYS HEAR TO DO IS “ASK DORA” – WHAT OTHER THINGS SHOULD WE BE ASKING DORA ABOUT?

REBECCA: Each division in DORA provides consumer assistance related to the industries it regulates. For example, we encourage people to review their insurance policies twice a year with the Division of Insurance, because they can help you understand your policy’s terms in plain English. Another example is the Division of Securities, which receives numerous complaints about investment scams and seeks to prevent Coloradans from falling for these schemes. DORA covers so many areas that we encourage people to go on our website and see if we can provide guidance and assistance.

When consumers do encounter issues, DORA is there to investigate citizen complaints and take action if necessary. Not all professions require a state-issued license. For those that are, consumers can file a complaint online at askdora.colorado.gov.

However, prevention is preferable to discipline. It’s much harder to put Humpty Dumpty back together again; that’s not something that even we can do. That is why we are charged through state statute to inform consumers of their rights and responsibilities and educational services like the “Take 5 to Get Wise” campaign are funded from fines incurred through disciplinary actions, not taxpayer dollars.

Murphy interview with:

- **Rebecca Laurie, Communications Director at the Colorado Department of Regulatory Agencies (DORA), and Cory Everett, Chief of Staff of the Division of Professions and Occupations at DORA.**

MURPHY QUESTIONS

TELL US ABOUT THE DEPARTMENT OF REGULATORY AGENCIES, KNOWN AS DORA.

REBECCA: In short, DORA is the state's regulatory body. Different divisions – or agencies — under DORA regulate many industries, including licensing professionals such as physicians, nurses, insurance agents, investment advisers, real estate brokers, plumbers, and more. DORA shares information about these businesses and professionals so anyone can search to verify a license and check if disciplinary action was issued.

HOW IS THIS HELPFUL FOR CONSUMERS?

REBECCA: At DORA, consumer protection is our mission, and a well-informed consumer is less likely to become a victim. That's why it's better to do some research and ask questions up front rather than find out after you've given your money for a service that the person wasn't actually licensed to do the work. We can help empower Colorado consumers by making this information available to them through DORA.

IS THAT WHAT YOUR NEW "TAKE 5 TO GET WISE" CAMPAIGN AIMS TO DO?

REBECCA: Yes. One of the things we think is really important in looking at consumer protection is to help enable Coloradans to become his or her own best advocate. "Take 5 to get wise" is a way to remind us all that taking five minutes on the front end to do some research could save money and prevent problems on the back end when it comes to important decisions that we make almost daily.

CAN YOU GIVE AN EXAMPLE?

REBECCA: Sure. Our public service announcements use a little humor to help illustrate the point. Say you are doing a DIY remodeling project in your home, and you realize you really should have hired some professionals -- like a plumber, an electrician, maybe even an architect or engineer depending on the size of the project. At DORA, you can verify that the professional you are considering hiring to do the work holds a license and if that license is in good standing. You can also see if any disciplinary actions were issued. This information is an important complement to other research you may do, perhaps through your social network or with the Better Business Bureau. You can find this information fairly quickly – in five minutes or less – in our online databases. This is another tool in this toolbox that we all have as consumers, and we'd like to see them using it so they are more informed.

CORY, I UNDERSTAND I CAN FIND OUT INFORMATION ABOUT MY DOCTORS AND DENTISTS FROM DORA. TELL ME ABOUT THAT.

CORY: DORA regulates about 25 different healthcare professions. In addition to physicians and dentists, we also license mental health practitioners, massage therapists, chiropractors...

Through our Healthcare Professions Profile Program database, consumer can view important information about a provider such as educational background, business interests, disciplinary actions, malpractice claims and criminal convictions.

WHAT IS THE DIFFERENCE BETWEEN WHAT I'LL GET BY GOING TO DORA AND CONSUMER REVIEW SITES LIKE YELP?

CORY: It's important to do your research before choosing a healthcare provider. DORA's Healthcare Professions Profile Program provides objective information about a practitioner's qualifications and background, however it does not have a consumer commenting platform. You may be able to find information about bedside manner, timeliness, and other important, more relational factors, using consumer reviews. Researching a practitioner using multiple tools will give you a more robust picture of the provider.

DOES DORA LICENSE ALL PROFESSIONS?

CORY: Not all professions require a state-issued license. It's up to the legislature to determine which professions do require a license to protect the public health, safety and welfare. Many professions that are regulated in the state are housed by the Division of Professions and Occupations. Everyone from a healthcare provider to many other services such as accountants, barbers, cosmetologists ... even our ski lifts and tramways.

WHAT IF I END UP HAVING A PROBLEM WITH SOMEONE WHO IS LICENSED - WHAT CAN I DO?

CORY: Consumers can file a complaint online at askdora.colorado.gov. It's important to provide as much information as possible so we can investigate the matter. We don't have jurisdiction over fees or payments so we can only take action concerning the provider's practice such as failing to meet the standard of care or compliance with the law governing that profession.

ONE OF THE THINGS WE ALWAYS HEAR TO DO IS "ASK DORA" – WHAT OTHER THINGS SHOULD WE BE ASKING DORA ABOUT?

REBECCA: Each division in DORA provides consumer assistance related to the industries it regulates. For example, we encourage people to review their insurance policies twice a year with the Division of Insurance, because they can help you understand your policy's terms in plain English. Another example is the Division of Securities, which receives numerous complaints about investment scams and seeks to prevent Coloradans from falling for these schemes. DORA covers so many areas that we encourage people to go on our website and see if we can provide guidance and assistance.

When consumers do encounter issues, DORA is there to investigate citizen complaints and take action if necessary.

However, prevention is preferable to discipline. It's much harder to put Humpty Dumpty back together again; that's not something that even we can do. That is why we are charged through state statute to inform consumers of their rights and responsibilities and educational services like the "Take 5 to Get Wise" campaign are funded from fines incurred through disciplinary actions, not taxpayer dollars.

[Home](#)[Contact](#)[Español](#)

[Find a Fair](#)
[Volunteer](#)
[Donate](#)
[Community Fairs](#)
[Classroom Resources](#)
[Sponsors](#)
[Latest News](#)
[About Us](#)

save **MONEY**
Get a blood panel for just \$35 versus \$200 or more at a lab

CLICK HERE TO FIND YOUR FAIR

The 9HealthFair is an independent non-profit - find out how **you** can help - click here



- ◆ [Staff Members](#)
- ◆ [Board of Trustees](#)
- ◆ [Medical Advisory Committee](#)
- ◆ [Careers](#)
- ◆ [Privacy Policy](#)
- ◆ [Contact Us](#)

TESTIMONIALS

"My wife and I have been going to [the] 9Health Fair for many years in several different towns in Colorado, so it plays a big part in our lives. In April of 2003, we went again to have our annual blood screening but this time mine came back a little different. My PSA number came in a little high with a suggestion to make an appointment with my doctor. With further evaluation I was diagnosed with prostate cancer. I had no previous symptoms. I was given several options but at my age of 51, surgery was the best for me. As you can see 9Health Fair saved my life. My family and I are so grateful for the services available to all of our communities. 9Health Fair is great and I am looking forward to many more 9Fairs."

Greg Y.
9Health Fair participant since 2003

[share your story](#)

"My mom and I went to the 2006 9Health Fair at Aims Community College in Greeley, CO. I hadn't been feeling well so my sister-in-law urged me to go. We went on a Sunday, and that Tuesday I got a call from a nurse who informed me that my thyroid level was less than .01 and that I needed to contact my doctor. I did so right away and had further tests run. I was diagnosed with hyperthyroid and through additional tests, learned that I was suffering from Graves' disease. Had I not gone to the 9Health Fair, I believe I still would have been seeking help. I am feeling so much better and on the way to recovery. Thank you 9Health Fair staff and volunteers!!!"

Terri Thomas, Loveland CO
9Health Fair participant

ABOUT Us

In the late 1970's John F. Brensike, a physician conducting heart disease research at the National Institutes of Health in Washington, D.C., became involved in cholesterol screenings. As he traveled the country, he observed a high level of interest from communities to provide screening services. However, he noted that few screenings were available and the quality varied. But more importantly, he noted that there was no mechanism to provide health education and medical follow-up to the community. From there, Dr. Brensike started the National Health Screening Council for Volunteer Organizations (NHSCVO) as a means of promoting preventative health maintenance. Through this organization, the health fair concept was born. The idea was presented by NHSCVO to interested communities across the country. In Colorado, NHSCVO approached Al Flanagan, then president of KBTU Channel 9 in Denver, now 9NEWS. The television station recognized this effort's value to the community and agreed to provide both financial and media support to help launch the first health fair.



In 1980, along with support from hundreds of medical and non-medical volunteers, the Lions Clubs of Colorado and the Colorado National Guard, the first 9Health Fair was staged. To this day, all three groups remain steadfast in their important roles with the 9Health Fair as important in-kind sponsors.

In 1987, 9Health Fair became a 501(c)(3) non-profit organization. With the sole mission of advancing health awareness and providing people with the tools they need to take responsibility for their own health, and because of the support of 16,000 statewide volunteers, 9Health Fair has helped save thousands of lives by providing free and low-cost health awareness and educational screenings. To date, 9Health Fair is the only program of its magnitude and that has become a community institution as a result of the NHSCVO initiative. Since inception, 9Health Fair has impacted over 1.7 million individuals.

Our program's proven history and consistent quality has earned us unique endorsements from the [Colorado Medical Society](#), [Colorado Nurses Association](#) and the [Colorado Hospital Association](#).

Anyone 18 and older can participate in a 9Health Fair. With over 25 screenings available, your 9Health Fair results, along with an explanation on how to read your results, are delivered directly to you within three to six weeks of your visit. Our team of volunteer registered nurses and physicians will contact you within 72 hours of your 9Health Fair visit and, if necessary, provide you with local follow up resources if your results indicate that a critical or alert health situation is occurring.

Attending a 9Health Fair does not replace your regular check-ups with your physician, and you are encouraged to share your results with your primary care physician for further diagnosis and treatment.



Learn how you can [host](#), [volunteer](#) and [participate](#) in 9Health Fair, or send us [your story](#) if you've been impacted by 9Health Fair. Get involved in your health, and your community's health and remember, good health is...9Health Fair.

Mission Statement:

9Health Fair advances health awareness, providing people with the tools they need to take responsibility for their own health.

[share your story](#)[Read more](#)

Copyright © 2010 9Health Fair
All Rights Reserved.

[Home](#) | [Contact](#) | [FAQ](#)Developed by [Linear Method](#)

THORNTON HIGH SCHOOL

FUTURE BUSINESS LEADERS OF AMERICA

5K



WALK FOR THE WOUNDED



5K WALK / RUN

APRIL 11TH, 2015

E.B. RAINS PARK (WEBSTER LAKE)

10:00 AM TO 3:00 PM

\$10.00 ADULTS \$5.00 KIDS 12 & UNDER

ALL PROCEEDS BENEFIT: WOUNDED WARRIOR PROJECT, WOUNDED WARRIOR U.S.A.

Marissa Lynes

Scott Gibson

Senior at Thornton High School

*****Walk for the Wounded**

*****All Entry fees will go to The Wounded Warrior Project & Wounded Warrior USA**

- 1. Why are you hosting this event?**
- 2. What is your event?**
- 3. How is this going to affect the community?**
- 4. Who will this walk benefit?**
- 5. Where is the money you raise going?**
- 6. What have you learned through this project?**
- 7. What are some challenges you have faced so far?**
- 8. What are some accomplishments?**
- 9. When is the event?**
- 10. How are you getting the community involved?**

WoundedWarriorProject.org / Donate

Brad Appel
Wish for Wheels Update
4/12/15

- 1) What is the Colorado Bike Expo?**
- 2) Why does Colorado need an event like this?**
- 3) Who is putting this event on?**
- 4) Who benefits from this event?**
- 5) What groups/vendors are coming to the Colorado Bike Expo?**
- 6) What exciting events are part of the Colorado Bike Expo?**
- 7) What can attendees expect at the Colorado Bike Expo?**
- 8) Should kids come to this? What activities are there for kids?**
- 9) Can people sign up for events, organized rides, races at the Colorado Bike Expo?**

Joan Rogliano
Wildflower Women's Organization

- 1. Tell me about the mentor program**
- 2. How does a woman apply for financial aid**
- 3. Is there a certain profile of a "wildflower"**
- 4. What kind of programs/workshops does WWO offer.**
- 5. How can our listeners get involved**
- 6. Can you tell us a story or two about women WWO has assisted**
- 7. Do you need special training to volunteer to be a mentor**
- 8. How does WWO help divorced or widowed women**
- 9. What resources does WWO provide**
- 10. What types of financial aid are available**

About Colorado Cancer Research Program:

Founded in 1983 Colorado Cancer Research Program (CCRP) has helped advance cancer care while directly impacting more than 6,000 patients in Colorado who are living with the disease.

In the Fiscal Year **2013**, CCRP:

- Enrolled **182** new Colorado patients on a cancer clinical trial
- Had **74** cancer clinical trials open for physician enrollment. These trials included cancer treatment trials, symptom management, and cancer prevention trials. The trials are for all major cancer disease sites within the human body.
- Since its inception, 6,333 patients have participated in a cancer clinical trial with CCRP.
- CCRP's annual operating budget for the fiscal year, 2013 was **\$2,046,278**, of which only **55%** was provided by the National Cancer Institute.

Why is CCRP Important?

- Over **80%** of all cancer patients receive care in the communities in which they live.
- All new drugs and treatments must be part of a final stage trial before being taken to market or approved for insurance coverage.
- Enrollment to these trials is the only way progress in cancer research will be achieved.

Since CCRP is only partially funded by the National Cancer Institute. All remaining funds must be raised from consortium hospitals, foundations, individuals, and from our annual golf tournament, Drive for a Cure. Without these additional funding sources, CCRP would not be able to continue to serve those impacted by cancer.

In fiscal year 2013, the administrative and fundraising costs for CCRP were only **11.7%** of the overall budget. All other proceeds directly supported programs of the CCRP. It is important to note that under current grant guidelines, the organization is not eligible for most national cancer organizations funding, including the American Cancer Society, LiveStrong, Avon and others. These funding organizations currently concentrate their cancer research support on investigator initiated basic research which is primarily conducted at major universities.

COLORADO CANCER RESEARCH PROGRAM

Talking points outline for Colorado Today show

Guest: Pat Peterson, President/CEO

1. What is Colorado Cancer Research Program? (what kind of work they do, the impact it has on cancer treatment, cure and prevention, etc.)
2. Talk about some of the important accomplishments CCRP realized in 2013.
3. How is CCRP funded? And how important is charitable support from the community?
4. One way you raise funds and awareness of your work is through events.
 - a. Young professionals cocktail reception at Walnut Room – 4/15
 - b. Savour Dinner at Balisteri Vineyards – 4/19
 - c. Hockey tournament event – 4/24, 25, 26
 - d. Golf tournament – 5/18 – Murphy will be joining us to golf and will be the host/emcee for the event.
5. Third party events are a great way for people to support CCRP and host their own fundraising event.
6. May is National Cancer Research Awareness Month; great time for people to support CCRP with a donation
7. How can people help, get involved or donate? (Give website address and phone number); website is www.co-cancerresearch.org and phone is 303 -777-2663.

Sean Carroll

From: Cindi Routh <cindi.routh@trailheadmarketingteam.com>
Sent: Wednesday, April 08, 2015 9:03 AM
To: Sean Carroll
Cc: Mallory Berry
Subject: RE: Brain Balance Interview RESCHEDULE 4/9 10AM

Sean – let's do 10am tomorrow – Thursday.

I think our gal will do well if we set this up 'conversation style' instead of 'interview style'. Their story is actually very cool, interesting and inspirational all at the same time. Their son had problems (academic/social/behavioral) and it effected the entire family. They tried everything under the sun...counselors, doctors, psychologists, medicine, etc. etc. They lost hope. They were dying as a family. Then....They found Brain Balance. Brain Balance helped their son...and subsequently the entire family. Michaelle and Matt both quit their jobs and changed careers to open a Brain Balance Achievement Center so that they can help other children...and other families.

- Brain Balance Achievement Centers
- WEB: Brain Balance Centers Dot Com : <http://www.brainbalancecenters.com/>
- Phone: 800-877-5500
- Brain Balance has centers across the United States. In Colorado we have 4 locations: Highlands Ranch, Cherry Creek, Golden and Superior
- Michaelle and Matt Selcke

Suggested Questions – MURPHY – feel free to adjust these as you wish.

1. Tell me a little about your background education
2. What were some signs that alerted you to seek help for your son?
3. What things did you try to help your son before finding Brain Balance?
4. Describe what someone can expect while going through the Brain Balance journey child and family?
5. What was it that made you and your husband Matt change career paths and decide to open your own Brain Balance center?
6. How does a family find a brain balance center and what is the first step.

Who can Brain Balance Help?

- ADAH
- Learning Disorders
- Processing Disorders
- Asperger's
- Pervasive Development Disorder – Not otherwise Specified – Also known as "PDD-NOS"

HISTORY OF BRAIN BALANCE

In the early 1990's Dr. Robert Melillo began seeing a marked increase in children with learning and behavioral issues visiting his practice. Parents were concerned and desperate to help their children. This was the beginning of a long and passionate journey for Dr. Melillo as he developed the Brain Balance Program.

Dr. Melillo's research and extensive clinical experience led him to understand disorders like ADHD, Dyslexia, processing disorders, and autism spectrum disorders as manifestations of an underlying problem in the brain called Functional Disconnection Syndrome. This imbalance in brain development was the common thread between all these learning and behavioral issues. He knew, based on the science of neuroplasticity, that if he designed a program that could effectively stimulate the weaker hemisphere of the brain, it could, in fact, grow and develop new and stronger neural connections. In turn, this would remediate the many symptoms associated with these learning and developmental disorders. Dr. Melillo did just that. He developed a cutting-edge approach by integrating three key pillars of brain development: sensory motor stimulation, cognitive stimulation and nutrition.

In 1994, Dr. Melillo began implementing his novel approach to helping children with learning and developmental disorders in his own practice. He went on to spend the next twelve years further refining the program. His goal was to design a highly effective, drug-free program that could counter the rapid rise of ADHD, Learning Disabilities, ASD and other similar developmental disorders.

Once Dr. Melillo validated the efficacy of his program, he felt compelled to make it available to as many children as possible. He wanted to offer a model that was replicable and accessible to the many families so desperately seeking hope and real help. He

Dr. Melillo's passion and purpose is echoed in our Brain Balance Mission Statement:

Cindi Routh
President
Trailhead Marketing Team
5455 Landmark Place Suite 604
Greenwood Village, CO 80111
Denver 303.779.9777
Kansas City 913.205.0655
cindi.routh@trailheadmarketingteam.com
www.trailheadmarketingteam.com



**Jill Messenger, Communications Coordinator
&
Mag Strittmatter, Executive Director of The Action Center**

1. What is the mission of the Action Center?
2. Can you give us a brief history of the Action Center?
3. Who do you serve?
4. What is the current need in Jefferson County?
5. What type of services and programs do you provide?
6. Can you explain your seasonal preventative programs?
7. Do you currently accept donations? What are you in need of at the moment?
8. What makes the Action Center different from other non-profits of its kind?
9. You are opening a new Program Services Building soon– can you explain how this building will differ from your previous building?
10. Will there be an opportunity for the community to view the new building?
11. Will the new building accommodate more clients?
12. How can people get more involved with the Action Center?

Sean Carroll

From: Shaun Welch <shaun.evan.welch@gmail.com>
Sent: Wednesday, April 15, 2015 7:18 AM
To: Sean Carroll
Subject: Re: Colorado Today Contact

What is Throw Colorado Community?

What is disc golf?

What are some of the programs that your charity are using to raise awareness about disc golf?

What are some things that our listeners can do to get involved?

Can you tell our listeners about upcoming events with Throw Colorado Community?

Why is an early childhood introduction to the sport of disc golf so important?

What are the advantages of choosing to play disc golf over traditional golf?

Can we talk about the growth of the sport over the last decade?

For our listeners who would like to get involved, how can they contact Throw Colorado Community?

Why is Colorado right now such an important place and time for this charitable endeavor?

Shaun Welch
President and Founder
Throw Colorado Community
(816) 824-4136



On Tue, Apr 14, 2015 at 4:27 PM, Sean Carroll <scarroll@entercom.com> wrote:
That will work!!!

Sent from my iPhone

On Apr 14, 2015, at 4:12 PM, Shaun Welch <shaun.evan.welch@gmail.com> wrote:



Date: April 9, 2015

Media Contact: Julie Patterson
Senior Public Information Officer
303-739-6617
jpatters@auroragov.org

Worth Discovering • auroragov.org

Help clean up Colfax April 25

AURORA, Colo. – The city of Aurora, along with a handful of organizations and businesses in Aurora, is partnering with the city and county of Denver this year on its annual Great Colfax Cleanup.

From 9 a.m. to noon April 25, volunteers will help clean up the stretch of East Colfax Avenue between Yosemite and Havana streets in Aurora, working at the same time as Denver volunteers work on Colfax west of the Aurora/Denver border.

Volunteers are needed to pick up garbage and clean signage and other public surfaces. To help keep litter off the street, volunteers also will hand out disposable ashtrays and auto litter bags to motorists and pedestrians.

Keep Denver Beautiful will provide supplies for Aurora's cleanup effort, and Waste Management is supplying a truck to collect garbage bags during the event.

All types of volunteers are welcome. But this is a great opportunity for businesses along Colfax to put together their own teams and help tidy up the area. To volunteer, email your contact information and number of volunteers to Nathan Flatland at volunteers@brewbymu.com. The event will happen rain or shine.

Aurora's participation in the Great Colfax Cleanup is a collaboration among the city of Aurora, the 'Fax Aurora business league, the Aurora Cultural Arts District and Mu Brewery, with support from Waste Management and Keep Denver Beautiful, a program of Denver Solid Waste Management.

###

Sean Carroll

From: Patterson, Julie <jpatters@auroragov.org>
Sent: Thursday, April 16, 2015 8:19 AM
To: Nathan Flatland
Cc: Sean Carroll
Subject: Re: CO Today Show

Thanks, Nate!

Sent from my iPhone

On Apr 16, 2015, at 6:43 AM, Nathan Flatland <nflatland@brewbymu.com> wrote:

Julie,

Sorry if you already sent this to Sean, but here are our questions for this morning. I will see Sean in about 45 minutes. I'm leaving my house now.

Kind regards,

Nathan Flatland
Mu Brewery
[303-523-1544](tel:3035231544)

Denver has been doing the Great Colfax Cleanup for a while now. How did Aurora end up getting involved this year?

What kind of cleanup efforts are you envisioning for this first year?

Can you tell us more about the partners who are coming together to make this happen?

Nate, as the owner of Mu Brewery, what initially prompted you to take on a lead role in the Great Colfax Cleanup?

How is the volunteer recruitment effort going?

What kinds of volunteers are you looking for?

Are you getting help from anyone else to help make your participation a success?

For Aurora, what are you hoping to accomplish by participating in this event?

How can people volunteer?

From: Sean Carroll [<mailto:scarroll@entercom.com>]
Sent: Wednesday, April 15, 2015 11:48 AM
To: Nathan Flatland
Cc: Patterson, Julie
Subject: Re: CO Today Show



National Donate Life Month Talking Points- Entercom Radio Interview

NDLM/Facts:

What is National Donate Life Month?

- April is National Donate Life Month and a time to focus on the lifesaving potential of organ, eye and tissue donation! National Donate Life Month (NDLM) is a nationally-recognized observance celebrated each April.

Why is NDLM important?

- In Colorado & Wyoming, more than 2,500 people are currently waiting for a lifesaving organ transplant. Our goal to utilize this national effort to help drive awareness in our community.
- A single donor can save up to 8 lives through organ donation and save or heal more than 100 lives through tissue donation.
- Four hundred lives are saved on average each year thanks to organ donors from Colorado and Wyoming.

What can Coloradans do to help?

- There is still a need for organ donors in Colorado. Its quick and easy to register anytime online at www.DonateLifeColorado.org or you can say yes the next time you receive or renew your driver's license.

Donate Life Night Talking Points:

Tell me about Donate Life Night at Coors Field:

- There are a number of events happening throughout Colorado this month to recognize the occasion, including a Donate Life Night at Coors Field on April 25 at 6PM. A young girl from Colorado whose life was saved by an organ transplant will be throwing out the first pitch of the game and former Rockies slugger and donation advocate Vinny Castilla will catch it.
- Local transplant recipients and donor families from Colorado and Wyoming, including Tiffany from Westminster who is here with me today, will be recognized in the opening ceremony on field. Information about organ, eye and tissue donation will be displayed on the stadium's video board and digital signage throughout the game.
- All Coloradans are invited to attend the game and stop by the interactive Donate Life Colorado booth located at Section 108 on the main concourse in right field where they can meet and take photos with Vinny Castilla, learn more about organ, eye and tissue donation, win prizes and more.

Potential Questions for Tiffany:

- What type of transplant did you receive and why did you need it?
- What caused you to need a transplant?
- How long did you have to wait?
- How long were you in the hospital when you received your transplant?



- How has donation changed your life?
- What do you know about your donor?
- Do you know your donor family? If not, what would you want to say to them if you had the opportunity?
- Why is it important to raise awareness about organ donation and registering to be a donor?

Andrea Smith, Donor Alliance
Director of Communications

Tiffany Pierce, Liver Recipient

ENGLISH ESPAÑOL

FOLLOW US ON:

[Understanding Donation](#) [Facts and Questions](#) [Resources and Links](#) [Stories of Hope](#) | [JOIN TODAY! BE A DONOR](#)

Tiffany

Liver Recipient



Tiffany, a vivacious mother of two, suddenly became ill in 2013. She had terrible flu like symptoms and started rapidly gaining weight. After about a week of this abrupt illness, Tiffany went to the ER and received life-changing news.

Doctors informed her that her liver had completely shut down. She had a 20 percent chance of surviving more than 90 days, and her only long-term chance of survival was with a liver transplant.



In this section

[Connor, Heart Recipient](#)[Lella, Liver Recipient](#)[Tiffany, Liver Recipient](#)[Yvette, Liver Recipient](#)[Vinnny Castilla, Registered Donor](#)[Joseph, Tissue Recipient](#)

Here are some questions and basic talking points. Our executive chef, Jon Emanuel (copied on this email), will do the interview. He is a great guy with fun stories and plenty of experience doing media interviews, so I know it will go well! Please let me know if you have questions or need anything else. My cell number is 303-906-5373. Jon will call you, but if you need anything or are having trouble connecting, you can reach him via his direct line, 303-407-9405.

Thanks,
Amy

Questions and Messaging Points

Tell me about Project Angel Heart.

- We prepare and deliver nutritious meals, at no cost, to improve quality of life for those coping with life-threatening illness.
- Meals are customized based on each client's unique nutritional needs, resulting in 18-20 versions of each day's meal.
- We prepare meals for 1,100 people every day. Over the course of the year, we'll serve an estimated 2,500 people in Denver and Colorado Springs.

Who receives your meals?

- People living cancer, kidney disease, HIV/AIDS, COPD and a variety of other life-threatening illnesses.
- There are no income or age restrictions. Our clients come from all walks of life. The common thread is a diagnosed life-threatening illness and a mobility limitation.
- They must be referred by a licensed care provider.

Tell me about the food. What makes it special?

- Focus on high quality ingredients.
- Variety and unique flavors.
- Modifications based on disease type and individual needs.

How do you get the meals to your clients?

- Meals are prepared fresh, blast-chilled and then frozen. Clients get a weekly delivery of frozen meals and sides.

- Weekly meal bags are delivered by an army of volunteers. Each week, we have an estimated 120 volunteer delivery drivers out on the roads making sure clients get their meals.

You have a big event, Dining Out For Life, coming up on Thursday, April 30. What is Dining Out For Life?

- Annual event. 250+ participating restaurants donate 25% of sales on that date.
- All people have to do to participate is dine out for breakfast, lunch or dinner.
- Full list of participating restaurants at www.diningoutforlife.com. Enter your zip code to see participating restaurants in your neighborhood.

How will the money raised be used?

- Dining Out For Life is a national event taking place in 60 cities nationwide. The money raised helps provide services to people living with HIV/AIDS. In Denver, the funds raised from Dining Out For Life help Project Angel Heart provide nutritious meals for this group of people.

Why should people dine out?

- There's no easier way to help people in need ... all you have to do is eat out on Thursday, April 30!
- It's also a great way to support for our very generous restaurant community... the participating restaurants do a lot to support Project Angel Heart's program and hope to see a big turnout for Dining Out For Life.
- Everyone who dines out will have a chance to enter to win \$2,500 worth of groceries from our friends at King Soopers, so that's another great reason to dine out on April 30!

Are there other ways to help Project Angel Heart?

- Volunteer
- Make a gift online at www.projectangelheart.org
- Get your company involved

Important event details:

- Dining Out For Life, all day on Thursday, April 30
- More info: www.diningoutforlife.com. Click on Denver or enter your zip code for area restaurants.

Sean Carroll

From: Johnnie J <innervision3@msn.com>
Sent: Wednesday, April 22, 2015 7:55 PM
To: Sean Carroll
Subject: RE: Friday will work just need to know time

1. How long has Innervision been around?
2. Why was it started?
3. Who were the founders?
4. What did you want to say with the TV shows "Innervision Talks Ability and Innervision Music Showcase?"
5. As a blind person, how did you know you could host and produce TV shows and do it for 25 years?
6. What are the problems of producing TV in the dark?
7. What kind of disabled and grass-root musical artist do you work with?
8. What does Innervision teach them about the music business?
9. Who are some of the people that Innervision worked with and where are they now?
10. What kind of help do you need to continue your work?
11. What are some of your upcoming events?

I wrote my board members to see if they had two more questions and may, or may not hear back from them in time.

From: Sean Carroll [<mailto:scarroll@entercom.com>]
Sent: Wednesday, April 22, 2015 3:26 PM
To: Johnnie J
Subject: RE: Friday will work just need to know time

Awesome! If you could can you send us 10 to 12 Questions for the interview on Friday? We like organizations to do this because it ensures that we are all on the same page and that we get the information out that you feel is most important. You can send them to me and I will give them to Murphy Huston. Thanks and looking forward to this!

Sean Carroll
Co Host of CO Today Show
Producer for KEZW Morning Show
Producer for KEZW Weekend Programming
Head of Board Op Development & Training
Associate Producer for BJ & Jamie Morning Show, KALC
Entercom Denver
Office Phone: (303) 967-2872
Cell: (303) 437-9177

From: Johnnie J [<mailto:innervision3@msn.com>]
Sent: Wednesday, April 22, 2015 1:45 PM

KEZW Public Affairs Programming

Program: CO Today Show

Month: May 2015

Show:	Name:	Non Profit:
5/3	Patricia L. Peterson	CO Cancer Research Program
	Kristine Wolfe	The Anchor Center
	Patrick McClellan & Britney Ross	CureSearch Walk
	Leslie Kaplan & Carolyn Shulevitz	The Piping Gourmets
5/10	Kara Friedrich	Pancreatic Cancer Action Network
	Jim Adams	Qrunch
	Pat Greenway	Listen Foundation
	Eric Turner's & Vince Plymell	DORA
5/17	Jessica Bachus	Dolls for Daughters & Kenzi's Kidz
	Nick Harper	CDOT
	D. Sundstrom	National Jewish Health
	Brandy Gammoning	NestFresh Eggs
5/24	Shelley Coldiron	W.O.L.F.
	Liz Lambert	Bonfils Blood Center
	Mary Orem & Roger Miller	InnovAge
	Linda Holloway	Bessie's Hope

5/31

Eric Konacki

ReVision

Sharron Knight

The Warren Village

Doon Wintz

Wholly Wholesome

Michelle Ray

Hunger Free Colorado

Kristine Wolfe

Development Director from The Anchor Center for Blind Children

&

Shannon Batal

- 1. Why were you started and who does Anchor Center for Blind Children serve?**
- 2. So Shannon tell us your story and what services you and your family receive from Anchor Center.**
- 3. What have you seen as the biggest difference that Anchor Center has made for you and your family?**
- 4. Why is early intervention so critical for children with a vision impairment?**

Kristine

- 5. How does your building help the children learn?**
- 6. What do visually impaired children learn in preschool?**
- 7. Can anyone come see your programs?**
- 8. What are some of your graduates doing now?**
- 9. How are you funded?**
- 10. What ways can people get involved?**

Brittney Ross

Patrick McClellan with Rocky Mountain CureSearch Walk

- 1. How did you get involved in CureSearch?**
- 2. What is the CureSearch Walk?**
- 3. Where does the money go that is raised through the CureSearch Walk?**
- 4. Where is the Rocky Mountain CureSearch Walk?**
- 5. How do I register for the walk?**
- 6. How much is the registration fee?**
- 7. How long is the walk?**
- 8. Do I have to walk?**
- 9. How do I get a receipt for my donation?**
- 10. What goes on at the CureSearch Walk?**
- 11. When is the walk?**



Prepared For: The Piping Gourmets

Date/Time of Interview: Friday, May 1 @ 1:00 PM ET/ 11:00 AM MT (RECORDED)

Media: Sean Carroll of Entercom Denver (Denver, CO)

Emergency Contact: Heather DeSantis RMD Advertising 614.794.2008 (Office)

Directions: Please dial into your recorded segment at 1:00 PM ET using the phone number 303.967.2860 and ask for Sean Carroll.

Length: 15 minutes

Leslie Kaplan and Carolyn Shulevitz Founders: The Piping Gourmets

Discussion points and suggested direction for today's interview:

1. Be prepared to share who you are and share your story.
2. Can you talk to us about what is causing more people to be gluten-free?
3. Explain what Celiac Disease is how to know if a brand is gluten-free.
4. Can you share some tips for those who may be exploring gluten free diet options?
5. What's the importance of dessert options that are gluten free and allergen free?
6. Be prepared to share party planning tips with listeners and why whoopie pies are the perfect option for those who are gluten-free. (Carolyn)
7. Where can listeners learn more?
8. Share that listeners will have a chance to win Whoopie Pies and party planning tips by simply calling in at the end of this interview!

Where can The Piping Gourmets be found?

- Listeners can now purchase The Piping Gourmets Whoopie Pies at the nearest Safeway store. Find a supermarket near you with the Store Locator at thepipinggourmets.com.
- You can also visit us at:
 - www.thepipinggourmets.com
 - www.instagram.com/PipingGourmets
 - www.pinterest.com/PipingGourmets
 - www.facebook.com/ThePipingGourmets
 - www.twitter.com/ThePipingGourmet

Share that listeners will have a chance to win Whoopie Pies and party planning tips by simply calling in at the end of this interview!

~~Krista Moran~~

Kiera Friedrich



PANCREATIC CANCER ACTION NETWORK®

ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

Kara

Friedrich

Interview Talking Points

Who we are

Pancreatic Cancer Action Network – Denver Affiliate

Topics

Pancreatic Cancer.

Denver volunteers who are passionate about creating hope and finding a cure.

PurpleStride Denver 5K Run and Family Friendly Walk, June 28th, 2015.

Celebrities who have lost the fight

Steve Jobs, Patrick Swayze, Luciano Pavarotti, Michael Landon, Sally Ride (Astronaut), Benjamin Orr (The Cars), Bill Hicks (Comedian). All taken way too early.

It is one of the least talked about cancers

The survival rate for pancreatic cancer is 7% past five years. We have very few survivors to talk about it. We are dependent on volunteers who have lost someone to the disease to become their voice and continue the fight. Our goal is build awareness and to “Wage Hope”

Pancreatic cancer has been making the news more often this year and the numbers are growing.

A research report published this month shows that Pancreatic Cancer is forecast to become the 2nd deadliest cancer by 2020. It is currently in 4th place.

What makes it such a deadly cancer? Is it hard to detect?

Very difficult to detect due to where pancreas is located and the symptoms are so vague. Upper back pain which most of us would blow off to getting older or muscle strain. Occasional indigestion. It is only when you have Jaundice like symptoms and start turning yellow that you might pay attention. The occurrence of Type 2 Diabetes may also be a signal. Unfortunately by the time it is diagnose it is usually too late.

Statistics on Pancreatic Cancer

48,960 diagnosed this year and 40,560 (82%) will pass within the first year. Only 7 percent will survive past 5 years. A patient's average life span from time of diagnoses is 3- 6 months. The statistics for pancreatic cancer survival have changed by 1% in the last 40 years. This is in sharp contrast to the survival rates for other cancers. This is largely due to the lack of research and lack of research funding.

* Why have you joined the fight against Pancreatic Cancer

Conrad and Debbie Honewer

Conrad is a 10 year Survivor

Low research funding

Least funded and least researched. Pancreatic cancer receives about 2% of government funding from NCI.

Current treatments and tests

Where are they?

Today we do not have a test for pancreatic cancer unlike a mammogram for Breast Cancer. Ongoing research into blood and saliva testing, but no commercial test exists.

Radiation and chemotherapy are the primary treatments.

Surgical option called the Whipple Procedure is available for about 15 percent of patients diagnosed with the disease.

Can you live without your pancreas?

Is it possible to

Yes. A person can use an insulin pump and enzyme supplements to continue an active life.

The Organization

Tell me about the Pancreatic Cancer Action Network?

Founded in 1999 the Pancreatic Cancer Action Network is a nationwide network of supporters working together to advance research, support patients, support volunteer through community outreach and advocate for much needed research funding.

Goal

We intend to double pancreatic cancer survival by 2020

Milestones

80,000 patients and families served

Since 2003 we have awarded 110 research grants totaling nearly \$23 Million.

Assisted in the passage of the Recalcitrant Cancer Research Act 2013

Patient Central

Where is it?

Provides comprehensive information and resources about the disease including treatment options, clinical trials, diet and nutrition all Free of Charge. Continuing Education e.g. KNOW YOUR TUMOR

Free Service (877) 272-6226

Debbie Hosencher Volunteer Chair

What is Denver doing?

PurpleStride Denver 5k

PurpleStride Denver Info

When: June 28th @ 8.00 a.m.

Where: Washington Park, Denver.

What: PurpleStride is the signature event of the Pancreatic Cancer Action Network. Each year, in communities across the country, tens of thousands of people participate in more than fifty-six PurpleStride events, including PurpleStride Denver 2015 presented by Educational Measures. These events are critical in raising awareness and funds that advance research and support patients and loved ones with a promise of a better tomorrow.

Emcee?

Brandon Rittiman is returning to serve as Emcee for PurpleStride Denver 2015. Brandon is a political reporter for 9NEWS (KUSA-TV) in Denver where he leads the station's Walter Cronkite and Emmy award-winning coverage of politics and government in Colorado. Brandon's life was touched by pancreatic cancer in 2010 when he lost his uncle David. David had recently agreed to officiate Brandon's & his wife Elizabeth's wedding ceremony and passed away at the age of 58 before the ceremony took place.

Website & Event Info

www.purplestride.org/Denver

You can register online which we would prefer.

Day of registration opens at 7.00 a.m. Opening ceremonies at 8.10 a.m.

Run/Walk Begins at 8.30 a.m.

Cost: Adult Time \$35, Youth Timed \$20, Volunteers Free and Survivors Free. Additional \$5 day of event.

Packet Pickup: Runners Roost, Colorado Blvd, Denver. TBD.

No Dogs Allowed.

Community Outreach - Get Involved!!

Sign up for Monthly meetings and events. Become a volunteer. Opportunities are available for core roles.

Upcoming Events in 2015

Pancreatic Cancer Advocacy Day – Washington, D.C. June 22nd, 2015

PurpleLight Awareness Night – Denver Capitol Building, Nov 8th, 2015



Prepared For: Jim Adams, CEO of QRUNCH Foods

Date of Interview: Friday, May 8 @ 12 PM MT/ 2 PM ET (**RECORDED**)

Media: Sean Carroll of Entercom Denver (DENVER, CO)

Emergency Contact: Heather DeSantis, RMD Advertising, 614.794.2008 (O)

Instructions: Please dial into your recorded segment at 11:59 AM MT using the phone number 303.967.2700 and ask for Sean.

Topic: QRUNCH Foods as the perfect go-to burger for cookouts and Memorial Day.

Segment Length: 8-10 minutes

Questions you can expect from today's interview:

1. Share the history of Memorial Day.
2. Talk about why the local Denver community is important to QRUNCH and what led you to start QRUNCH.
3. Talk about the importance of non-meat dishes for Memorial Day.
4. Can you share ideas of foods that people can add to their diet if they choose to be meat-free?
5. Quinoa is a new hot trend. Raise awareness for this superfood.
6. Discuss the importance of choosing non soy-based foods.
7. Share different ways to top off your burger for a Memorial Day party.
8. Where can listeners go to learn more about QRUNCH and buy it for themselves?

About QRUNCH Foods:

Great tasting gluten free foods that are based in Denver! They make quinoa burgers and quinoa Tostables for breakfast! They are the fastest growing veggie burger in the country.

Top attributes: Organic, gluten free, non soy Quinoa and non gmo, free from gluten, dairy, soy and corn!

Where can listeners go for more recipe ideas from QRUNCH for Memorial Day?

- Visit:
 - Whole Foods
 - Target
- Online:
 - <http://qrunchfoods.com>
 - <https://www.facebook.com/QRunchFoods>
 - <https://twitter.com/QRunchFoods>
 - <https://www.pinterest.com/QRunchFoods>
 - <https://instagram.com/QRunchFoods>

Sean Carroll

From: info@listenfoundation.org
Sent: Wednesday, May 06, 2015 12:21 PM
To: Sara Seufert
Cc: Murphy Huston; Sean Carroll
Subject: RE: Colorado Today Taping for Listen Foundation Tomorrow at 8:30

Hi Sara,

Here are some questions for tomorrow's taping:

1. Tell us briefly about the Listen Foundation
2. How does this differ from more traditional approaches such as sign language or lip-reading?
3. Why is it important for a child who is deaf to have listening and spoken language therapy?
4. What are the barriers for children receiving this therapy?
5. How do families learn about this program?
6. What is the difference in academic outcomes between these two communication approaches?
7. What is the difference in lifetime costs between those who learn to sign and those who learn to listen and speak?
8. What should our expectations be for children who are deaf and hard of hearing as compared to their typical hearing peers?
9. How do you reach children whose families live beyond the Front Range?
10. How can a community partnership help with your goals? And how can the partnership help in achieving these goals?

Looking forward to it!

Pat

From: Sara Seufert [<mailto:sseufert@entercom.com>]
Sent: Wednesday, May 06, 2015 10:40 AM
To: info@listenfoundation.org
Cc: Murphy Huston; Sean Carroll
Subject: Colorado Today Taping for Listen Foundation Tomorrow at 8:30

Thanks Pat.

We've got you scheduled for tomorrow at 8:30 tomorrow morning for a taping of the Colorado Today program with Murphy Huston. Please email myself along with Murphy and Sean that have been cc'd on this email the 5-10 questions today.

Our offices are located at:
4700 S. Syracuse Street suite #1050
Denver, CO 80237
(We're the large brown building behind Garcia's Mexican restaurant)

Sean Carroll

Subject: DORA Interview with Colorado Today and KEZW (Kevin and Vince) updated questions below with each division:
Location: here
Start: Tue 5/5/2015 8:45 AM
End: Tue 5/5/2015 9:45 AM
Show Time As: Tentative
Recurrence: (none)
Meeting Status: Not yet responded
Organizer: Sara Seufert
Required Attendees: Sean Carroll; Murphy Huston; Lee Dombrowski

Sean- I'm having them come in at 8:45 so do you want to have them do Rick's show first or work with Murph for Colorado Today?

Below are questions and more about the DORA (DEPARTMENT OF REGULATORY AGENCY) Employees and their specialties.

ERIC TURNER'S QUESTIONS:

1. Tell me about the Division of Real Estate at DORA - what does it do?
2. Many of Colorado's homebuyers will purchase their home in a development or condominium that is in a homeowners' association. Before you purchase in an HOA what steps should you take?
3. Before someone hires a professional to help them out with their real estate needs, what should they do?
4. If a consumer has a complaint against their real estate professional can you help them out?

VINCE PLYMELL QUESTIONS:

1. What does the Division of Insurance do?
2. When should consumers contact the Division of Insurance?
3. Are there some key questions people should be asking about their insurance when buying or renewing?
4. How can I check on my insurance agent or insurance company?
5. How can I become my own best advocate when it comes to insurance?

Sara - Vince Plymell and Eric Turner are the two DORA experts who will be interviewed. Vince is with the Division of Insurance and can discuss how his division helps consumers related to insurance. Eric is with the Division of Real Estate and can discuss what to be mindful for when

Jessica Bachus

**Dolls for Daughters® & Kenzi's Kidz
Founder and Executive Director**

What's Dolls for Daughters & Kenzi's Kidz all about? What's your mission and what are your goals?

Tell us about the journey that brought you to this place.

What advice do you have for others experiencing tragedy? What helped you overcome this?

What motivates you to keep doing what you are doing?

What would you tell other people who have a desire to do something good like this?

What is the most difficult part of running a nonprofit?

What is the most rewarding " " ?

Where would you like to see Dolls for Daughters in the next five years?

How can our listeners help you get there?

What other things can people do to support your mission?

Tell us about some of the families you've helped.



CDOT *Click It or Ticket* - May Mobilization

Colorado Today Questions and Talking Points

Questions

1. What is the *Click It or Ticket* May Mobilization enforcement?
2. Why does CDOT and law enforcement put such a focus on seat belt safety?
3. What are Colorado's seat belt laws?
4. What is CDOT doing to educate Coloradans about seat belt safety?
5. When is the next major seat belt enforcement?

Talking Points

- *Click It or Ticket* May Mobilization enforcement period runs from Monday, May 11, through Sunday, May 31.
- Last year, 308 people lost their lives in passenger vehicle fatalities. 156 (51 percent) of those fatalities that occurred were not wearing a seat belt. One of the leading causes of death in Colorado is motor vehicle crashes. Motor vehicle crashes are the leading causes of fatal traumatic brain injury in Colorado.
- During the 2014 May Mobilization enforcement period, 8,044 Colorado motorists were cited for driving without a seat belt, a decrease from the 9,355 citations handed out in 2013.
- In 2014, Colorado reached 82.4 percent seat belt usage. For 2015, CDOT is striving to reach 84 percent seat belt usage. The national average is 87 percent.
- In 2013, 59 percent of the unbuckled fatalities in Colorado occurred on rural roads. Of the 105 unbuckled fatalities in rural Colorado, 72 percent were male drivers and nearly 30 percent of them were driving a pickup truck.
- In 2013, seat belts saved an estimated 12,584 lives nationwide. An additional 2,800 lives (62 in Colorado) could have been saved if all unrestrained passenger vehicle occupants five and older involved in fatal crashes had been properly restrained.
- Colorado's Seat Belt Laws:
 - **Adults** - Colorado has a secondary enforcement law for adult drivers and front-seat passengers. Drivers can be ticketed for violating the seat belt law if they are stopped for another traffic violation. *Click It or Ticket* enforcement focuses on speeding and aggressive drivers. Drivers who are stopped for a traffic

violation and are not using a seat belt will be ticketed. The minimum fine is \$65.

- **Teens** - Colorado's Graduated Drivers Licensing (GDL) law requires all drivers under 18 and their passengers, no matter what their age, to wear seat belts. This is a primary enforcement, meaning teens can be pulled over simply for not wearing a seat belt or having passengers without seat belts.
 - **Children** - Colorado's child passenger safety law is primary enforcement, meaning the driver can be stopped and ticketed if an officer sees an unrestrained or improperly restrained child under age 16 in the vehicle.
- Next seat belt enforcement is Nighttime Enforcement and runs from July 20 to 26.

Sean Carroll

From: Cindy Michotte
Sent: Monday, May 11, 2015 3:18 PM
To: Sean Carroll
Subject: RE: Colorado Today Schedules

Bullet point questions for National Jewish- D Sundstrom is the interviewee...

Interview with D Sundström

1. So you work at National Jewish Health-what's one of the least know facts about NJH?
2. What do you do at NJH?
3. What's the best part about your job?
4. Can you give me a snapshot of a few of the trials you are currently recruiting for and why they are important?
5. How can parents learn more information about these trials?

Others:

6. Why is it important for people to volunteer for clinical research?
7. I understand that you research Pediatric asthma. Are there any new areas you are expanding into?

From: Sean Carroll
Sent: Monday, May 11, 2015 3:15 PM
To: Cindy Michotte
Subject: Re: Colorado Today Schedules
Importance: High

Cindy,

Just wanted to check and see if you received any questions for either of the interviews tomorrow for Murphy?
Let me know. thanks

Sean Carroll
Co Host of CO Today
Producer for KEZW Morning Show
Producer for KEZW Weekend Programming
Head of Board Op Development & Training
Associate Producer for the BJ & Jamie Morning Show KALC
Entercom Denver
Office Direct: (303) 967-2872
Cell: (303) 437-9177
scarroll@entercom.com



Prepared For: Brandy Gammoning, Marketing Manager of NestFresh

Date/Time: Friday, May 15 @ 2 PM ET/ 12 PM MT (RECORDED)

Media: Sean Carroll of Entercom Denver (DENVER, CO)

Emergency Contact: Heather DeSantis, RMD Advertising 614.794.2008 (Office)

Directions: Please dial into your recorded segment at 11:59 AM MT using the phone number 303.967.2700 and ask for Sean.

Topic: National Egg Month

Segment Length: 20 minutes

About NestFresh:

Eggs with a conscience! We are committed to providing locally-produced certified cage free, free range, pasture-raised, Non-GMO and organic eggs.

Questions You Can Expect From Today's Interview:

1. What is Egg Month and why is it important?
2. What is the difference between the types of eggs (commodity vs. specialty)?
3. What are the arguments for why families should be valuing specialty over commodity eggs?
4. Can you explain how NestFresh aligns with these reasons?
5. How did NestFresh get started in Colorado?
6. Can you explain how NestFresh began working with local farmers?
7. Can you explain how NestFresh expanded into "networks" of local farmers?
8. How have these networks impacted Denver? How has the new Denver processing facility impacted Denver?
9. How have local farmers helped the Colorado economy?
10. How have local farmers improved their communities?
11. Can you explain what "voting with your dollar" means and how people can choose to support local in their communities?
12. How can locals support the Denver community and local egg farmers?
13. Where can people learn more about NestFresh and find their eggs?

Where can people learn more about NestFresh and find their eggs:

- Learn more about NestFresh:
 - www.NestFresh.com/
 - www.facebook.com/NestFreshEggs
 - www.twitter.com/NestFreshEggs
 - www.pinterest.com/nestfresheggs/
 - <http://instagram.com/nestfresheggs/>

@HiddenVilla, co

B Gammoning



Shelley Coldiron, Executive Director of W.O.L.F.

- 1) Tell us a bit about what W.O.L.F. Sanctuary does. When was it launched?
- 2) How many animals do you have up at the Sanctuary in Bellvue, and what type of environment do they live in?
- 3) Most of us grew up hearing about “the Big Bad Wolf.” What types of myths surround wolves, and why is it important to protect them?
- 4) How different are wolves than our domestic dogs? How do you know how much wolf vs. dog there is in an animal coming to your sanctuary?
- 5) How differently do wolf dogs behave than “regular” dogs?
- 6) What type of educational programs does W.O.L.F. conduct?
- 7) What are some of the biggest challenges facing wolf dogs and

P.O. Box 1544, La Porte, CO 80535

970-416-9531

info@wolfsanctuary.net

www.wolfsanctuary.net

IRS Tax Exempt Status Under Section 501(c)(3)-FEI #84-1314893
Colorado Nonprofit Corporation-#19951085491
Colorado Tax Exempt Corporation-#98-14028-0000
Colorado Charitable Solicitation Certification-#20033001711

United States Dept. of Agriculture, Licensed Exhibitor-#84-C-0071
Colorado Division of Wildlife, Licensed Wildlife Exhibitor Park-#05CP738
Global Federation of Animal Sanctuaries, Accredited Member
American Sanctuary Association, Accredited Member



W.O.L.F. Sanctuary itself?

- 8) How much impact did the High Park Fire of 2012 have on the Sanctuary? Did the September 2013 flood also affect W.O.L.F.?
- 9) If someone wants to become a volunteer, what type of projects do you have for them, and can they work directly with the wolf dogs?
- 10) Tell us about your fundraising gala on May 30th in Fort Collins.

Entercomm Public Service Program questions and talking points.

Interviewees: Mary Orem, Director of Community and Volunteer Programs, InnovAge
Roger Miller, Program Manager, Money Management, InnovAge

Mary Questions (1&2 to be written by Peggy K.)

1. I see a lot of vans around town with the InnovAge name on the side. Is this the same company?
 - a. *Yes, InnovAge has been in Colorado since 1969, previously as Senior, Inc.*
 - b. *We have locations in Southern California, New Mexico and Colorado*
 - c. *InnovAge is entirely focused on caring for our seniors. Our goal is to keep our seniors and loved ones independent for as long as possible in their own homes with our programs.*
2. What are those programs?
 - a. *You may have seen commercials for Honda saying they have many options for your garage such as cars, motorcycles, ATVs, portable generators and lawn equipment. Well, InnovAge provides many programs for our seniors to allow them to stay in their own home where they are most comfortable and, which may generally, be best for their family and caregivers. These programs are:*
 - b. *Adult day programs*
 - c. *Memory Care*
 - d. *PACE with 4 locations locally; Denver, Aurora, Thornton and Lakewood*
 - e. *Caregiver Support*
 - f. *Care Management*
 - g. *Senior Housing – In Aurora and Thornton*
 - h. *In Home Care*
3. So where does Community and Volunteer programs come in?
 - a. *We fall under the InHome Care unit*
 - i. *Provides trained and insured care experts are available 24 hours a day, 7 days a week. We can help you with a wide variety of non-medical support like:*
 - ii. *Post-hospital care and hospice assistance*
 - iii. *Personal care, grooming and hygiene*
 - iv. *Caregiver and family support*
 - v. *Light housekeeping, laundry and meal preparation*
 - b. *Our Community programs operate from 8:30-4:30 M-F*
 - c. *We work with other partners that support our community efforts, such as Daniels Fund, Key Bank, Rose Foundation, MHUW and some private trusts.*
4. What are the programs that make up Community and Volunteer programs?
 - a. *All programs run from 8:30-4:30 M-F*
 - b. *Senior Companions*

- i. *Federally funded program and we are the Eastern Slope coordinators, covering 5 metro area counties*
 - 1. *Denver, Jefferson, Adams, Douglas and Arapahoe*
 - ii. *Volunteer are active low-income seniors who receive a small stipend for their help that doesn't impact their low-income senior benefits*
 - iii. *Participants are 55+ and/or disabled; living independently; needing assistance with daily living tasks to remain independent*
 - iv. *Both volunteer and participant benefit from the contact with each other*
 - v. *70 volunteers work with over 700 participants each month*
 - vi. *Drive to medical appointments, grocery store, translation services (Russian), recreation, community activities, socializing, banking, etc.*
- c. *Money Management*
 - i. *Helping seniors manage their finances; Roger will explain in more detail in a few minutes*
- d. *Prescription Assistance*
 - i. *Helping community with the cost of their prescriptions*
 - 1. *Finding other pharmacy locations with lower co-pays;*
 - 2. *Other sources such as foundations and drug manufacturers*
 - 3. *Educating the patients on ways to lower costs; i.e, tablets vs capsules; generic vs name brand; do not jeopardize their health by changing prescribed dosages just to make the prescription last longer*
- e. *Helpline*
 - i. *Call in service to help seniors with a multitude of community resources; i.e., food, housing, transportation, handyman services, etc. Again, to help the senior stay in their home.*
 - ii. *Work in conjunction with 211 to help seniors*
- f. *SHIP*
 - i. *State Health Insurance Program*
 - 1. *Medicaid (State) and Medicare (Federal)*
 - 2. *Education on both programs*
 - a. *Do not recommend any one health program*
 - b. *Assess their needs with a SHIP counselor and match the best program for their current needs*
 - c. *Possibly save monthly Medicare costs (\$104.90)*

5. What makes your programs different?

- a. *No Cost to participants in all of our programs*
- b. *Community financial support*
- c. *Volunteer based to have a greater community impact*

- d. REALLY support and respect the work our seniors performed throughout their lives*
- 6. So your programs use a lot of volunteers to make them really community based?
 - a. Approximately 135 volunteers providing over 90,000 hours per year*

Roger questions

- 7. How long has this program been around? Did InnovAge start it?
 - a. Started by AARP in 1981*
 - b. Discontinued by AARP in 2012 but InnovAge felt it so important, we decided to keep the program going*
- 8. What is the purpose of the Money Management program? Who do you help?
 - a. The Money Management Program matches volunteers with people who can no longer manage their personal finances.*
 - b. Sometimes the problem is that the client's vision is failing, in other cases there may be cognitive impairment, in other instances it is simply that the client's spouse previously handled the finances and the surviving spouse doesn't know where to begin.*
 - c. Volunteers helps put the records in order, balances the checkbook, and makes sure the monthly bills are paid. For low income seniors living on the margins a small amount of savings can make a very big difference. We can write checks out for the client but we do not sign them. The client maintains all control over their finances.*
 - d. Our volunteers DO NOT SIGN CHECKS, USE DEBIT CARDS OR HANDLE CASH.*
 - e. Money is the clients, not ours to dictate where it should be spent.*
- 9. What area do you serve?
 - a. Currently, metro Denver but with additional volunteers, we could expand. We would like to help others along the Front Range further north and south.*
- 10. What are the requirements to be a volunteer?
 - a. General knowledge of household budgeting and daily money management.*
 - i. Don't need to be a CPA or bookkeeper background*
 - ii. Accuracy in maintaining financial records.*
 - iii. Patience;*
 - iv. Tactfulness;*
 - v. Ability to work cooperatively with a wide variety of individuals, including people with significant physical and mental impairments and varying socio-economic backgrounds;*
 - vi. Ability to persist when dealing with government, regulatory, or community agencies.*
 - b. Background Check*
 - c. Initial and on-going Training*

11. So you are not financial planners or financial advisors but you help with budgeting and offer suggestions for clients. Isn't that financial advice?
- a. *We help with budgeting*
 - b. *These are mostly retired low-income seniors*
 - c. *Just want to keep them in their own home*
 - d. *Help them spend their income wisely*
 - i. *No need to pay for super duper deluxe cable or satellite channels when you mostly watch local news and a few other channels. Could have been a free trial period and now paying for it after the trial is over.*
12. What types of issues have your volunteers helped their clients solve?
- a. *Overdrafts*
 - b. *Insurance coverage duplication*
 - c. *Reoccurring fees when thought it was one-time only purchase*
 - d. *Refund of money for non-delivery of item*
 - e. *Debit card vs writing checks and vice versa*
 - f. *Reducing cable/phone bills*
 - g. *Bank fees*
 - h. *Reducing credit card interest rate*
 - i. *Setting up automatic payments so they don't miss due dates or have utilities shut off*

Mary

1. What number can folks, either clients or volunteers call to get in touch with you?
- a. 303-300-6900
2. What about a website for more info?
- a. www.myinnovage.org then look under Home Care

Entercomm Public Service Program questions.

Interviewees: Mary Orem, Director of Community and Volunteer Programs, InnovAge
Roger Miller, Program Manager, Money Management, InnovAge

Mary Questions

1. I see a lot of vans around town with the InnovAge name on the side. Is this the same company?
 - a. So this was Senior's Inc. before?
2. Where do those vans pick up and take people? What does PACE stand for?
3. So this is not the same program as Community and Volunteer Programs?
4. What are the programs that make up Community and Volunteer programs?
5. What makes your programs different?
6. So your programs use a lot of volunteers to make them really community based, don't you?
7. Tell me about the Senior Companion program. Who are the companions and who do they help?

Roger questions

8. How long has this program been around? Did InnovAge start it?
9. What is the purpose of the Money Management program? Who do you help?
10. What area do you serve?
11. So you also use volunteers? What are the requirements to be a volunteer?
12. So you are not financial planners or financial advisors but you help with budgeting and offer suggestions for clients. Isn't that financial advice?
13. What types of issues have your volunteers helped their clients solve?

Mary

1. What number can folks, either clients or volunteers call to get in touch with you?
 - a. 303-300-6900
2. What about a website for more info?
 - a. www.myinnovage.org

Linda Holloway, Co-founder

Bessie's Hope

Office: 303-830-9037

Email: linda@bessieshope.org / www.bessieshope.org

- A unique non-profit organization that brings generations together in mutually rewarding relationships, while enhancing the quality of life for nursing home elders AND at-risk youth. The work is a legacy to Linda's grandmother, Bessie.
- Between 2,500 and 3,000 youth participate each year, with a large percentage being from "at-risk" programs and residential treatment centers. These youth have found meaning and purpose in their lives through participating with Bessie's Hope. Each year, these youth often choose to leave their ruts of hopelessness and violence and turn toward a brighter future as compassionate, responsible adults. The ripple effect from the impact of this life transformation is infinite.
- 60% of nursing home elders across the country receive NO personal visitors, thus enters the volunteer programs of Bessie's Hope to "remember the forgotten".
- The elders, who are fortunate to be residents of nursing homes and assisted living communities that participate with Bessie's Hope, have the opportunity to share their wisdom and wonderful stories with the youth.
- The elders, who have no one, have the opportunity to create long-term relationships with Bessie's Hope volunteers of all ages.
- The "at-risk" youth have the opportunity to create meaningful, nurturing relationships with an elder or elders.
- There are life-enriching volunteer opportunities for youth of all ages from schools and other youth organizations; for families; for individuals; for businesses; and for civic organizations.
- Whether you are looking for an organization that helps misdirected teens, young children, or an organization that serves elders, Bessie's Hope is what you are looking for.
- Each year, there are a few thousand youth and adult volunteers who participate in the Bessie's Hope programs.
- Each year, there are over 2,000 nursing home and assisted living elders throughout metro Denver and surrounding areas who benefit from Bessie's Hope.
- YOUTH QUOTE: 18-yr old boy in residential treatment center, "Bessie's Hope helped me find a new me inside, a kinder, more energetic me."
- ELDER QUOTE: 96-yr old woman, "Bringing the young and old together like Bessie's Hope does is not just a pleasure; it's a necessity."

Sean Carroll

From: shelleyandjen
Sent: Tuesday, May 19, 2015 1:28 PM
To: Sean Carroll; Murphy Huston
Subject: FW: Interview on Colorado Today for PSA support of your upcoming event

Hey guys,

Here are the questions Bonfils would like to cover while here for the Colorado Today show. Let us know if you have any other questions.

THX
Shelley

Shelley Gill & Jennifer Ballard | New Business Development | Entercom Denver
4700 South Syracuse Street Suite 1050 | Denver, CO 80237
Desk: 303.967.2718 | Fax: 303.967.2732 | shelleyandjen@entercom.com



Alice 105.9 | 99.5 THE MOUNTAIN | KOSI 101.1 | KEZW 1430AM | Denver Perks



Get your Free Digital Marketing Analysis >

From: Liz Lambert [mailto:Liz_Lambert@Bonfils.org]
Sent: Tuesday, May 19, 2015 1:16 PM
To: shelleyandjen
Subject: RE: Interview on Colorado Today for PSA support of your upcoming event

I look forward to the interview tomorrow.

Here are some questions to address our ongoing needs and our summer campaign that's starting later this week:

A lot of people recognize the name Bonfils Blood Center— but every day more new people are moving to Colorado — tell us a bit about your organization.

What is the need for blood donors?

You mentioned the summer months can be challenging for blood donation-- tell us about the special gift you're offering blood donors right now.

How does all that donated blood get used?

Bonfils doesn't just need blood donations, but other support as well?

If someone's considering donating for the first time, what do they need to know?



Radio Interview Talking Points

What does hunger look like in Colorado?

- Hunger affects too many in our great state. It is serious and often invisible problem, but one that is solvable.
- So many people in Colorado strive for a better, brighter future but struggle to make ends meet.
- The face of hunger is changing—and it impacts everyone.
 - 1 in 7 Coloradans struggle to make ends meet and put food on the table; 1 in 5 kids and 1 in 7 seniors.
- On a tight budget, people may have to choose between paying rent and heat instead of food. But the resources exist to ensure no has to worry about when or where they will get their next meal.
- Food fuels healthier, better lives; a thriving economy; and stronger communities.

What does Hunger Free Colorado do?

- Launched in 2009 from a merger of two nonprofits to bring a stronger, more unified voice
- Believe hunger is unjust, unnecessary and impacts everyone. Everyone should have access to nutritious food.
- We're working to create a better future for all Coloradans by connecting people to food resources, helping instate stronger policies and systems, and changing social views, all to ensure no Coloradan goes hungry.

Tell us more about your programs and services. (overview)

- Connecting Colorado families and individuals to food resources through a statewide food resource hotline and mobile services like Your Neighborhood Food Truck, a retro-fitted RV that travels to Denver-area neighborhoods
- Connecting children to food in and out of school through existing child nutrition programs, such as school breakfast, after-school snacks and summer meals
- Advancing policy and streamlining access to eliminate barriers to nutrition programs, such as passing state legislation that ensures breakfast is offered to all students after the day begins in high-poverty schools
- Collaborating with community organizations, government agencies and others across the state
- Educating and advocating to change hearts and minds about hunger through efforts such as Hunger Through My Lens, a photovoice project that provides a platform for real-life experts to share their stories

How does your Hunger Free Hotline help people?

- Help is just a phone call away for families, seniors and other individuals
- Connect Coloradans of all ages and backgrounds to food resources—all info kept confidential
- “One-stop” resource that offers tailored referrals from food pantries and free meal sites to helping apply for benefits like food stamps to purchase groceries

How can people get connected?

- Available Monday-Friday, 8am to 4:30pm – after-hour calls returned next business day
- Call toll-free at (855) 855-4626.

With summertime here, many kids may go without school meals. What options do families have besides the hotline?

- Summer should be a fun and enriching time for all Colorado kids, but for many it represents a time when they are at the greatest risk of experiencing hunger due to lost access to school meals.
- They miss out on the fuel to help them grow and learn. And more families have to stretch their budgets farther.
- But there's a statewide program to help fill that gap, with hundreds of safe and fun community sites providing summer meals at no cost to kids 18 and younger.

Tell us more about this program. How does it work? Where are sites located?

- Summer Food Service Program, funded by the USDA and administered by CDE—serve as safeguard
- Organizations serve as sponsors, helping provide the actual food
- Then, community sites such as schools, libraries, recreation centers and churches, serve free, nutritious meals to any kid 18 and younger
- Many sites offer fun activities in a safe place for kids; no income or registration requirements
- Last year, 532 sites served nearly 1.5 million meals
- This year more than 500 participating

How can kids and families find a summer meal site near them?

- Find nearby summer food sites by calling (855) 855-4626 or using interactive map at KidsFoodFinder.org.

How can people get involved in the fight against hunger?

- Imagine what Colorado could be if everyone had enough to eat – and we all can play a part in ending hunger.
- There are many ways to take action.
 - [Call or share our Hunger Free Hotline](https://HungerFreeColorado.org) (855-855-4626) to get connected to food resources – or to find out about volunteer or donation opportunities, such as where you can donate extra garden produce.
 - [Make a donation](#) to Hunger Free Colorado and support our work to end hunger.
 - [Take action](#): Volunteer your time, talk about hunger and solutions, contact your legislators

And how can we find out more about Hunger Free Colorado?

- Visit HungerFreeColorado.org to learn more about the issue of hunger and how you can take action.
- Call (855) 855-4626 to get connected to food resources + volunteer and donation opportunities in your area.

Sean Carroll

From: Murphy Huston
Sent: Wednesday, May 13, 2015 7:34 AM
To: Sean Carroll
Subject: FW: Colorado Today PSA - Hunger Free Colorado / summer interview?

From: Michelle Ray [michelle@hungerfreecolorado.org]
Sent: Tuesday, May 12, 2015 9:25 PM
To: Murphy Huston
Subject: Colorado Today PSA - Hunger Free Colorado / summer interview?

Hi Murphy –

Hope you are doing well! You may remember me from my days at the Dumb Friends League (circa 2009-11), talking to you and Denise every Wednesday morning.

I heard that you now do the “Colorado Today” PSA show, and I would love to join you sometime to discuss Hunger Free Colorado and our work to end hunger. It would be a great opportunity to educate listeners about our programs/services, as well as how they can help the 1 in 7 Coloradans who struggle with hunger.

Do you have any availability for scheduling an interview sometime in June or even July?

We could cover the following topics:

- Hunger in Colorado (general info and bust some common myths, such as the face of hunger)
- Summer food program for kids—free, healthy meals provided at 500+ fun, safe sites across the state for kids up to 18 years old when they’re at the greatest risk of hunger due to lost access to school meals
- Connecting Colorado families to food resources—Services like Hunger Free Hotline and Your Neighborhood Food Truck
- How people can take action—advocating, donating, volunteering, and even just talking and sharing info

Let me know if you have any openings (or cancellations). Look forward to hearing from you soon!

Thanks,

MICHELLE RAY

Director of Communications

Hunger Free Colorado

1801 Williams St., Suite 200 | Denver, CO 80218

d 303-228-7949 | c 720-432-0255

michelle@hungerfreecolorado.org

Hotline: 855-855-4626 | HungerFreeColorado.org

Sean Carroll

From: Kassie Pelan <kpelan@revisioninternational.org>
Sent: Sunday, March 08, 2015 11:32 AM
To: Sean Carroll
Subject: Re: CO Today Interview

Sean,

Here is our list of questions:

What is a food desert and what does it feel like to live in one in Denver?
What do you think most people don't know or realize about Re:Vision?
What is a Promotora?
What is the thing that excites you most about your work?
What is the biggest struggle/obstacle that you are facing in bringing about your vision for Re:Vision?
What have you all achieved thus far that you are most proud of?
What do you think an average meal for a gardening family in Westwood looked like before Re:Vision, and after?
What is the most memorable story you can remember of a family's life that was transformed by Re:Vision?
How do you think all of the the development, the investment, and the growth in Denver are affecting your work and mission?
How can people help or become involved in your work?

Eric will be there around 12:45p. Thanks!

On Tue, Mar 3, 2015 at 1:33 PM, Sean Carroll <scarroll@entercom.com> wrote:

Kassie,

Sounds great! Let's do Tuesday, March 10th at 1pm? Will that work?

Sean Carroll
Co Host of CO Today Show
Producer for KEZW Morning Show
Producer for KEZW Weekend Programming
Head of Board Op Development & Training
Associate Producer for BJ & Jamie Morning Show, KALC
Entercom Denver
Office Phone: (303) 967-2872
Cell: (303) 437-9177

From: Kassie Pelan [<mailto:kpelan@revisioninternational.org>]
Sent: Monday, March 02, 2015 11:26 AM



Prepared For: Doon Wintz, Founder and CEO

Date of Interview: Thursday, May 28 @ 2 PM ET/ 12 PM MT

Media: Sean Carroll of Entercom Denver (Denver, CO) **(RECORDED)**

Emergency Contacts: Heather DeSantis, RMD Advertising, 614.794.2008 (Office)

Length: 10 Minutes

Questions you can expect from today's interview:

1. Can you share with us about Wholly Wholesome?
2. Can you talk to us about what is causing more people to be gluten free?
3. Can you share some tips for those who may be exploring gluten free diet options?
4. Can you talk about the difference between typical food facilities vs. a dedicated gluten free facility?
5. What is the difference between GMO and Non-GMO?
6. What are some of the health benefits of Wholly Wholesome products?
7. Where can listeners learn more about Wholly Wholesome?

About Wholly Wholesome:

- Wholly Wholesome is the leader in all-natural ready to bake pies, pie shells, crusts, cookies, and cakes.
- Wholly Wholesome has been dedicated to ensuring that its ready-to-eat and ready-to-bake products taste as good or better than any other baked product produced, not only for the natural foods marketplace but for the conventional market as well.
- WhollyWholesome.com
- [Twitter.com/WhollyWholesome](https://twitter.com/WhollyWholesome)
- [Facebook.com/WhollyWholesome](https://facebook.com/WhollyWholesome)
- [Pinterest.com/WhollyWholesome](https://pinterest.com/WhollyWholesome)
- [Instagram.com/WhollyWholesome](https://instagram.com/WhollyWholesome)

KEZW Public Affairs Programming

Program: CO Today Show

Month: June 2015

Show:	Name:	Non Profit:
6/7	Jordan Kellerman	VOA
	Sue Reninger	School is Out for Summer
	Shelley Hines	Jewish Family Service
	Rich Martinez	Young Americans Financial Education
6/14	Grace Castellanos	Rocky Mountain Cancer Assistance
	Heather Stouffer	National Eat Your Veggie Day
	David Spira & Rodney Lontne	Music Appreciation Society
	Michaelle & Matt Selcke	Brain Balance Achievement Center
6/21	Andrea Smith	Donor Alliance
	Louise Walsh	American Business Women's Assoc.
	Kara Friedrich	Pancreatic Cancer Action Network
	Patrick Byrne	Colorado Ski
6/28	Patrick Byrne	Colorado Ski
	Andrea Smith	Donor Alliance
	Joan Rogliano	Wildflower Women's Organization

Sean Carroll

From: Jordan Kellerman <JKellerman@voacolorado.org>
Sent: Thursday, May 28, 2015 4:29 PM
To: Sean Carroll
Subject: RE: This week

Great! Questions are... (obviously make whatever edits you need)

So what is Cool Down Colorado?

13th annual Cool Down & Be Safe, Colorado! VOA delivers 2,000 fans to seniors across the metro area. We developed this program because we were seeing so many of our seniors struggling with the mid-summer heat. A lot of them do not have the income in order to pay for air conditioning, or their home does not have a cooling system. This is one way to provide them with a way to stay cool and also so we can check on them and see how they are doing.

Why does Volunteers of America do this for the community?

VOA does a lot of different projects, some to raise money and some because it is the right thing to do. This is the right thing to do – to check on your neighbors and make sure they are okay, and if not, provide them with what they need.

How many fans do you have to give away?

We started with 2,000, and we have about 500 left. We want to make sure to give them away before summer really gets going

How does someone qualify to receive a fan?

Age 60 or older, on a limited-income, have not participated previously and reside in Adams, Arapahoe, Denver, Douglas, Jefferson, Clear Creek or Gilpin counties.

Who can they contact to reserve a fan? It hasn't been hot recently, but summer is coming and in Colorado, the heat can be tough.

Call Kimberly at the Volunteers of America Handyman Program at 303-297-0408 to request one free fan. There is a limited supply of fans. First come, first served. Request your fan today!

I've been a big supporter of Volunteers of America for years and I know you always have something going on. What other things do you have lined up for the summer?

We have a few big building openings coming up. We just dedicated an early childhood education center, which will provide services to the Westwood neighborhood in Denver. We are excited because we are going to be able to expand our early learning program from 40 students to 120 students. We also are just about completed on a renovation project a little north of the art district. For about a year we have been working on this building, which will be a Veteran Services Center. VOA has a program to serve over 1200 Veterans and their families statewide, and this building will house not only our program, but at least eight other Veteran service providers. It's a one-stop for Veterans to get the help they need.

How can our listeners get involved?

Give us a call or visit our website. VOA has over 52 programs statewide, from Veterans, to Meals on Wheels, to encouraging youth literacy. If you want to be a volunteer, donate, or you or someone you know is in need of our services, we are here to help. 303-297-0408, and we will ask a few questions to find the right fit for you.



Prepared For: Sue Reninger, Mom and Family Finest Sleepover Expert
Date/Time of Segment: Friday, June 5 @ 2 PM ET/ 12 PM MT (**RECORDED**)
Media: Sean Carroll of Entercom Denver
Instructions: Please call in for your recorded segment at 1:55 PM ET/ 11:55 PM MT at (303)967-2860.
Emergency Contact: Heather DeSantis, RMD Advertising, 614.794.2008 (O).
Segment Length: 10-12 min.
Topic: Family Fun Summer Ideas for keeping kids active during break incorporating Family Finest Pizza Paks.

Questions you can expect from today's cooking segment:

1. Can you introduce yourself and Family Finest?
2. Discuss some of the issues parents juggle while kids are out of school.
3. Share 5 activities that parents can do at home with their kids that are fun and low budget
4. Discuss 5 activities that can be done outdoors to enjoy the weather and remain active.
5. Highlight why Family Finest Pizza Paks are perfect for summer month activities.
6. Share 5 activities that pair perfectly with Pizza Paks this summer.
7. Share where listeners can learn more
8. Share where listeners can find Family Finest Pizza Paks in Denver

About Family Finest

- The Family Finest Make-N-Bake Pizza Paks can be found in Walmart dairy cases throughout the US.
 - Family Finest keeps your family in mind by using only the best quality ingredients to produce fun and convenient meals and desserts for families. The Pizza Paks come with 4 individual servings in each kit, and they include all of the toppings you need for your pizzas!
1. **Share where listeners can learn more**
FamilyFinest.com
Facebook.com/FamilyFinest
Twitter.com/FamilyFinest
Pinterest.com/FamilyFinest
Instagram.com/FamilyFinestFoods
 2. **Share where listeners can find Pizza Kits in Denver**
 - There are over 14 Walmart locations in Denver that carry the Family Finest Pizza Paks in their dairy aisle, including in Westminster, Aurora, Lakewood, Lakeside, and many more!
 - Be sure to visit our store locator page on familyfinest.com in order to find the location nearest you and to claim your awesome \$1.00 off coupon!

Rodney Lontine
Board Member, Music Appreciation Society

David Spira
President, Music Appreciation Society

1. What is the Music Appreciation Society (M/A/S), its mission
2. What's your backgrounds
3. Do you have a Venue
4. What types of music do you promote
5. Example of up coming shows
6. Are these ticketed events
7. Are you a non-profit
8. How can people get involved
9. What do you think of the music scene in Denver

Rodney

Why is non-commercial music a charity?

David

How do people enjoy popular music?

Is classical music cool?

What about how loud music is played at concerts?

What is the history of Baur's

The Theater district - importance to Denver?

Sean Carroll

From: Grace Castellanos <grace@rockymountaincancerassistance.org>
Sent: Tuesday, June 09, 2015 3:34 PM
To: Sean Carroll
Subject: RE: Schedule Change

Wonderful!

Questions:

What does RMCA do?
Who does it help?
How many people have you helped?
How does your work impact people's lives?
Why did you get involved with RMCA?
How do people find out about you?
How do you use money donated to you?
What can people do to get involved?
Any big events coming up?
 - Crawl for Cancer
 - Everything Changes
Where can people get more information?

Is that okay? I'll see you as soon as I'm able to get there after my meeting. Thanks for the opportunity!

Best,

Grace Castellanos
Executive Director
Rocky Mountain Cancer Assistance
P.O. Box 6625
Denver, CO 80206
Fax: (888) 600-4452
Work: (720) 229-0303
Cell: (404) 408-3969
www.rockymountaincancerassistance.org

From: Sean Carroll [mailto:scarroll@entercom.com]
Sent: Tuesday, June 09, 2015 3:23 PM
To: Grace Castellanos
Subject: RE: Schedule Change

Great! Let's do 9am then or whenever you get here. If you can send us 10 to 12 questions that I can give Murphy for tomorrow that would be great! We find that it ensures that we are all on the same page and we get the information out



On Air Talent: Heather Stouffer, CEO of Mom Made Foods

Date/Time of Segment: Friday, June 12 @ 2 PM ET/ 12 PM MT
(RECORDED)

Media: Sean Carroll of Entercom Denver

Emergency Contact: Amanda Soule, RMD Advertising, 614.794.2008 (O)

Guest Instructions: Please dial into your recorded segment at 1:58pm ET using the phone number 303.967.2860 and ask for Sean.

Topic: National Eat Your Veggies Day

Segment Length: 20 minutes

Questions you can expect from today's interview:

1. Can you share some ways kids can fulfill their nutritional needs this summer?
2. Can you share ways to add more veggies to your diet?
3. Do you have any advice/tips/recipes when it comes to getting kids to eat new or perhaps "strange-looking/smelling/tasting" vegetables?
4. What are the benefits of growing and eating organic vegetables?
5. Where can listeners learn more about Mom Made Foods?

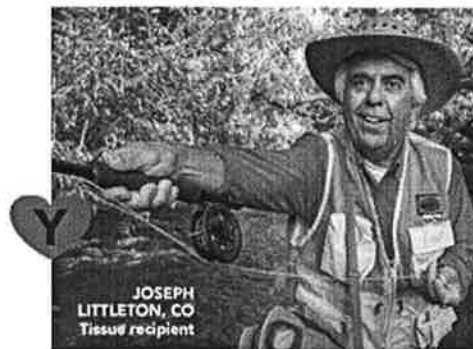
1. Where can listeners go to learn more about Mom Made Foods?

- Listeners can find our products in Colorado Springs at King Soopers. You can find the store nearest you online using our store locator at www.MomMadeFoods.com.
- Listeners can find us online at:
 - www.MomMadeFoods.com
 - www.Facebook.com/MomMadeFoods
 - www.Twitter.com/MomMadeFoods
 - www.pinterest.com/mommadefoods/
 - blog.mommadefoods.com/
 - www.instagram.com/mommadefoods

ENGLISH

ESPAÑOL

FOLLOW US ON:



Understanding Donation | Facts and Questions | Resources and Links | Stories of Hope | **JOIN TODAY! BE A DONOR**

Frequently Asked Questions

In this section

Facts and Data

If I already have the heart on my driver's license or state ID do I still need to register online?

No! If there is a '♥' on the front of your driver's license or state ID you are already enrolled in the organ and tissue donor registry and there is no need to submit the online registry form unless your information has changed. If your name or address has changed, please fill out and re-submit the online form.

What steps must I take to become an organ and tissue donor?

Simply register your decision on your state's donor registry (for Colorado residents, click here, and for Wyoming residents, visit www.DonateLifeWyoming.org), indicate your desire to be an organ and tissue donor on your driver's license or other legal document, and most importantly, discuss the decision with your family so they know to honor your wish to give the gift of life after your death.

What does joining the Donate Life Organ & Tissue Donor Registry mean?

Every individual has the right to decide to register to donate their organs and tissues at the time of their death. On October 15, 2001, recovery agencies in Colorado began enforcing a law enacted by the Colorado State Legislature in 1998. In Wyoming recovery agencies began enforcing a law enacted by the Wyoming State Legislature in April 2003 on July 1, 2003. This law established a centralized, confidential online registry for every Colorado and Wyoming resident who has made the decision to be organ and tissue donors. Download Fact Sheet.

Being on the Donate Life Colorado or Wyoming Registry means that you have elected to have all of your organs and tissues made available for transplant and/or research at the time of your death. It is good to communicate your decision to be a donor with your family.

Can I register my children?

Due to federal privacy laws prohibiting the collection of personal information for individuals under age 13, the registry is unable to accept registrations for children 12 and under. Until registrants and non-registrants alike are 18 years old, their parents (or legal guardians) will make the final decision about organ and tissue donation at the appropriate time.

If a family member is in need of an organ at the time of my death, can I specify that he or she is to receive it?

"Directed donation" of an organ to a specific individual is legal, but it must be done at the time of donation (organs may not be directed to a specified group of individuals). Directed donation is best supported by an advance directive or may be granted by next of kin at the time of donation.

What if my family opposes my decision to donate?

Your decision to donate takes priority over your family's preferences. Once you sign up on the Registry, your donor designation grants authorization for organ and tissue recovery. Should you be in the position to donate, your next of kin will be presented with documentation of your registration but will not have the power to override your decision. It is important to tell your family, loved ones and healthcare power of attorney of your wishes so that they may be prepared to cooperate with the health care team about your medical history.

How can I be sure my information is kept confidential?

As a state-authorized public service, Donor Alliance adheres to the most up-to-date guidelines to keep all personal information confidential. It is absolutely vital that the organization identifies individual registrants with 100% certainty if they should ever be in a position to be an actual organ or tissue donor. We would never want to confuse a patient who is not registered with someone who is. We assure you that every precaution is in place to protect the information from identity thieves. Of the 40+ state donor registries now in operation, there are no reported problems with unauthorized access to personal information.

Does my religion support donation?

All major religions in the United States support organ, eye and tissue donation and view it as a selfless act of charity and goodwill.

Does saying "yes" to becoming a donor affect the medical treatment that I receive?

No. Medical care is not affected in any way by your status as a registered donor. Every attempt is made to save your life. In fact, patients must receive the most aggressive lifesaving care in order to be potential organ donors. If a patient's heart stops during lifesaving efforts, organs cannot be transplanted. Organ and tissue donation is only considered after a physician has pronounced a person dead and family has been consulted.

What about factors such as age or pre-existing medical conditions?

You are never too old or unhealthy to register to be a donor. In the event you are in a position to be a donor, medical specialists will evaluate your medical history to determine your suitability to donate. Organs and tissue are tested for infectious diseases, including hepatitis, AIDS and other viral infections before they are transplanted.

Does a person have to die to become an organ donor?

No. Living people can donate a kidney or part of the liver or lung, although, Donor Alliance only recovers organs from deceased donors.

Does donation affect funeral arrangements?

The body is treated with great respect and dignity throughout the process, and the donor's appearance following donation still allows for an open-casket funeral. Once the organ and/or tissue recovery process is completed, the body is released to the donor's family. The entire donation process is usually completed within 24 to 36 hours, and the family may then proceed with funeral arrangements.

Is my family ever charged for donation?

No. There is no cost to the donor's family for organ and tissue donation. Donor Alliance, a non-profit organization, assumes all costs associated with recovering and processing organs and tissues for transplant once death has been declared and authorization is confirmed through the donor registry, or from the family in lieu of registration; these costs are never passed on to the donor family. Costs are reimbursed by transplant centers, once a transplant is completed, and the center, in turn, will bill private and public insurance plans. Hospital expenses incurred before the donation of organs or tissue in attempt to save the donor's life and funeral expenses remain the responsibility of the donor's family.

I think I may need an organ transplant. How do I get added to the list?

The process of joining the UNOS National Organ Transplant Waiting List begins with your physician referring you to a transplant center for evaluation. A committee of doctors, transplant surgeons, and other hospital staff makes the decision as to whether a patient is a suitable candidate, and whether or not to be placed on the waiting list for an organ transplant. This decision is based on the status of the patient's health, his or her medical and social history, and the expectation of their stability after the transplant takes place.

Can donor and recipient families meet?

Soon after donation occurs, a donor family will be notified with general information about the recipient(s), including age, gender, occupation and state of residence. The identities of all parties remain confidential through this communication process. Correspondence between donor families and recipients is facilitated by Donor Alliance and transplant centers in a way that ensures donor and recipient confidentiality. If correspondence continues over time, it may be possible for donor families and recipients to communicate directly. If both parties agree, people can meet each other in person, while others may be more comfortable communicating without direct contact. It is also possible that either party may decline to correspond or meet for various reasons.

Where can I go to find more information about organ and tissue donation?

To learn more about organ and tissue donation, visit:

- The Donor Alliance Web site: www.donoralliance.org
- The Donate Life Web site: www.DoneVida.org
- The United Network for Organ Sharing Web site: www.unos.org
- Your local driver's license office
- Or you can call Donor Alliance at (303) 329-4747 or 1-888-868-4747

Sean Carroll

From: Patrick Byrne <pbyrne@coloradoski.com>
Sent: Thursday, May 21, 2015 1:56 PM
To: Patrick Byrne
Cc: Jenn Rudolph
Subject: Colorado Ski Country's Top 11 Summer Events
Attachments: Aspen Snowmass Audi Freeride.jpg; Freeride festival.jpg; Hot-Air-Balloon-Rodeo-Launch-Field.jpg

FOR IMMEDIATE RELEASE

Colorado Ski Country's Top 11 Summer Events

Outdoor Recreation, Championship Cycling, and Festivals Highlight Summer in the High Country



Photos (L-R): Aspen Snowmass, Steamboat Hot Air Balloon Rodeo, Colorado Freeride Festival

Denver, Colo. – May 21, 2015 – As the days grow longer and the temperatures in Colorado's mountains warm up, outdoor enthusiasts will find plenty of fun summer activities at Colorado Ski Country USA (CSCUSA) member resorts. From hot air balloon festivals to hiking and biking, the diversity of summer activities and events in Colorado Ski Country grows every year. Additionally, several CSCUSA member resorts will host the world's best road and mountain bicyclists as they test themselves on the most challenging terrain Colorado offers.

Whether it's summer or winter, Colorado has a mountain for everyone. Below is a roundup of featured summer events at CSCUSA member resorts.

Arapahoe Basin

USA Pro Cycling Challenge Stage 2 Finish – August 18

To celebrate hosting a thrilling mountain finish to the 100+ mile second stage of the 2015 USA Pro Challenge, Arapahoe Basin is planning two full days of fun at the mountain complete with camping, live music, and some of the world's best cyclists. For more information, including volunteer opportunities and VIP packages, visit www.arapahoebasin.com/prochallenge.

Aspen Snowmass

Audi Power of Four Trail Race – July 18-19

The Audi Power of Four Trail event's signature race is a challenging 50K Ultra that has been named the US Skyrunner Series North American Continental Championships this year. The race covers the four Aspen Snowmass mountains (Snowmass, Buttermilk, Aspen Highlands and Aspen Mountain) utilizing a mix of single track and dirt road. The event also offers a 22K race along the famed Government Trail that covers the mountains of Buttermilk and Snowmass as well as a new Vertical K race up Aspen Mountain that is also part of

the US Skyrunner Series. The Vertical K race will be held on Saturday, July 18 with the 50K and 22K races scheduled for Sunday, Jul. 19. To register, visit www.aspensnowmass.com/events-and-activities/events/power-of-four-trail.

Copper Mountain

USA Pro Cycling Challenge Stage 3 Start – August 19

Copper Mountain plays host to its first ever Pro Challenge stage and sends off Stage 3 on Wednesday, August 19. Festivities begin with live music on Tuesday evening at Copper's Center Village, and race day on Wednesday features athlete autographs, the race start at 11:00 am, live music, a jumbotron watch party for the stage finish, and an alfresco movie night. For more information, visit <http://copperprochallenge.squarespace.com/festival/>.

Crested Butte

Gravity Slave – June 27-28

This downhill mountain biking competition, in conjunction with Crested Butte Bike is Week, is sure to be a weekend of gravity-fed fun! With 10 categories for all ages, everyone can vie for a chance to win. Registration is \$25 online and \$30 day of, which includes race day ticket and a Budweiser or Coca-Cola at Awards party after the race. The course is on the newest expert trail, Captain Jack. Closed course practice will run on Saturday, June 27th and the competition will culminate on Sunday, June 28th. Pre-register at www.athletpath.com/gravityslave; for lodging discounts call Crested Butte Vacations at 1-(877) 547-5143.

Powderhorn

The Mud, The Bands, & The Beers Festival – July 25

Powderhorn Mountain Resort's summer event line up is anchored by The Mud, The Bands & The Beers Festival, that takes place on July 25. Starting the day off is the annual Powderhorn Mud Dash that will test participants' endurance with obstacles planted throughout the mountain course. After the race, participants can enjoy craft beer tastings from over 15 breweries from around the state of Colorado. Enjoy afternoon music from four live bands, including headliner Trout Steak Revival.

Purgatory

Muck & Mire 10k, 5k and Kids' Mud Run – August 8

Purgatory's signature summer event is the 1st National Bank of Durango Muck & Mire 10k, 5k and Kids' Mud Run on August 8. The 4th annual event features up to 20 different obstacles across the mountain for all ages and abilities from serious to recreational racers. Live music, a Steamworks Beer Garden, and the Coca Cola Corner for Kids will round out the festivities. Find additional details and registration information at www.PurgatoryResort.com.

Ski Granby Ranch

Gears and Beers Enduro Series

Bike Granby Ranch is hosting a fun, family-friendly Gears and Beers Enduro Race Series. Dates are June 28, July 12, July 26, and August 23. Each race features a three-stage series featuring uphill climbs, downhill trails, a short cross-country race, and lift-accessed downhill race. Registration is \$39 per race, \$149 for three and includes entry fee, lift ticket for day of the event, one burger, and one beer. Call 888.850.4615 to register by 3:00 pm the day before the event.

Sunlight

Summer Activities at Sunlight

Horseback tours at Sunlight Mountain Resort open Saturday, May 23 and disc golf will open Saturday, May 30. In addition, Sunlight's Ski & Bike shop provides equipment rentals and shuttle service for bike tours of the Glenwood Canyon and the Rio Grande Trail. For more information, visit www.sunlightmtn.com.

Steamboat

Hot Air Balloon Rodeo Weekend – July 11-12

The Hot Air Balloon Rodeo and Art in the Park offer artistry and color both on canvases and in the air making them a staple of Steamboat Springs, Colorado, in the summertime. Events include the Hot Air Balloon Rodeo Saturday and Sunday mornings, Art in the Park, the Balloon Glow at the Steamboat base area, Coca Cola

Movies on the Mountain: Grease on the Steamboat Stage in Gondola Square and more. For a full list of events taking place in Steamboat this summer visit www.steamboat.com/events.

Telluride

Telluride Adventure Center

The Telluride Adventure Center offers guided tours and can be personalized for individual adventurers or families from novice to expert. There's plenty of history behind Telluride, so guides provide plenty of historical perspective of the region as well. Available tours include mountain bike tours and rentals, whitewater rafting trips, stand-up paddleboard trips and rentals, horseback trail rides, rock climbing, bouldering and mountaineering, hiking, backpacking and camping, all-terrain vehicle tours and rentals, 4x4 jeep tours and rentals, private and group fly fishing tours, tandem paragliding, culinary walking and photography tours, kid's adventure programs, and gravity play activities. For more information about the Telluride Adventure Center, visit <http://www.tellurideskiresort.com>.

Winter Park

Colorado Freeride Festival – July 23-26

The largest freeride festival in the United States is back with more fun for the entire family. In addition to seeing some of the best professional and amateur mountain bike riders in the world compete in Slopestyle, Air Downhill, Super Downhill (with a new, exhilarating qualification process that takes riders right through the Village at Winter Park), Cross-Country, and a special kid's race on Trestle's new beginner's trail, Green Horn-It! The festival includes a number of free family activities, product demos, athlete meet-and-greets, and much more. For more information about summer activities at Winter Park, visit www.winterparkresort.com/

###

Colorado Ski Country USA (CSCUSA) is the not-for-profit trade association representing Colorado's 21 ski and snowboard resorts. CSCUSA is the global voice of the Colorado ski industry. The Association's primary functions are concentrated in marketing, public policy and public relations. Information about CSCUSA and its members can be found at www.ColoradoSki.com, on Twitter @ColoradoSkiUSA and on Facebook at www.Facebook.com/ColoradoSkiCountryUSA. This release and other press information can be found in the online press room at <http://ColoradoSki.com/Media>.

Media Contact:

Jennifer Rudolph
303.866.9712

Jennifer@ColoradoSki.com

Patrick Byrne
303.866.9724

PByrne@ColoradoSki.com

Patrick Byrne

Public Affairs Manager

Colorado Ski Country USA

1444 Wazee Street, Suite 320

Denver, Colorado 80202

D: 303.866.9724

C: 720.937.3999

E: pbyrne@coloradoski.com

Sean Carroll

From: LOUISE <louiseawalsh@msn.com>
Sent: Thursday, June 18, 2015 9:55 PM
To: Sean Carroll
Subject: RE: CO Today Interview

Dear Shaun,

Here are the questions for tomorrow's interview.

You have an event coming up on June 26 hosted by the American Business Women's Association.

What does the American Business Women's Association do?

How does this event fit in?

The event is hosted by the Denver Downtown Chapter. How many chapters do you have in Denver and Colorado?

When do you hope to have the new south metro chapter up and running?

Are you focused on any specific type of businesswoman?

What is the benefit of attendance for these women?

What is the price of the event? How does this compare with other events?

When is the registration deadline?

How do individuals register?

I'll see you at 9:00 AM tomorrow. Thank you for this opportunity.

Louise Walsh
Resolution Enterprises, LLC
www.resolutionenterprises.com
303 419-3252

Sean Carroll

From: Kara Friedrich <kfriedrich@pancanvolunteer.org>
Sent: Thursday, June 18, 2015 11:52 AM
To: Sean Carroll
Subject: Re: CO Today

Sean,

Just a little change of plans, Conrad & Debbie Honeker are going to take my place today as I simply can't get away from my job. Conrad is a 10 year survivor and was in the studio the last time I was there taping the 60 second PR ads that have been running. I hope that is ok - they know to ask for you! Here are some talking points and questions!

Talking Points:

The organization:

The Pancreatic Cancer Action Network is the national organization creating hope in a comprehensive way through research, patient support, community outreach and advocacy for a cure.

Pancreatic Cancer Action Network website is www.pancan.org.

Pancreatic cancer:

The five year survival rate for pancreatic cancer is just seven percent, the lowest among all major cancer killers. Pancreatic cancer is anticipated to move from the fourth to second leading cancer killer in the U.S. by 2020.

2020 Goal:

The organization is leading the way to increase the survival for people diagnosed with this devastating disease through a bold initiative—The Vision of Progress: Double the Pancreatic Cancer Survival by 2020. Together, we can know, fight and end pancreatic cancer by intensifying our efforts to heighten awareness, raise funds for comprehensive private research, and advocate for dedicated federal research to advance early diagnostics, better treatments and increase chances of survival.

Research:

Better treatments, and ultimately cures, for people with pancreatic cancer begin with scientific research. The Pancreatic Cancer Action Network is committed to advancing pancreatic cancer research through strategic actions. The Pancreatic Cancer Action Network is building a comprehensive pancreatic cancer research community and working to provide the tools and resources this community needs in order to make scientific breakthroughs. To date, the organization has awarded nearly \$23 million in research grants.

PurpleStride:

PurpleStride is one of more than 50 awareness events held by the Pancreatic Cancer Action Network throughout the country this year. The event is an opportunity for survivors, family and friends to pay tribute to those who've been touched by the disease.

PurpleStride Denver held on June 28th will unite the community while raising awareness and support for the fight against pancreatic cancer. The family-friendly awareness walk/run will take participants through Washington Park on a journey that is filled with hope and inspiration.

For more information about PurpleStride Denver or to register please visit, www.purplestride.org/denver

You can register for PurpleStride Denver today as an individual or start a team at visit purplestride.org.

On Tue, Jun 16, 2015 at 2:01 PM, Sean Carroll <scarroll@entercom.com> wrote:

Kara,

See you Thursday! When you get a chance please send me 10 to 12 questions for Thursday. Looking forward to it!

Sean Carroll
Co Host of CO Today Show
Producer for KEZW Morning Show
Producer for KEZW Weekend Programming
Head of Board Op Development & Training
Associate Producer for BJ & Jamie Morning Show, KALC
Entercom Denver
Office Phone: (303) 967-2872
Cell: (303) 437-9177

--

Kara L. Friedrich
Denver Volunteer Affiliate Chair
Member - National Volunteer Advisory Council
Pancreatic Cancer Action Network
kfriedrich@pancanvolunteer.org
970-481-6910

"CONFIDENTIALITY NOTICE: This e-mail transmission, and any documents, files or previous e-mail messages attached to it, may contain confidential information that may be privileged. If you are not the intended recipient, or a person responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or use of any of the information contained in or attached to this message is STRICTLY PROHIBITED. If you have received this transmission in error, please immediately notify us by reply e-mail or by telephone, and destroy the original transmission and its attachments without reading them or saving them to disk. Thank you."