

## **COLORADO CONVERSATION-SECOND QUARTER 2022 KKSE-AM**

**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:**

Cancer Prevention for teens

Community Outreach Fundraisers

Sober Living program for Men

Fundraiser for Physically/mentally abused Women

Fundraiser for Ovarian Cancer

Information about AARP resources

Back to School resource event for Hispanic Community

Breast Cancer 5k

## **SECOND QUARTER 2022 KKSE-AM**

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

**AIRE:** April 3<sup>rd</sup> & 17<sup>th</sup>. May 22<sup>nd</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.

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**ORGANIZATION:** Joyful Journey's Community Enrichment-Generic

**AIRE:** April 10<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** Joyful Journeys Community Enrichment helps improve lives by providing critical human services like food, clothes, household items, hygiene products, baby items and school supplies. While providing emergency essentials is necessary, it is only a band-aid to a much larger problem. We proactively create impact by providing tutoring and after school support, exercise and nutrition classes, sports and arts programs, financial literacy courses and resume building assistance. We also host community gardens, clean the streets, help struggling families over the holidays and MORE!!!

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**ORGANIZATION:** STEP Denver-Sober Living for Men (Generic)

**AIRE:** Feb. 6<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 minutes

**WHY:** We not only have a mission, we're on one. At Step Denver, we believe it's our personal responsibility to give men with nowhere else to turn the opportunity to overcome addiction through, sobriety, work, accountability, and community.

## SECOND QUARTER 2022 KKSE-AM

**ORGANIZATION:** Project 21 Foundation-Night of Starz Fundraiser

**Aired:** May 1<sup>st</sup> & 8<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 minutes

**Why: Event Date: May 14th** Project 21 Foundation is a 501(c)3 nonprofit that provides dance & cheer scholarships, bullying prevention and community outreach programs. Project 21's mission is community support and outreach through several volunteer-based programs. P21 programs include scholarships and uniform assistance for dance, cheer, pom and leadership teams for kids ages 2-16, Compassion Over Reaction Bullying Prevention Programs for elementary and junior high schools, assistance for people experiencing homelessness, addiction and trauma recovery, senior outreach and animal rescue support.

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**ORGANIZATION:** The Colorado Ovarian Cancer Alliance-Jodi's Race Fundraiser

**Aired:** May 8<sup>th</sup>, 15<sup>th</sup>, 29<sup>th</sup> and June 5<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**Why: Event Date: June 11<sup>th</sup>**- COCA was established in June 2005 as a 501(c)(3) nonprofit corporation. Our Board of Directors includes community leaders as well as ovarian cancer survivors, friends and family of women who are survivors or who have lost their battles with this disease. The mission of the Colorado Ovarian Cancer Alliance (COCA) is to provide support to those affected by ovarian cancer, and to promote awareness and early detection of ovarian cancer through advocacy and education.

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**ORGANIZATION:** Joyful Journey's Community Enrichment-Inaugural Golf Tournament fundraiser

**Aired:** June 12<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**Why: Event Date: June 17<sup>th</sup>.** Joyful Journeys Community Enrichment helps improve lives by providing critical human services like food, clothes, household items, hygiene products, baby

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## **SECOND QUARTER 2022 KKSE-AM**

(CONT.) items and school supplies. While providing emergency essentials is necessary, it is only a band-aid to a much larger problem. We proactively create impact by providing tutoring and after school support, exercise and nutrition classes, sports and arts programs, financial literacy courses and resume building assistance. We also host community gardens, clean the streets, help struggling families over the holidays and MORE!!!

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### **ORGANIZATION: LIBRE Institute-Back to School Resource Event**

**Aired:** June 19<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 minutes

**Why: Event Date: June 25<sup>th</sup>.** This event takes place in Adams County to bring the Hispanic Community resources and information for schools, opportunities, colleges, jobs, etc. Free back packs and school supplies for the first 300 families along with food, activities and more! The LIBRE Institute is a 501(c)(3) nonpartisan and nonprofit organization that serves as a trusted resource in helping Hispanics grow more prosperous and lessen their dependency on government. We provide the tools and information that empower the Latino community to build a successful future in the United States.

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

**Aired:** June 26<sup>th</sup>

**Interviewer:** Melanie Rutledge

**Segment:** 15 minutes

**Why: Event Date: Oct. 16<sup>th</sup>.** This event attracts thousands every year in the Denver area to honor those we have lost to breast cancer. The money that is raised stays in our community to provide awareness, resources, fund research, provide rides to appointments and many others to help those who are battling Breast Cancer. At the American Cancer Society, we're on a mission to free the world from cancer. Until we do, we'll be funding and conducting research, sharing expert information, supporting patients, and spreading the word about prevention. All so you can live longer — and better.

