

## **COLORADO CONVERSATION-Second Quarter 2019**

**COLORADO CONVERSATION** is a weekly public affairs program produced by the stations of Denver-based KSE RADIO VENTURES that focuses on local issues and non-profit organizations.

Topics on **COLORADO CONVERSATION** cover issues of concern to the Denver Metro community as ascertained by program hosts, listeners, and other programming staff.

**COLORADO CONVERSATION** is heard on KXKL FM/HD-1 on Sundays at approximately 6:00 A.M

### **ISSUES highlighted this Quarter:**

- Tax Tips & help for low income families
- Public information on the Wilderness Society
- HPV Prevention
- Annual Fundraiser for Denver Public Schools
- Annual Fundraiser for a local animal rescue
- Info for families when it comes to end of life decisions
- Info on this seasons allergies
- Local business giving away scholarships
- Jeffco Library Used Book Sale
- Proper food handling tips for summer get togethers
- Annual 10k walk/run for cancer survivors
- Fundraiser for Child Loss Awareness
- Annual Fundraiser for Colorectal Cancer Awareness
- Raising money, awareness & resources for research for Breast Cancer
- Info about a new local animal rescue
- Fundraiser for Donor Alliance
- Fundraiser for Denver Fire Department
- Fundraiser for Opioid Awareness

## SECOND QUARTER 2019 KXKL FM/HD-1

**ORGANIZATION:** The Wilderness Society Denver

**Aired:** April 7<sup>th</sup> & May 5<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** The Wilderness Society's mission is to protect wilderness and inspire Americans to care for our wild places. We discussed the upcoming CORE Act (Colorado Outdoor Recreation & Economy) this bill will protect approximately 400,000 acres of iconic Colorado public lands for future generations.

---

**ORGANIZATION:** Piton Foundation-Tax info for Low income families

**Aired:** April 7<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** Spoke about the new tax laws, where to find free tax services & what families can expect this tax season. Gary Community Investments, which includes the Gary Community Investment Company and The Piton Foundation, invests in for-profit and philanthropic solutions for Colorado's low-income children and their families. We believe that business and philanthropy can, and should, work together to create opportunities for those who need it most. By aligning all of our assets with our mission, we make creative investments that may not only yield a financial return, but can also improve the lives of Colorado's children. While The Piton Foundation historically concentrated the majority of its investments within the city and county of Denver, Gary Community Investments has an expanded focus. We make investments throughout the greater metro Denver region with an emphasis on lower-income neighborhoods. Our model for employing for-profit and philanthropic funding enables us to create opportunities for low-income families living in a broader geographic region, allowing us to help even more children in need. In addition, investments in companies, policy and systems change may be directed across Colorado.

---

## **SECOND QUARTER 2019 KXKL FM/HD-1**

**ORGANIZATION:** Children's Hospital of Colorado-HPV Prevention

**AIRE:** April 14<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 min

**WHY:** Spoke with Dr. Jessica Cataldi from Children's Hospital of Colorado about the benefits to the HPV Shot for teenagers. We discussed the age in which they should consider it, the risks involved if you do not get the shot, genders/ages in which HPV related cancers can affect.

---

**ORGANIZATION:** 9<sup>th</sup> Annual Totally Tennyson benefitting Denver Public Schools

**AIRE:** April 14<sup>th</sup> & April 21<sup>st</sup>.

**Interviewer:** Mel Rutledge

15 Minutes

**WHY: Event Date: April 27<sup>th</sup>**-This is a 80's, 90's, & 2000's themed bar crawl created to raise money for several schools in the Denver Public School System. Local area breweries and restaurants are involved and patrons receive samples as they walk up and down historic Tennyson Street. Live band, costume contest & various activities are available for your donation.

---

**ORGANIZATION:** Dumb Friends League-Furry Scurry Dog Walk and Fun Run

**AIRE:** April 21<sup>st</sup> and April 28<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY: Event Date: Sat. May 4<sup>th</sup>**- The Furry Scurry dog walk and fun run held in Denver's Washington Park, is a two-mile walk that draws 12,000 people and 5,000 dogs each year. More than 100 vendors and sponsors offer pet-related products, and walkers enjoy food, demonstrations and contests. Proceeds benefit rescue efforts & services for Dumb Friends League in Colorado

## **SECOND QUARTER 2019 KXKL FM/HD-1**

**ORGANIZATION:** New West Physicians-National Healthcare Decision Week

**AIRE:** April 28<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 minutes

**WHY: *Remove a Burden from your Family Expert Offers Tips on How to Begin Necessary Conversations with Loved Ones about Their Care Wishes***

Discuss, decide and document. These are three important steps to help ensure your health care wishes are known. April 15-19 is National Healthcare Decisions Week – a time to educate and empower people of all ages about the importance of advance care planning.

According to the [Conversation Project](#), more than 90 percent of people think it's important to have conversations about end-of-life care with their loved ones, yet less than 30 percent have done so. Planning for an accident or sudden illness may feel awkward, but timely conversations with family members can ensure your care preferences are honored and that your caregivers don't have to guess what you might want. Dr. Todd Wisner, DO, an internal medicine specialist located in Evergreen with New West Physicians, says the hardest part of advance care planning is getting started. Dr. Wisner can share with your listeners ideas that will help them think through the necessary steps to determine their own wishes before a stressful health crisis arises

---

**ORGANIZATION:** New West Physicians-Late Flu Season & Confusion for Allergy Sufferers

**AIRE:** May 5<sup>th</sup> & May 19<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 Minutes

**WHY:** Interviewed Dr. Linh Huyhn from New West Physicians. Winter may be finally behind us, but that doesn't mean we've seen the last of runny, itchy noses and sneezing. In fact, the [CDC says](#) this year's flu season will likely run well into April, so we're not out of the woods yet. A late flu season could mean symptom confusion for allergy sufferers, who may write off symptoms as the start of allergies when they're really a sign of a late-season cold or flu. MedExpress Urgent Care typically sees the most visits related to allergy symptoms in April and May, right after the peak of cold and flu season. This timing can make it difficult to identify whether symptoms are related to a late winter cold, flu or allergies, especially if you live in Colorado, which is currently reporting high pollen counts. This year in particular may be even more difficult with flu season stretching weeks longer than an average flu season.

## **SECOND QUARTER 2019 KXKL FM/HD-1**

**ORGANIZATION:** Plumblin Services-Extraordinary Treasures Scholarship Program

**AIRED:** May 12<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 Minutes

**WHY:** The Extraordinary Treasures Scholarship is a program that honors high school seniors who are an inspiration to others in our community. There are a lot of scholarships awarded for academic or athletic excellence, but we wanted to recognize students who go above and beyond in other areas, like serving others through a charity or tutoring another student, or perhaps a student who overcame tremendous challenges to make it to graduation.

---

**ORGANIZATION:** Heroes for Hope Courage Against Cancer 10k walk/Run

**AIRED:** May 12<sup>th</sup> & May 26<sup>th</sup>

**Interviewer:** TJ Kizuka

**Segment:** 15 Minutes

**WHY: Event Date: Sat. June 1<sup>st</sup>**-Lutheran's Cancer Center of Colorado and the Lutheran Medical Center Foundation partner to host the Heroes of Hope Run/Walk on the weekend of National Cancer Survivors Day, the first weekend of June annually. By participating in Heroes of Hope, and showing your courage against cancer, you help to directly impact cancer care at Lutheran Medical Center. Through your generosity, Cancer Centers of Colorado is able to provide genetic counseling, patient navigation, humanitarian funds for our un-and under-insured patients, and so much more. Lutheran Medical Center's Heroes of Hope Run/Walk is the largest National Cancer Survivors Day event in Jefferson County!

---

**ORGANIZATION:** New West Physicians-Food Safety for Outdoor Summer Cooking & Eating

**AIRED:** May 26<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 Minutes

**WHY:** Interviewed Dr. Todd Wisser During summer fun time it's important to take precautions when it comes to safe food handling, preparation and cooking — and avoiding dreaded food-borne illnesses like Salmonella and E. coli. The U.S. Food and Drug Administration calculates that about two to three percent of all food poisoning cases lead to secondary long-term illnesses such as arthritis, kidney failure and meningitis. We talked about the care needed when working with raw meats, summer salads, dairy products and fruits and vegetables, which are among the most perishable foods at cookouts.

## **SECOND QUARTER 2019 KXKL FM/HD-1**

**ORGANIZATION:** Whale of a Used Book Sale benefitting Jefferson County Library Foundation

**AIRED:** May 12<sup>th</sup> & May 26<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 Minutes

**WHY: Event Date: June 1-4-**The Jefferson County Library Foundation's mission is to support and enrich the capabilities, resources and services of the Jefferson County Public Library through fundraising and advocacy efforts that benefit our diverse community! Jefferson County Library Foundation (JCLF) provides critical support to Jefferson County Public Library (JCPL), expanding free programs and services to all Jefferson County residents. Through public outreach, advocacy and fundraising JCLF strengthens JCPL and promotes greater awareness of its valuable resources and services, helping JCPL ensure free and equal access to information and great literature to all Jeffco residents.

---

**ORGANIZATION:** Angel Eyes-Claws for a Cause

**AIRED:** May 19<sup>th</sup>, June 2<sup>nd</sup> & June 9<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 Minutes

**WHY:** This annual Fundraiser was created over 30 years ago to raise money for child loss awareness. Helping families and others cope with the sudden, unexpected death of an infant or toddler, while raising awareness, providing education and supporting research regarding sudden, unexpected infant and toddler death, including SIDS, SUID, SUDC, miscarriage and stillbirth loss.

---

**ORGANIZATION:** Colorectal Cancer Alliance Annual Undy Run/Walk

**AIRED:** June 2<sup>nd</sup> & June 16<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 Minutes

**WHY: Event Date: Sat. June 22<sup>nd</sup>-**This fundraiser event was created to raise awareness and funds for research for Colorectal Cancer. Colorectal Cancer Alliance, formerly the Colon Cancer Alliance. We believe colorectal cancer is a senseless killer that must be stopped. Founded in 1999 by a group of 41 survivors, caregivers, and friends, we are today the nation's leading nonprofit dedicated to colorectal cancer. We empower a nation of allies who work with us to provide genuine support for patients and families, caregivers, and survivors; to raise awareness of preventive measures; and inspire efforts to fund critical research.

## SECOND QUARTER 2019 KXKL FM/HD-1

**ORGANIZATION:** ACS-Making Strides Against Breast Cancer Walk

**AIRE:** June 9<sup>th</sup>, June 23<sup>rd</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 Minutes

**WHY:** The 14<sup>th</sup> Annual Making Strides Against Breast Cancer walk is happening in Denver On Sunday Oct. 27<sup>th</sup>. This event raises money for research and services for those who are battling breast cancer. We encouraged listeners to create their team early and make sure to give them ideas needed to raise money for their teams.

---

**ORGANIZATION:** Red Fern Animal Rescue

**AIRE:** June 16<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** Our mission is to rescue dogs from abandonment and neglect in South Texas, to advocate for animal welfare, and to connect adopters with their ideal canine companion. We discussed the options to become a faster home for animals and how they can get involved.

---

**ORGANIZATION:** Donor Alliance-Donor Dash

**AIRE:** June 23<sup>rd</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** Event Date: Sat. July 21<sup>st</sup>- Donor Dash is Donor Alliance's signature 5K run/walk in Denver's Washington Park to **honor** the lives of organ and tissue donors, **celebrate** the lives of organ and tissue recipients and **recognize** those who continue to wait for a lifesaving transplant. Donor Alliance is the federally-designated, non-profit organ procurement organization and an American Association of Tissue Banks (AATB) accredited tissue bank serving Colorado and most of Wyoming. As a recognized leader in facilitating the donation and recovery of transplantable organs and tissues, Donor Alliance's mission is to save lives through organ and tissue donation and transplantation. To achieve this mission, Donor Alliance employs effective family approach and recovery programs in more than 100 hospitals. Donor Alliance also inspires the public to register as organ and tissue donors through community partnerships, public outreach and education campaigns throughout its donation service area.

## SECOND QUARTER 2019 KXKL FM/HD-1

**ORGANIZATION:** Denver Fire Department Foundation-Liberty Run

**AIRED:** June 30<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** Event Date-Thursday July 4<sup>th</sup>. The mission of the Denver Fire Department Foundation is to support Denver Fire Department by providing public education, through efforts to improve firefighter safety and quality of life, and with direct resources to meet firefighter needs thereby improving public safety in the City and County of Denver. The Liberty Run helps to raise funds for DFD to support firefighter health & Wellness programs and educating the public about the dept. equipment, training & services

---

**ORGANIZATION:** Victoria's Voice Foundation-Night of Starz Gala

**AIRED:** June 30<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** Event Date-Fri. July 26<sup>th</sup>. Night of Starz Gala is to raise funds and awareness for Opioid addiction. Through **Victoria's Voice Foundation**, we are taking aim at reducing drug experimentation, addiction and overdose death by supporting:

1. **Legislation to encourage locking up prescription medications.** Fifty-three percent of kids who use illicit prescription drugs get them out of a relative's or friend's medicine cabinet.<sup>1</sup>
2. **Legislation for the co-prescription of naloxone** every time an opiate painkiller is prescribed. Naloxone is a completely safe opiate-reversal drug that can pull someone out of an overdose state—even on the verge of death—into an immediate withdrawal. It is life-saving and non-addictive. We believe this antidote to death should be carried by every first responder and made available through every university and college.
3. **Implementation of a policy platform for random drug testing** in partnership with educational institutions.

In lockstep with our focus, the Comprehensive Addiction and Recovery Act (CARA), bipartisan federal legislation, is the best opportunity we have to stop and reverse the drug epidemic. CARA is a comprehensive response to addiction that includes prevention, drug treatment, recovery and support, as well as criminal-justice reform.

Find out how We Advocate for change and how we need your help.