

## **COLORADO CONVERSATION-SECOND QUARTER 2021**

**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:**

Access to free feminine hygiene products

Cancer Prevention for teens

Wellness checkups during the pandemic

Morris Animal Foundation (Stop Cancer Fur-ever Campaign)

End of Life information for families

Fundraiser for families of fallen officers

Kidney Disease Awareness

Men's Health Awareness

## **SECOND QUARTER 2021 KKSE AM**

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

**AIRED:** April 4<sup>th</sup> & May 9<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:** Period Kits

**AIRED:** April 4<sup>th</sup> & June 27<sup>th</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

---

**ORGANIZATION:** New West Physicians-Wellness Checkups during Pandemic

**AIRED:** April 11<sup>th</sup>, May 23<sup>rd</sup> & May 30<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 taking care of your well-being during this pandemic. Signs to look for and how to prevent serious illnesses.

---

## SECOND QUARTER 2021 KKSE AM

**ORGANIZATION:** Morrison Animal Foundation-Stop Cancer Furever Campaign

**AIRED:** April 18<sup>th</sup>, April 25<sup>th</sup>, May 2<sup>nd</sup> June 13<sup>th</sup> & May 16<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. The Foundation just launched its eighth annual Stop Cancer *Furever* campaign The two-month campaign, which ends June 30, raises awareness and funds for research leading to new understandings about to prevent, diagnose and treat animal cancers.

---

**ORGANIZATION:** New West Physicians-Tips on End of Life Care

**AIRED:** May 9<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 Wiser, DO, an internal medicine specialist located in Evergreen with New West Physicians, says the hardest part of advance care planning is getting started. Dr. Wiser 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

---

## SECOND QUARTER 2021 KKSE AM

**ORGANIZATION:** Jeremy Bitner Fallen Officers Fund-5k/10k Run

**AIRE:** May 16<sup>th</sup>, May 30<sup>th</sup> & June 6<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment: Event Date: June 19, 2021** The Jeremy Bitner Fallen Officer Fund is made up of individuals from both the public and private sector who are dedicated to honoring the memory of officers who have lost their lives while protecting and serving members of the community. **The 2021 Jeremy Bitner Fallen Officer 5K/10K Run (3.1 miles/6.2 miles) & 5K Walk** will be held on **Saturday, June 19<sup>th</sup>, 2021**. The Run/Walk will benefit *The Jeremy Bitner Fallen Officer Fund* by assisting families affected by the loss of an officer in the line-of-duty. A fun run and walk will also take place at Cornerstone Park. Proceeds from our annual run assist in maintaining “*The Jeremy Bitner Fallen Officer Fund*,” a 501(c)(3) non-profit organization which offers financial assistance to the next of kin of any fallen officer acting in the line of duty in the State of Colorado. All proceeds raised stay in Colorado and benefit those in our community who are affected by these tragic and untimely losses.

---

**ORGANIZATION:** New West Physicians-Kidney Disease Awareness

**AIRE:** June 13<sup>th</sup> & 20<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** One in three adults in the United States is at risk of developing kidney disease. It causes more deaths each year than either breast cancer or prostate cancer. Kidney disease is a serious condition that can take a major toll on your health and quality of life. Because symptoms are difficult to detect – even in later stages – many people don’t even know they have the disease until they become critically ill with failing kidneys and require medical intervention. Fortunately, there are steps you can take to prevent kidney disease or slow its progress.

---

## **SECOND QUARTER 2021 KKSE AM**

**ORGANIZATION:** New West Physicians-Men's Health Awareness

**AIRD:** June 13<sup>th</sup> & 20<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** Although health and well-being tips are great reminders for both genders, June is recognized as Men's Health Month, focusing on health issues that are specific to men. And some men's health statistics may surprise you.

In addition, the COVID-19 pandemic has led to some unfortunate statistics, including a decline in U.S. adults seeking health care and generally higher levels of stress. These statistics are especially concerning for men who have been shown to seek health care, and specifically mental health care services, less frequently than women.

Although these statistics may be alarming for men and their loved ones, many of the health risks that men face can be prevented by adopting a healthy lifestyle and getting recommended and timely preventive health screenings.