

COLORADO CONVERSATION

COLORADO CONVERSATION is a weekly public affairs program produced by the stations of Denver-based Wilks Broadcastings 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 KKSE 950 AM HD-1 on Sunday at approximately 6:00 a.m.

ISSUES highlighted this Quarter:

-CASA- youth volunteer opportunities

- BARN PARTY-raising money to help at-risk/disadvantage children in Denver area

-National Stroke Association

-Spina Bifida-Walk n Roll

-Just Drive- Don't Drive Distracted

-Love Hope Strength

-Jr Biz camp

-NJH Clinical Trials

-Home Instead Senior Care Day

-Car Show Toy Drive

-World Cup of Beer and Wine-KSE Charity Fundraiser

-Cat Fest-Dumb Friends League

-Liberty 4 Mile to Support Veterans

-Cops Fighting Cancer

SECOND QUARTER 2016 KKSE 950 AM HD-1

ISSUE: CASA-COURT APPOINTED SPAECIAL ADVOCATE

COLORADO CONVERSATION

AIRED: APRIL 3 2016

Segment: Bo Jaxon

30 minutes

WHY: Find out how to volunteer in **Denver** as a **court appointed special advocate**, one of the most fulfilling youth volunteer opportunities

[Child Advocates 2014 990](#)Child Advocates-Denver CASA's mission is to advocate for the best interests of abused and neglected children in Denver Juvenile Court through the services of specially selected and trained community volunteers from diverse cultural and ethnic backgrounds. Our vision is that all children will have a safe nurturing environment where they can thrive.

ISSUE: RAISING MONEY TO HELP AT RISK CHILDREN

COLORADO CONVERSATION

AIRED: April 10 2016

Segment: Jenny D

30 minutes

WHY: The organization strives to raise the community's awareness of the need to care for underprivileged children in the state of Colorado through fundraising and hands on community service.

Denver Barn Party — hosted by the Denver Active 20-30 Children's Foundation. Funds from the event went directly to the Denver Active 20-30 Children's Foundation, an organization dedicated to raising money to help at-risk and disadvantaged children in the Denver area and throughout Colorado.

The Denver Active 20-30 Children's Foundation ("Denver Active 20-30") is a non-profit service organization for business leaders between the ages of 20 and 39. Chartered under Active 20-30 International, the Foundation members represent a diversity of professional backgrounds. The mission of the Foundation is to raise money for disadvantaged children through annual fund-raising

events and projects. Since it's inception in 1987, events hosted by Denver Active 20-30 have raised over \$10 million.

SECOND QUARTER 2016 KKSE 950 AM HD-1

ISSUE: NATIONAL STROKE ASSOCIATION

COLORADO CONVERSATION

AIRED: APRIL 17 2016

Segment: Bo Jaxon

30 minutes

WHY: Providing nonprofit services--including educational programs and community-based activities in prevention, treatment, and rehabilitation--to **stroke**-affected

- What: Comeback Trail 5K Series.
 - This is the first of three events across the country (the others are in New York and Florida), but Denver's event kicks off National Stroke Awareness Month.
- When: Sunday, May 1, at 8:30 a.m.
- Where: Hudson Gardens in Littleton. • Register at comebacktrail.org.

And finally, a few facts about **stroke** that may come in handy:

- Every 40 seconds, someone in the United States has a **stroke**.
- More than 6 million **stroke** survivors live in the U.S. today, a number projected to increase to 10 million by 2030.
- **Stroke** kills twice as many women each year than breast cancer.
- Since the 1990s, **strokes** in young adults under the age of 45 have increased by more than 50 percent, yet 75 percent of young American adults are unaware of, or underestimate, the urgency of stroke symptoms and would delay going to the hospital for treatment.
- Learn more about stroke prevention, treatment and recovery at stroke.org.

ISSUE: SPINA BIFIDA WALK N ROLL EVENT

COLORADO CONVERSATION

AIRED: APRIL 24 2016

Segment: Bo Jaxon

30 minutes

WHY: Walk-N-Roll for Spina Bifida is a family friendly, non-competitive, 5K walk event and educational resource fair that raises awareness of Spina Bifida and celebrates the accomplishments of the over 166,000 American living with its challenges. Proceeds are used to support local community programs and services for all affected by Spina Bifida.

The name "Walk-N-Roll" was selected because it embodies a sense of inclusiveness and invokes the sense of empowerment which the Spina Bifida Community embraces in all that it does. A belief in a better tomorrow is our vision and the steps taken in this walk represent steps on a path to realizing that dream.

Spina Bifida is the most permanently disabling birth defect in the United States.

It is more common than cystic fibrosis, multiple sclerosis and muscular dystrophy COMBINED!

It occurs when the spine of the baby fails to close during the first month of pregnancy. The effects of Spina Bifida are different for each person and there is no know cause.

There are 65 million women of child bearing age in the United States at risk of giving birth to a child with Spina Bifida.

SECOND QUARTER 2016 KKSE 950 AM HD-1

ISSUE: JUST DRIVE

COLORADO CONVERSATION

AIRED: MAY 1 2016

Segment: Bo Jaxon

30 minutes

WHY: Take the pledge to drive distracted! Just Drive!

Sponsored by Swedish Medical Center and the Colorado Department of Transportation –tips on how to avoid distractions while driving plus you can be rewarded.....Tired of all the distracted drivers out there on the roads? Go to the MIX 100 contest page, print the "Just Drive"! Take Action Against Distraction" sign, post it with a picture of you and your family on your favorite social media with #mix100 for your chance to win a Family Summer Prize package which includes 4 tickets to see Luke Bryan on September 9th or 10th at Dick's Sporting Goods Park, 4 tickets to see Selena Gomez , July 2nd at Pepsi Center, 4 tickets to 30th Anniversary KOOL Konzert on August 20th at Fiddler's Green

and 4 tickets to Elitch Gardens! Sponsored by Swedish Medical Center and the Colorado Department of Transportation.

ISSUE: LOVE HOPE STRENGTH

COLORADO CONVERSATION

AIRED: MAY 8 2016

Segment: Bo Jaxon

30 minutes

WHY: Saving lives, one concert at a time!

LHSF is an international, music-centric cancer charity dedicated to providing support for cancer centers, and inspiration to those affected, throughout the world. The mission is to save lives, right now, with the advances that have already been made in cancer care. We do not fund cancer research, rather we use our funds to purchase medical equipment and supplies, raise awareness through special events, documentaries and media, build cancer centers and find bone marrow donors.

Join us as we build an army of strength to rid the world of an international killer that knows no borders and sees no color, race, religion, age or socioeconomic demographic. It is a global issue in need of support from a worldwide network. The Love Hope Strength Foundation (LHSF) raises funds and awareness for cancer centers around the world through music-related events and promotion.

SECOND QUARTER 2016 KKSE 950 AM HD-1

ISSUE: JR BIZ CAMP

COLORADO CONVERSATION

AIRED: MAY 15 2016 Segment:

Bo Jaxon

30 minutes

WHY: Junior Achievement is a not-for-profit organization whose purpose is to inspire young people to succeed in a global economy. Since its founding in 1919, JA has contributed to the business and economics education of young people throughout the world.

Junior Achievement has been promoting business education since 1919, first through an afterschool secondary program, and later through in-school partnerships with educators. The cumulative impact on students is currently nearly 96 million, and it's growing.

The impact is measurable, too. Students who participate in Junior Achievement programs demonstrate a significant understanding of economics and business concepts, particularly those who participate in programs at consecutive grade levels, according to independent evaluators.

Junior Achievement's unique delivery system provides the training, materials, and support necessary to bolster the chances for student success. At your invitation, we help arrange for business people and local community leaders to visit your classroom a few times or throughout the semester. They volunteer to share their workforce experience with your students, all while teaching sound economic principles and reinforcing your class curricula.

Nine out of 10 teachers believe experiential learning is effective in getting students interested in higher education and careers.

ISSUE: NJH CLINICAL TRIALS

COLORADO CONVERSATION

AIRED: MAY 22 2016

Segment: Bo Jaxon

30 minutes

WHY: The purpose of this study is to see if the amount of sleep you get affects your asthma.

People with asthma often suffer from nighttime coughing, wheezing and breathlessness that disturb their sleep. It is not clear whether there is a [circadian rhythm](#) factor (a circadian rhythm is a rhythm of biological functions occurring in a 24-hour periodic cycle) responsible for these nighttime disturbances or whether sleep in some way contributes to them, but studies designed to uncover the exact influence of sleep or circadian rhythms on asthma have been largely inconclusive. Even so, many researchers believe that asthmatic symptoms are at least partly due to circadian rhythms and use the term "nocturnal asthma" to describe the phenomenon of asthma symptoms worsening at night. Not all asthma sufferers experience nocturnal asthma. Those who do should discuss their symptoms with their doctor in order to develop a treatment plan that addresses the nighttime condition. People with asthma should also be aware that nocturnal asthma is associated with more severe disease and increased mortality.

SECOND QUARTER 2016 KKSE 950 AM HD-1

ISSUE: Home Instead Senior Care Day

COLORADO CONVERSATION

AIRED: MAY 29 2016

Segment: Bo Jaxon

30 minutes

WHY: Every day we open our hearts to serve seniors in our community who need home care assistance. It humbles us to see the difference we can make in their lives. But our passion for enhancing the lives of aging adults and their families drives us to do more. We envision a future where family caregivers have more support and where all older adults can age with greater hope and success. With that vision, we can't help but feel a sense of responsibility to give back.

Over the years, we've seen the importance and need to advocate for change that will enhance the lives of seniors and their caregivers around the world. Home Instead representatives are helping to drive this change by actively engaging in organizations, forums and events across the globe to discuss ideas, present solutions, and shape policies that can help ensure seniors and their families receive the support and care they need.

ISSUE: Car Show Toy Drive 6th Annual Toy Run and Car Show for children's Hospital Colorado

COLORADO CONVERSATION

AIRED: JUNE 5 2016

Segment: Bo Jaxon

30 minutes

WHY: 6th Annual Toy Run and Car Show for children's Hospital Colorado

From Corvette Toy Run Every summer for the last 6 years we hold a car show at Children's Hospital Colorado. The entry fee for each car is as many New toys as they can donate to the hospitals treasure chest. Every year the show gets larger. Last year we had 160 cars attend and the pile of toys donated was huge. The only issue was the mountain of toys only last the hospital about 2 months. Trying to increase that mountain of toys to last the hospital 6 months. They use the toys to restock play rooms, for surgery days, tough days. Every sick kid needs a toy and a reason to smile.. Thank you for thinking about the kids.

BAD...DOES GOOD ! I will be doing a cruise in to the event and will be meeting at Sports Authority at 8am to cruise over for those wanting to cruise in.

ISSUE: World Cup of Beer and Wine-KSE Charity Fundraiser

COLORADO CONVERSATION

AIRED: June 12 2016

Segment: Bo Jaxon

30 minutes

WHY: The World Cup of Wine and Beer is one of several fundraising events produced annually by Kroenke Sports Charities. Proceeds benefit education, health and fitness programs in Colorado supported by Kroenke Sports Charities.

Kroenke Sports Charities is committed to improving lives through the spirit and power of sports. We strive to serve our community through education, health and fitness initiatives, athletic programs, and direct aid, with the particular purpose of helping families, children, veterans, and the disabled. Kroenke Sports Charities provides relevant programs and support, directly and with other nonprofit organizations, to ultimately assist, encourage, and enrich the lives of those in need.

SECOND QUARTER 2016 KKSE 950 AM HD-1

ISSUE: Cat Fest-Dumb Friends League

COLORADO CONVERSATION

Aired: June 19 2016

Segment: Bo Jaxon

30 minutes

WHY: Adopt a working cat!

Cat lovers of all ages are invited to a day of feline fun at the Quebec Street Shelter from 10 a.m. to 3 p.m., where they'll meet dozens of adoptable cats and kittens, and enjoy clicker-training demonstrations, photo booths, activities for kids, pet behavior and veterinary advice from experts, food, music and shopping at the outdoor "Meow Market." Join the Dumb Friends League as a vendor at CatFest with a booth displaying your business and its cat-focused products. There is no fee associated with this event; however, we always appreciate a donation of a portion of your sales from event day.

ISSUE: Liberty 4 Mile to Support Veterans

COLORADO CONVERSATION

Aired: June 19 2016

Segment: Bo Jaxon

30 minutes

WHY: Hallucination Sports was established because we were tired, as race directors and as nonprofit executives, having just "vendors". This year's event will support or veterans with a very special program partnership with our sponsors.

We wanted partners who understood not just timing, but all the parts of the event, the business aspect of it, the non-profit/charity of the event, sponsorships and most importantly the need to cater to the participant experience. This is why Hallucination Sports was born.

We are your partner and we are there to assist you in anyway we can to help your event be a success. We know by helping your event be successful, we will be as well and we believe strongly in those long term mutual beneficial partnerships.

Hallucination Sports today is the preferred timing/scoring partner for over one-hundred (100) events per year, both locally and nationally. We partner with events from the small convention runs of less than 50 people to the large mega events with more than 50,000.

ISSUE: Cops Fighting Cancer COLORADO CONVERSATION

Aired: June 26 2016

Segment: Bo Jaxon

30 minutes

WHY: Cops Fighting Cancer's mission is to provide individualized financial, practical and emotional support to Colorado cancer patients and their families. We are a 501(c)3 non-profit organization dedicated to helping Colorado cancer patients. We pride ourselves in keeping overhead very low, ensuring that donations go directly to the needs of Colorado cancer patients and their families. Cops Fighting Cancer is made up of police and civilian volunteers providing emotional, practical and financial support making a REAL difference in the fight against cancer.

Financial Support: Cops Fighting Cancer provides individualized financial support to families as our resources allow. While medical bills mount, families are still faced with the "everyday" financial obligations that we all face:

- Rent/Mortgage Payments
- Car Payments
- Insurance Premiums
- Food/Clothing
- Other Financial Obligations

Cops Fighting Cancer focuses on the "most pressing need", and works to meet it. This allows the patient and families to focus on getting better. **Practical Support:** When a family is facing the battle with cancer, even the smallest problems can seem huge. Cops Fighting Cancer seeks to relieve the burden by providing practical assistance. For example, one family was faced with having to do laundry at the local laundry mat due to a broken washing machine. Cops Fighting Cancer found, purchased, delivered and installed a new one. This was a small, practical

step that made life a little easier for the family – and that’s what Cops Fighting Cancer seeks to accomplish on a practical level. Emotional Support: The battle with cancer can be daunting. It takes its emotional toll on a patient and their loved ones. Cops Fighting Cancer provides emotional support that goes well beyond sympathy, creating an uplifting, challenging and supportive environment. Jim Seneca, the founder of Cops Fighting Cancer, was diagnosed with leukemia in 1987. After a grueling battle, he won. It’s because of that experience that Cops Fighting Cancer can provide the needed emotional support for patients and their families. There is personal empathy and understanding in a one-to-one support environment. Cops Fighting Cancer is there so the patient and their family don’t have to fight alone.