

COLORADO CONVERSATION-Third Quarter 2019

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 AM on Sundays at approximately 6:00 A.M

ISSUES highlighted this Quarter:

- Fundraiser for Opioid Awareness
- Fundraiser for Donor Alliance
- Multiple Charity Run
- Fundraiser Gala to help improve the lives of families
- 5k Honoring the lives of organ & tissue donors
- Tips on how to handle summer health concerns
- 5k run/walk honoring lives lost by HIV
- Fundraiser for an organization that creates fantasy wheelchairs for children
- Fundraiser to help raise awareness for those facing hunger
- Fundraiser/Motorcycle Run for Child Loss Awareness
- Raising money, awareness & resources for research for Breast Cancer
- Fundraiser for Autism Awareness
- Fundraiser for our fallen heroes
- Information for those needing the End of Life talk with loved ones
- Fundraiser for a school that is available for children who cannot go to traditional schools due to illness
- Fundraiser for preserving a local monument
- Fundraiser for local Children's Hospital
- Fundraiser for American Lung Association
- September is Falls Prevention Month

THIRD QUARTER 2019 KKSE AM

ORGANIZATION: Victoria's Voice Foundation-Night of Starz Gala

AIRED: July 7th & July 21st

Interviewer: Mel Rutledge

Segment: 15 Minutes

WHY: Event Date-Fri. July 26th. Night of Starz Gala is to raise funds and awareness for Opioid addiction. Through **Victoria's Voice Foundation**, we are taking aim at reducing drug experimentation, addiction and overdose death by supporting:

1. **Legislation to encourage locking up prescription medications.** Fifty-three percent of kids who use illicit prescription drugs get them out of a relative's or friend's medicine cabinet.¹
2. **Legislation for the co-prescription of naloxone** every time an opiate painkiller is prescribed. Naloxone is a completely safe opiate-reversal drug that can pull someone out of an overdose state—even on the verge of death—into an immediate withdrawal. It is life-saving and non-addictive. We believe this antidote to death should be carried by every first responder and made available through every university and college.
3. **Implementation of a policy platform for random drug testing** in partnership with educational institutions.

In lockstep with our focus, the Comprehensive Addiction and Recovery Act (CARA), bipartisan federal legislation, is the best opportunity we have to stop and reverse the drug epidemic. CARA is a comprehensive response to addiction that includes prevention, drug treatment, recovery and support, as well as criminal-justice reform.

Find out how We Advocate for change and how we need your help.

ORGANIZATION: Wonder Woman Run 5k-Denver

AIRED: July 7th

Interviewer: TJ Kizuka

Segment: 15 Minutes

WHY: Event Date: Sat. July 14th. Bringing a fun, super hero themed 5k to our area to help raise money for local charities of the runners choice.

THIRD QUARTER 2019 KKSE AM

ORGANIZATION: Donor Alliance-Donor Dash

AIRED: July 14th

Interviewer: Mel Rutledge

Segment: 15 Minutes

WHY: Event Date: Sat. July 21st- Donor Dash is Donor Alliance's signature 5K run/walk in Denver's Washington Park to **honor** the lives of organ and tissue donors, **celebrate** the lives of organ and tissue recipients and **recognize** those who continue to wait for a lifesaving transplant. Donor Alliance is the federally-designated, non-profit organ procurement organization and an American Association of Tissue Banks (AATB) accredited tissue bank serving Colorado and most of Wyoming. As a recognized leader in facilitating the donation and recovery of transplantable organs and tissues, Donor Alliance's mission is to save lives through organ and tissue donation and transplantation. To achieve this mission, Donor Alliance employs effective family approach and recovery programs in more than 100 hospitals. Donor Alliance also inspires the public to register as organ and tissue donors through community partnerships, public outreach and education campaigns throughout its donation service area.

ORGANIZATION: Angel Eyes

AIRED: July 14th & Aug. 12th

Interviewer: Mel Rutledge

Segment: 15 Minutes

WHY: Event Date: August 24th. The 3rd Annual On The Wings of Angels Motorcycle Run took place to raise money and awareness for Angel Eyes, an organization that provides families with free grief counseling that have experienced the sudden death of an infant, miscarriage or stillborn.

THIRD QUARTER 2019 KKSE AM

ORGANIZATION: Joyful Journey's Community Enrichment-An Enchanted Journey Gala

AIRED: July 21st and July 28th

Interviewer: Mel Rutledge

Segment: 15 Minutes

WHY: Event Date: Fri. Aug. 2nd Joyful Journeys Community Enrichment helps improve the lives of families by providing critical human services like food, clothes, hygiene products, baby items and school supplies. Providing emergency essentials is merely a band-aid to a much larger problem however. We proactively create impact by providing tutoring and after school support, exercise and nutrition classes, sports and arts programs, financial literacy courses, resume building assistance, we host a community garden, clean the streets, help struggling families over the holidays and MORE

ORGANIZATION: New West Physicians-Summer Health Concerns

AIRED: July 28th & Aug 25th

Interviewer: Melanie Rutledge

Segment: 15 min

WHY: Spoke with Dr. Todd Wisser from New West Physicians in Evergreen to give our listeners tips on how to avoid Summer Dangers. From 1999 to 2010, there were 8,081 heat-related deaths reported nationwide, most of which occurred during May through September, according to the federal [Centers for Disease Control and Prevention](#). In 72 percent of those deaths, the underlying cause was exposure to excessive heat, and heat was a contributing factor in the remaining 28 percent.

There are a number of sun related dangers such as sunburns and blisters, increased skin cancer risk and dehydration. There are also heat related injuries such as heat exhaustion, heat stroke and heat cramps. Heat stroke is the most severe form and requires immediate medical attention.

People 65 and older are especially at risk of heat dangers because they are less able to tolerate extreme changes in temperature. What's more, they are more likely to be living with a chronic medical condition such as diabetes or chronic obstructive pulmonary disease, commonly known as COPD. They may also be taking medications that can adversely impact their reaction to heat.

THIRD QUARTER 2019 KKSE AM

ORGANIZATION: AIDS Walk Colorado

AIRED: August 4th

Interviewer: TJ Kizuka

15 Minutes

WHY: **Event Date: August 17th-** Festival For Life 5K Walk and Run: AIDS Walk Colorado is the Rocky Mountain region's oldest one-day HIV and AIDS fundraiser. For over thirty years, thousands of people from across Colorado have joined together as a community to raise money for organizations that provide vital services to people living with or at risk of acquiring HIV.

ORGANIZATION: Magic Wheelchair

AIRED: Aug. 4th

Interviewer: Mel Rutledge

Segment: 15 Minutes

WHY: Spoke with Power Ranger Anthony, a 10 year old boy who has been in a wheelchair since he was diagnosed with a rare neurological disease. He is big into Cosplay and enjoys the Power Rangers. Anthony is on a mission to bring awareness to an organization called Magic Wheelchair. Magic Wheelchair is a nonprofit organization that promotes inclusion by building epic costumes for kiddos in wheelchairs — at no cost to families. Our vision is to put a smile on the face of every child in a wheelchair by transforming their wheelchairs into awesomeness created by our hands and their imaginations. Magic Wheelchair provided a wheelchair to Anthony at a Comic Con event in Colorado Springs, which he had no idea about.

ORGANIZATION: We Don't Waste-Sushi Den Summer Rooftop Party

AIRED: Aug. 12th & Aug. 18th

Interviewer: Jim Berry

Segment: 15 minutes

WHY: Event Date: Aug. 13th & 14th: **The Rooftop Party** was first inspired to benefit the victims of the devastating earthquake which hit our hometown hard, the *Kumamoto Prefecture* in southern Japan in 2016. Along the way, our beloved, longtime home, the U.S., has also experienced many unfortunate natural disasters, which we strive to support. Over the past 3 years, thanks to your generous support, we were able to send \$195,000 to our partner humanitarian organizations in U.S., Japan, Puerto Rico and Mexico, including Denver's *We Don't Waste*.

THIRD QUARTER 2019 KKSE AM

ORGANIZATION: Women's Ride benefitting Firefly Autism

Aired: Aug. 18th

Interviewer: Mel Rutledge

Segment: 15 Minutes

WHY: Event Date: Aug. 24th Women Motorcycle riders in the area are encouraged to break a Guinness Book of World Record of the most women in a motorcycle run/parade. Proceeds benefit Firefly Autism. Firefly's home and community based services treat children and adults throughout the Front Range. A parent engagement model is employed as parent involvement is a large component of any child's program and is essential for the ongoing success of your child. By providing the parents of children with autism specialized competence in how to promote their child's learning, more intervention time becomes available to the child and more normalized family functioning becomes a long-term reality. This program involves wraparound services to treat the entire individual, wherever the need arises; in the home, in the school, and in the community. Individuals are served by highly qualified and motivated Board Certified Behavior Analysts (BCBAs) as well as Registered Behavior Technicians (RBTs). Services emphasize community integration.

ORGANIZATION: 9/11 Heroes Run benefitting the Travis Manion Foundation

Aired: Aug. 25th & Sept. 1st

Interviewer: TJ Kizuka

Segment: 15 Minutes

WHY: Event Date: Sept. 7th. A nationwide 5k to empower Veterans and their families of Fallen Heroes to develop character in Future generations. TMF is strengthening America's national character. In an increasingly divisive cultural climate, we unite and strengthen communities. Our nation needs role models that inspire and we should look no further than the civic assets already living in our communities. Veterans and families of the fallen are leading the charge, pushing us to be better versions of ourselves and improving our collective character.

THIRD QUARTER 2019 KKSE AM

ORGANIZATION: Fizz & Feathers benefitting Morgridge Academy of National Jewish Health

AIRE: Sept. 1st

Interviewer: Mel Rutledge

Segment: 15 Minutes

WHY: Event Date: Sept. 7th. National Jewish Health is the leading respiratory hospital in the nation. Founded 120 years ago as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. Morgridge Academy is a free school at National Jewish Health, which serves children in kindergarten through eighth grade who have been diagnosed with a chronic illness. Morgridge Academy is the only school of its kind on a medical campus in the country.

ORGANIZATION: Miracle on the Rocks benefitting Children's Hospital Colorado

AIRE: Sept. 8th

Interviewer: TJ Kizuka

Segment: 15 Minutes

WHY: Event Date: Sept. 15th-An event at the historic Red Rocks Amphitheater that 100% of the proceeds benefits Children's Hospital Colorado. Children's Hospital Colorado, [child health advocacy](#) is a core part of our hospital's mission to care for kids. This is why our Government Affairs team works to keep kids out of the hospital by passing laws and policies that improve kids' health. We work with local, state and federal leaders and community partners to ensure kids grow up healthy and strong. We have a responsibility to advocate on behalf of our patients and families, our [community](#) and all kids, not only because it's an investment in our nation's future, but because it's the right thing to do. As a nonpartisan organization, we hope to serve as a resource for voters and elected officials alike on the unique needs of children. Above all, we speak up clearly and powerfully for kids' needs in public policy.

THIRD QUARTER 2019 KKSE AM

ORGANIZATION: Civic Center Eats Benefiting the Civic Center Conservancy

AIRED: Sept. 8th & Sept. 15th

Interviewer: Melanie Rutledge

Segment: 15 Minutes

WHY: Event Date: Every Tues, Wed & Thu from April 30th to Oct. 6th Metro Denver's largest gathering of gourmet food trucks, Civic Center EATS 2019 showcases 69 deliciously diverse vendors. With approximately 25 options available each day, downtown employees, residents and visitors enjoy an authentically local lunch while experiencing Civic Center 's architectural, horticultural and historic beauty. A portion of the proceeds benefit the Civic Center Conservancy, the nonprofit dedicated to restoring, enhancing and activating downtown **Denver's Civic Center Park, the city's only National Historic Landmark.**

ORGANIZATION: New West Physicians-September is National Falls Prevention Month

AIRED: Sept. 15th & Sept. 29th

Interviewer: Melanie Rutledge

Segment: 15 Minutes

WHY: Dr. Cohen, an internal medicine physician with New West Physicians, discussed September being Falls Prevention Awareness Month, a time to highlight ways to prevent serious health-related outcomes associated with falls. alert our listeners to the growing trend of accidental falls, especially among older adults and talk about why it's so important for patients to talk with their personal physicians about any falls or near-falls they may have experienced.

ORGANIZATION: ACS-Making Strides Against Breast Cancer Walk

AIRED: Sept. 22nd

Interviewer: Melanie Rutledge

Segment: 15 Minutes

WHY: The 14th Annual Making Strides Against Breast Cancer walk is happening in Denver On Sunday Oct. 27th. This event raises money for research and services for those who are battling breast cancer. We encouraged listeners to create their team early and make sure to give them ideas needed to raise money for their teams.

THIRD QUARTER 2019 KKSE AM

ORGANIZATION: Run the Rocks benefitting American Lung Association Colorado

AIRE: Sept. 22nd

Interviewer: TJ Kizuka

Segment: 15 Minutes

WHY: **Event Date: Oct. 13th** **Run the Rocks** is a one-of-a-kind road race/fun run/walk that combines the beauty and history of Red Rocks with a mix of rock and roll altitude for everyone who wants to strut their inner Rockstar. Pick between an unforgettable 10K, 5K or family fun run and enjoy breathtaking views, challenging hills, local live music along the course, and an iconic climb up the steps of the Amphitheatre to a cheering finish. All proceeds benefit the efforts of the American Lung Association in Colorado to improve the quality of air we breathe. Together, we can preserve the spectacular views from Red Rocks while helping change what it means to live with lung disease

ORGANIZATION: Joyful Journey's Community Enrichment-Spooktacular Trunk or Treat

AIRE: Sept. 29th

Interviewer: Mel Rutledge

Segment: 15 Minutes

WHY: Event Date: Oct. 26th-A free community event for kids to have a safe environment to celebrate Halloween. We also discussed the planning of Santa's Shop. Joyful Journeys Community Enrichment helps improve the lives of families by providing critical human services like food, clothes, hygiene products, baby items and school supplies. Providing emergency essentials is merely a band-aid to a much larger problem however. We proactively create impact by providing tutoring and after school support, exercise and nutrition classes, sports and arts programs, financial literacy courses, resume building assistance, we host a community garden, clean the streets, help struggling families over the holidays and MORE
