

## **COLORADO CONVERSATION**

**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 KKSE on Sunday at approximately 6:00 A.M**

**ISSUES highlighted this Quarter:**

- blood donations needed**
- scholarships for American Indians**
- childhood develop of low income families**
- learning a skill-national guard opportunities**
- mobile homeless outreach**
- strides against breast cancer**
- stroke awareness and prevention**
- multi sport fundraiser for injured service men and women**
- law enforcement community safety**
- ovarian cancer awareness**
- Folds of honor scholarships**
- driving and cannabis-not a good mix**
- motorcycle safety**

SECOND QUARTER 2018 KKSE

**ISSUE: blood donations needed**

COLORADO CONVERSATION

AIREG: April 1, 2018

Segment: Mel Rutledge

30 minutes

WHY: **WMF Vision Statement**

- Support everyone affected by Waldenstrom's macroglobulinemia while advancing the search for a cure.

**IWMF Mission Statement**

- To offer mutual support and encouragement to the Waldenstrom's macroglobulinemia community and others with an interest in the disease.
- To provide information and educational programs that address patients' concerns.
- To promote and support research leading to better treatments and ultimately, a cure.

As a volunteer organization with a very small staff, we depend on gifts to provide the services to support those afflicted by WM and to fund the research that will lead to better treatments and a cure for this rare, orphan disease. If you wish you can direct your gift to either the [Member Services Fund](#) or the [Research Fund](#). The Member Services Fund provides for all educational and support services to WM survivors, caregivers and physicians, as well as the Educational Forum, the website and our quarterly magazine, the *IWMF Torch*, while the Research Fund provides funding for research specific to finding more effective treatments for WM and, ultimately, a cure

**ISSUE: scholarships for American Indians**

COLORADO CONVERSATION

AIREG: April 8, 2018

Segment: Bo Jaxon

30 minutes

WHY: American Indians face many unique challenges to getting a college degree or education. The result is that few American Indians enter college and graduate. Just look at the facts:

- Native youth face some of the lowest high school graduation rates nationwide.
- Natives have the lowest educational attainment rates of all ethnic and racial groups in the United States. Only 14% of American Indian and Alaska Natives earned a college degree, compared to 29.7% of other racial groups.

With more than 40% of the Native population under age 18, the American Indian College Fund (the College Fund), a 501(c)(3) organization, is working to help all Native people meet their full potential by providing them with access to a higher education. But I know from experience that financial support is not enough. Once students are enrolled in an institution of higher learning, the College Fund must also provide them with the tools, programs, and support they need to succeed and graduate.

And the results are worth it. A higher education is equated with higher rates of employment, self-esteem, and better health outcomes, creating a healthier and happier future for individuals, families, and communities.

**SECOND QUARTER 2018 KKSE**

**ISSUE: childhood develop of low income families**

COLORADO CONVERSATION

Aired: April 15, 2018

Segment: Mel Rutledge

30 minutes

*WHY:* [For more than 40 years](#), The Piton Foundation, which is part of [Gary Community Investments](#), has been committed to improving the lives of Colorado's low-income children and their families by increasing access to quality early childhood and youth development opportunities and fostering healthy family and community environments.

In addition to [investing in transformative solutions](#) at the program, policy and systems levels, Piton operates a suite of programs that focus on supporting families and driving social change for low-income communities. These programs complement Gary Community Investments' [investment strategy](#) and are integral to achieving our [long-term vision](#) for Colorado children.

**ISSUE: learning a skill-national guard opportunities** COLORADO  
CONVERSATION

Aired: April 22, 2018

Segment: Bo Jaxon

30 minutes

**WHY** Military leaders have expressed a need for training Reserve and National Guard families in life skills – managing money, legal challenges, social support, and community resources. University educators familiar with military culture and the challenges specific to the reserve component (RC) of the armed forces developed a program that integrated training in life skills into relationship and marriage education. **The initial evaluation of the “Essential Life Skills for Military Families Program” [1]** shows promise.

The Essential Life Skills for Military Families Program (ELSMF) was developed to promote relationship skills at interpersonal and community levels, improve financial skills, and promote legal preparedness. The curriculum includes four modules delivered as a workshop series. The workshops can be taught as weekend, evening or full-day events. The first module centers covers issues associated with deployment, particularly related to the couple relationship and life skills. The second module focuses on managing personal finances, and managing money as a couple. Module three discusses the legal aspects of military life, with an emphasis on estate planning. The fourth module, focuses on building the couple relationship and seeking community support.

**SECOND QUARTER 2018 KKSE**

**ISSUE: mobile homeless outreach**

COLORADO CONVERSATION

Aired: April 29, 2018

Segment: Bo Jaxon

30 minutes

**WHY: - Let Your Light Shine (LYLS) is a small volunteer run 501(c)3 nonprofit focused on mobile homeless outreach in the Brighton community taking resources to those in need**

## **Our mission is to fill the gaps left between shelters, food pantries, and other resources necessary to take someone from experiencing homelessness to self-sufficiency**

We seek to help our homeless and poverty stricken neighbors where they are. Jesus meets us all where we are and how we are, yet does not leave us there. This is the heart and soul behind our homeless outreach. We take prepackaged meals, survival kits, clothing, blankets, tents, sleeping bags, groceries and whatever other needs people may have excluding financial assistance. If we can meet the need presented to us, it is our mission to do so. We seek to be consistent in our presence to the areas that we serve so that we may form relationships and be a consistent and trustworthy source of help to those we meet. We realize that we cannot solve all problems on our own, however, in partnership with other organizations is where there is great strength and power to affect real change. After being a consistent source of help, and showing that our heart is to truly help, we find it is much easier to seek the root of the issue causing the situation and move to be able to connect those we serve with organizations that can help them work to improve their overall situation.

### **ISSUE: strides against breast cancer**

COLORADO CONVERSATION

AIRED: May 6, 2018

Segment: Mel Rutledge

30 minutes

**WHY:** Making Strides Against Breast Cancer walks unite communities to support each other by honoring those touched by the disease and raise awareness and funds to save lives from breast cancer. Thanks to the determination of Making Strides supporters, the American Cancer Society funds innovative breast cancer research; promote education and risk reduction; and provides comprehensive patient support to those who need it most.

SECOND QUARTER 2018 KWOV FM/HD1

**ISSUE: stroke awareness and prevention**

COLORADO CONVERSATION

Aired: May 13, 2018

Segment: Bo Jaxon

30 minutes

**WHY** For more than 30 years we have become the trusted source for free resources and education for the entire stroke community. We develop programs across the full continuum of stroke—prevention, acute treatment, and rehabilitation.

- We promote life-saving stroke information
- We provide objective and credible information
- We impact survivor empowerment and stroke community quality of life
- We give voice to those denied their rights because of stroke

## **OUR FOCUS**

National Stroke Association provides stroke education and programs to stroke survivors, caregivers, and healthcare professionals. We believe that caregivers and the survivor's circle of support are the core to their recovery. Our programs and material are provided to the stroke community for free.

### **ISSUE: multi sport fundraiser for injured service men and women**

COLORADO CONVERSATION

Aired: May 20, 2018

Segment: Bo Jaxon

30 minutes

**WHY:** The U.S. Special Operations Command (SOCOM) will host the 2019 Department of Defense (DOD) Warrior Games June 21-30 in Tampa, Fla. Approximately 300 wounded, ill and injured service members and veterans will

participate in the competition. The athletes will represent the United States Army, Marine Corps, Navy, Air Force, and Special Operations Command. Athletes from the U.K. Armed Forces, Australian Defence Force and Canadian Armed Forces will also compete.

Teams include active-duty service members and veterans with upper-body, lower-body, and spinal cord injuries; traumatic brain injuries; visual impairment; serious illnesses; and post-traumatic stress. They will go head-to-head in 11 sports including, archery, cycling, shooting, sitting volleyball, swimming, track and field, and wheelchair basketball, and for the first time in Warrior Games history, indoor rowing, powerlifting, and time trial cycling.

The Warrior Games were established in 2010 as a way to enhance the recovery and rehabilitation of wounded, ill and injured service members and expose them to adaptive sports. The Games encourage them to stay physically active when they return to their local communities, and inspire and promote opportunities for growth and achievement. Families are a significant part of an athlete's recovery and this year promises to have the most robust family program to date.

## **SECOND QUARTER 2018 KKSE**

### **ISSUE: law enforcement community safety**

COLORADO CONVERSATION

Aired: May 20, 2018

Segment: Bo Jaxon

30 minutes

**WHY:** CDOT is kicking off the summer travel season by inviting Coloradans to a Public Safety Expo from 10 a.m. - 5 p.m. Saturday, June 10, at Regis University. The Expo will feature the latest information on safely traveling the state's roadways, as well as fun activities for kids.

#### **Event Details**

Public Safety Expo  
10 a.m. - 5 p.m.  
Saturday, June 10  
Regis University  
3333 Regis Boulevard  
Denver



*A boy paints a snowplow at CDOT's 2016 event.*

The event—a collaboration among CDOT, the Denver Police Department and the Colorado State Patrol—will have exhibits and handouts about:

- motorcycle safety;
- impaired and distracted driving;
- teen driving; and
- cone zone safety.

In addition, attendees will be able to:

- Paint snowplow blades (children only).
- Get child car seats checked for proper fit by a certified technician.
- Find information about the upcoming Central 70 project (between Interstate 25 and Chambers Road).
- Learn about potential career opportunities at CDOT.

"Teaming up with the Denver Police and the Colorado State Patrol is a great opportunity to get information out to the public about enhancing their safety while traveling our roads and highways," said CDOT Deputy Executive Director Michael Lewis. "Building and maintaining highways



is a big part of what we do, but the safety of the traveling public is our first priority. Please come out and spend some time with us on Saturday."

## **ISSUE: ovarian cancer awareness**

COLORADO CONVERSATION

AIRED: May 27, 2018

Segment: TJ

30 minutes

### **WHY: [About Jodi's Race](#)**

Jodi's Race for Awareness™ was the inspiration of Jodi Brammeier, a Colorado native, who was diagnosed with ovarian cancer in 2008 at age 41. She was unaware of the vague and often misdiagnosed symptoms. Since there is no accurate screening test for ovarian cancer, Jodi made it her mission to raise awareness of the risk factors and symptoms through this 5K and 1 mile run/walk. She believed she would have caught the cancer earlier had she only been more aware of the signs and symptoms. Her hope was for other women to find their cancer when odds of survival are much better, in hopes that some of the 15,000 women diagnosed each year might stand a chance to win the fight against this deadly disease.

The inaugural race was held in June 2010 with a record number of participants for a first time race. 2017 will mark the 8th anniversary of Jodi's Race for Awareness. Jodi had a bold vision, and what an event this has become! We have grown more than 20% each year to over 3,000 participants and have raised over \$900,000 to increase awareness and support women in Colorado affected by ovarian cancer.

While we tragically lost Jodi to ovarian cancer shortly after the first race, her legacy lives on as we gather at City Park the second Saturday in June each year to rally around the brave women who are fighting this deadly disease and remember the women who have passed on. We ask you to stand proudly with the Colorado Ovarian Cancer Alliance to raise awareness of the symptoms and risk factors of ovarian cancer, keeping Jodi's dream alive.

## **[The Colorado Ovarian Cancer Alliance](#)**

The mission of the Colorado Ovarian Cancer Alliance (COCA) is to promote awareness and early detection of ovarian cancer through advocacy and education while providing support to people affected by ovarian cancer.

**ISSUE: Folds of honor scholarships**

COLORADO CONVERSATION

AIREG: June 3, 2018

Segment: Bo Jaxon

30 minutes

**WHY:** Since 2007, the Folds of Honor has carried forth this singular, noble mission. To provide educational scholarships to spouses and children of America's fallen and disabled service-members.

Our motto says it best.

**Honor Their Sacrifice. Educate Their Legacy.**

**ISSUE: driving and cannabis-not a good mix**

COLORADO CONVERSATION

AIREG: June 10,2018

Segment: Bo Jaxon

30 minutes

**WHY:**

Preliminary data from CDOT's Cannabis Conversation shows that 69 percent of cannabis consumers have driven under the influence of marijuana at least once in the past year—with 27 percent admitting they drive high almost daily. Forty percent of recreational users and 34 percent of medical users said they don't think being under the influence of marijuana affects their ability to drive safely. About 10 percent of all users think it makes them a better driver.

As part of a statewide initiative to gather feedback about marijuana-impaired driving, CDOT collected survey responses from more than 11,000 anonymous marijuana users and non-users who shared their opinions, habits and behaviors on the topic.

"What this information tells us is that Colorado still has a lot of work to do in order to change behavior," said CDOT Communications Manager Sam Cole. "CDOT has been successful in raising awareness about the laws and consequences of driving high, but now our big focus is on how we can turn that awareness into action and increase safety on our roadways."

Colorado continues to see marijuana-involved traffic crashes that result in serious consequences. In 2016, there were 51 fatalities that involved a driver with active THC in their blood above 5 nanograms, the legal limit.

In February, CDOT—with partners across the state representing the marijuana industry, community nonprofits, universities, law enforcement and others—launched *The Cannabis Conversation* to gain a better understanding of public perceptions, social norms and behavior patterns surrounding marijuana use and driving. CDOT opened an online survey as part of this research, as well as conducted a series of public meetings, events and interviews to talk directly with people in the community.

"This is a complex issue, evidenced in the fact that we're seeing quite a few mixed messages from our outreach," Cole said. "While 40 percent of recreational users said they don't think being under the influence of marijuana affects their ability to drive safely, almost half of all survey participants said driving under the influence of marijuana puts people in danger."

Other key findings from the survey include:

- More than two-thirds (69 percent) of all respondents know that if you drive high, you can get a DUI.
- Half of all cannabis users surveyed say they consume less cannabis when they know they will need to drive.
- Of people who have consumed marijuana within the last year, 56 percent say they drive themselves to get around when they're under the influence of marijuana. Walking, getting a ride from someone sober and using Uber or Lyft were the next most common ways people get around when high.
- Among non-users, 35 percent say they have been a passenger with a driver who is under the influence of marijuana

## ISSUE: **motorcycle safety**

COLORADO CONVERSATION

Aired: June 17, 2018

Segment: Bo Jaxon

30 minutes

*WHY:* CSP's *Live to Ride* campaign is designed to help motorcyclists of all skill levels ride safely, have fun, and most importantly, stay alive. *Live to Ride* endorses three primary safety messages:

### [Get Training](#)

Lack of training is a factor in Colorado's fatal motorcycle crashes. Motorcycle riders were found to be at fault in 7 out of 10 fatal crashes.

### [Get your M Endorsement](#)

Make sure you are riding legally. MOST courses make that easy - your course completion card acts as a license waiver for you to [take to the DMV](#) to get your M Endorsement added on to your current CO driver license. Some other states accept the Colorado MOST completion cards for obtaining M endorsement equivalents. Check with your home state to see if our training qualifies.

### [Ride Sober](#)

Nationally 25% of motorcyclists involved in fatal crashes in 2016 had BAC over the legal limit, the highest percentage of any other vehicle type, and data signal that this trend continued in 2017.

### [Wear Proper Protective Gear](#)

Nearly two-thirds of the riders killed in Colorado in 2016 were not wearing a helmet or were wearing it incorrectly.