

## **COLORADO CONVERSATION-SECOND 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

Free tax help for low income families

Virtual Fundraiser for homeless animals

Therapy for Veterans through the use of horses

Fundraiser that provides free grief Counseling for families who have lost a child due to SIDS or miscarriage

Coronavirus awareness & Health Concerns

## SECOND QUARTER 2020 KKSE AM

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

**Aired:** April 5<sup>th</sup>, May 3<sup>rd</sup>, May 10<sup>th</sup>, May 24<sup>th</sup>, June 7<sup>th</sup>, June 21<sup>st</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 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: Morrison Animal Foundation-Cure Cancer Furr-Ever**

**Aired:** April 5<sup>th</sup>, April 19<sup>th</sup>, May 3<sup>rd</sup>, May 10<sup>th</sup>, May 17<sup>th</sup>, May 31<sup>st</sup>, June 14<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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**ORGANIZATION: Dumb Friends League-Virtual Furry Scurry**

**Aired:** April 12<sup>th</sup>, April 19<sup>th</sup>, April 26<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY: Event Date: May 2<sup>nd</sup>:** This year the Dumb Friends League is going Virtual with their annual Furry Scurry Event. Encouraging participants to join them socially and submit their videos of them and their pets to help raise money for the DFL. This is one of their biggest fundraisers of the year. Working with our compassionate community, we will end pet homelessness and animal suffering.

## SECOND QUARTER 2020 KKSE AM

**ORGANIZATION:** Get Ahead Colorado a program of the Piton Foundation-Tax Help

**AIRED:** April 12th

**Interviewer:** Melanie Rutledge

**Segment:** 15 Minutes

**WHY:** Get Ahead Colorado is the largest and longest operating Earned Income Tax Credit (EITC) public information campaign in the nation. For more than 30 years, [The Piton Foundation](#) has conducted the Tax Credits for Working Families Public Information Campaign, now known as *Get Ahead Colorado*, to increase the number of eligible families receiving the EITC, the Child Tax Credit and other valuable credits that help families get ahead. Tax credits, particularly the EITC, are proven to be effective tools for improving the financial well-being of families.

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**ORGANIZATION:** Angel Eyes-Claws for a Cause May & June Fundraiser

**AIRED:** April 26<sup>th</sup>, May 3<sup>rd</sup>, May 24<sup>th</sup>, May 31<sup>st</sup>, June 7<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY: Dates: May 16<sup>th</sup> & June 20<sup>th</sup>.** This Fundraiser for Angel Eyes is their biggest of the year! Supporters were encouraged to participate in their annual Claws for a Cause event ordering fresh and live lobsters along with steaks and burgers. All proceeds go to help the organization provide free grief counseling for family who have lost a child. Angel Eyes helps Colorado families cope with the sudden, unexpected death of an infant or toddler, including SIDS, SUID, SUDC, miscarriage and stillbirth loss, while raising awareness and supporting research. We offer free professional bereavement counseling, a support group, peer connections, and community referrals to those who are grieving.

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**ORGANIZATION:** Remount Foundation

**AIRED:** May 17<sup>th</sup> & June 28<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** It is the Remount Foundation's mission to provide a powerful, transformative experience through horses, nature and community that helps American Warriors achieve wellness physically, mentally and spiritually, to fulfill their God-given potential to be fathers, mothers and citizens of this great country.

## **SECOND QUARTER 2020 KKSE AM**

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

**AIRED:** June 14<sup>th</sup>, June 21<sup>st</sup>, June 28<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.