

## **COLORADO CONVERSATION-FOURTH QUARTER 2020**

**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.

**Due to the current pandemic, no in-studio interviews were conducted.**

**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 AM on Sundays at approximately 6:00 A.M**

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

Fundraiser for Breast Cancer

Morris Animal Foundation

Info on Flu Vaccinations

Veteran's Day Fundraiser

Goodwill of Colorado

Coronavirus awareness & Health Concerns

Access to free feminine hygiene products

How to cope with holiday stress

Craig Foundation and Colorado Gives Day

Toy Fundraiser for Feeding Denver's Hungry

## **FOURTH QUARTER 2020 KKSE AM**

**ORGANIZATION: CDC Information about Health Concerns during Covid 19**

**AIRED:** Oct. 4<sup>th</sup>, 11<sup>th</sup>, Nov. 8<sup>th</sup>, & 14<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** Due to the current pandemic, the Q & A was read by the host to provide important information for listeners who may have symptoms or have already tested positive for COVID-19.

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**ORGANIZATION: New West Physicians-Getting your Flu Shot**

**AIRED:** Oct. 4<sup>th</sup>, 11<sup>th</sup>, Nov. 1<sup>st</sup>, 22<sup>nd</sup>, and Dec. 27<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** New West Physicians gave us Q & A for this year's unique challenges, the importance of the flu shot and how health care facilities are taking extra precautions to keep patients safe during the flu immunization season.

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**ORGANIZATION: Goodwill of Colorado**

**AIRED:** October 18<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** Goodwill of Colorado provides career development resources for more than 100,000 Coloradans with disadvantages each year—including military veterans, seniors, youth, and individuals with developmental and economic challenges. Through its thrift retail operations, material and financial donations, corporate partnerships, social enterprises and environmental sustainability efforts, Goodwill has worked for more than a century in Colorado to ensure individuals have access to career and life pathways that allow them to live to their fullest potential. Visit [GoodwillDenver.org](http://GoodwillDenver.org) to learn more.

## **FOURTH QUARTER 2020 KKSE AM**

**ORGANIZATION:** American Cancer Society-Making Strides Against Breast Cancer 2020

**AIRED:** October 18<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY: Event Date: Sunday Oct. 25<sup>th</sup>.** We discussed the previous event and the importance of raising funds for Making Strides Against Breast Cancer. Giving people to the opportunity to build their teams and fundraise before the event takes place along with other activities that will be highlighted as the date gets closer. We also highlighted the impact of the current pandemic for cancer patients and gave resources to those who need them. The American Cancer Society's mission is to save lives, celebrate lives, and lead the fight for a world without cancer.

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**ORGANIZATION:** Fraternal Order Of Eagles Veteran's Day Fundraiser

**AIRED:** Oct. 18<sup>th</sup> & 25<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 min

**WHY:** The Fraternal Order of Eagles is about people helping people. For Veteran's Day, they encouraged the community to make a donation and receive a flag to put on display for a loved one to honor them on Veteran's Day. Also, they provided free breakfast & lunch to Veteran's

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**ORGANIZATION:** Morrison Animal Foundation-End of Year Campaign

**AIRED:** Nov. 8<sup>th</sup>, 14<sup>th</sup>, 22<sup>nd</sup>, Dec. 5<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup> & 27<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** At Morris Animal Foundation, we work every day to improve and protect the health of animals through scientific innovation, education and inspiration. We are committed to fighting animal diseases worldwide in species ranging from cats and dogs to horses and alpacas; amphibians and wildcats to anteaters and elephants. We are bridging science and resources to advance the health of animals. With your help, we are saving animal lives.

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## **FOURTH QUARTER 2020 KKSE AM**

**ORGANIZATION:** Period Kits

**AIRED:** Nov. 1<sup>st</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY: Event Date:** Working For Dignity and Health. Period.

Period Kits began organically because a group of people saw a need and got involved. In 2018, Ashley Bierne had the goal of creating 300 kits for her birthday month. She recruited friends to help and Period Kits was informally born. In February of 2019, PK was formally founded as a nonprofit business in Colorado. Encouraged listeners to get involved by donating time, money, and/or product

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**ORGANIZATION:** Craig Hospital-Day of Giving

**AIRED:** Nov. 29<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** As a national leader in the rehabilitation of individuals with brain and spinal cord injuries, Craig Hospital is dedicated to providing the highest quality care to our patients and their families. The Craig Foundation mission is to support the hospital in achieving its goals through philanthropy. Operating in accordance with the philosophy of Craig, the Foundation builds lifelong relationships with contributors, raises funds and dedicates its resources to further advance the needs of Craig and those it serves.

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**ORGANIZATION:** Cosplay Toy Drive for Feeding Denver's Hungry

**AIRED:** Nov. 29<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY: Event Date:** Sat. Dec. 12<sup>th</sup>. 5280 Geek collaborated with 30/70 Bar & Grill to do a toy drive benefitting Feeding Denver's Hungry. This Drive-Thru event included appearances by the Mile High Ghostbusters and a number of people in super hero costumes to help make this family friendly event enjoyable. Money and toys raised went to Feeding Denver's Hungry, a non-profit organization that provides food, supplies, & household items to those in need.

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## **FOURTH QUARTER 2020 KKSE AM**

**ORGANIZATION: New West Physicians-How To Cope With Holiday Stress**

**Aired:** Dec. 5<sup>th</sup> , 13<sup>th</sup> & 20<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

### **WHY: Tips on How to Cope During This Challenging Holiday Season**

In a typical year the holidays are a fun and festive time that can also be very stressful because of our lengthy “to do” lists. Unfortunately, for many of us the season will look very different this year: there may be no big meals to cook, gifts to exchange, or family and social gatherings to attend. As a result of the pandemic, families have seen their daily routines turned upside down as we’ve all adjusted to changes in how we work, learn, and stay connected to the people we care about. As people adapt to this holiday season, it’s important to understand what steps anyone can take to manage their emotions in order to find joy and make the most of the holiday season. Dr. Kimberly Winter, a family practice physician with New West Physicians located in Highlands Ranch, is here with us today to share information on coping with difficult emotions, navigating loss and change, and strengthening relationships with those you care about most – whether you’re only able to connect through a screen or have been quarantined at home with them for months.