

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 950 AM on Sunday at approximately 6:00 A.M

ISSUES highlighted this Quarter:

- saving lives through organ and tissue donations**
- raise stroke awareness**
- Earth Week-help the environment**
- raising funds for Denver public schools**
- empowering teen girls**
- supporting underprivileged children in Colorado**
- is your car safety seat, safe?**
- healing Vets without drugs**
- early detection of ovarian cancer**
- support for epilepsy & seizure disorders**
- add families with muscular dystrophy**
- biking for better health**
- savings lives one concert at a time**

SECOND QUARTER 2017 KKSE 950 AM HD-1

ISSUE: saving lives through organ and tissue donations

COLORADO CONVERSATION

Aired: April 9, 2017

Segment: Bo Jaxon

30 minutes

WHY: Why we come to work every day.

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. For more information, visit the Donate Life Colorado or Donate Life Wyoming Facebook pages.

Join the 67 percent of Coloradans and 59 percent of Wyoming citizens who have registered to be organ and tissue donors. For more information about organ and tissue donation, please visit DonorAlliance.org. To register to be an organ and tissue donor, please visit DonateLifeColorado.org, DonateLifeWyoming.org or call 303-329-4747 or 1-888-256-4386 for more information.

Your decision to donate takes priority over your family's preferences. Please tell your family today about your decision to save lives.

ISSUE: raise stroke awareness

COLORADO CONVERSATION

Aired: April 16, 2017

Segment: Bo Jaxon

30 minutes

WHY: Join the National Stroke Association and the stroke community as we gather to raise stroke awareness and celebrate the journey to come back strong after stroke.

Comeback Trail - Denver features a scenic route that starts and ends at beautiful Hudson Gardens in Littleton, Colo. With the Rocky Mountains as the backdrop, this event is a 5K course that travels north on Platte River Trail for 1.5 miles before turning around and returning to Hudson Gardens. This walk and "fun-run" event is open to participants of all abilities and stroke survivors in various stages of recovery. Participants are welcome to complete a shorter loop within the gardens.

Whether accomplish the 5K or walk 100 yards, we look forward to celebrating with you and the rest of the stroke community at **Comeback Trail - Denver.**

Events Details:

May 21 | 8:00 a.m.

[Hudson Gardens](#)

6115 S. Santa Fe Dr.

Littleton, CO 80120

SECOND QUARTER 2017 KKSE 950 AM HD-1

ISSUE: Earth Week-help the environment

COLORADO CONVERSATION

Aired: April 23, 2017

Segment: Bo Jaxon

30 minutes

WHY: We only have one planet, let's take care of it!!!

Please help us make the Regis University Northwest Denver Campus a destination for Earth Day in Denver! This year will be our biggest Earth Day Celebration, yet, featuring food trucks, games and crafts for children, educational and vendor booths, speakers, music, films and more.

ISSUE: raising funds for Denver public schools

COLORADO CONVERSATION

AIRED: April 23, 2017

Segment: Bo Jaxon

30 minutes

1. WHY What is Totally Tennyson?

Totally Tennyson is an 70s-80s-90s-themed street crawl event style fundraiser celebrating all things from those decades. There will be hubs of activity all along the street where Sonny and Cher can enjoy food, drink, and music supplied by the generous Tennyson Street businesses while rubbing elbows with Richard Simmons and Nirvana. A cash costume contest and a performance by the Ultimate 80s Experience, 6 Million Dollar Band culminate the evening at the Oriental Theater.

Funds raised benefit over 7,000 students in the northwest quadrant of Denver Public Schools.

2. When and where?

This event takes place at businesses along the Tennyson Street corridor between W 35th Ave and W 46th Ave, from 4:00 p.m. to 10:00 p.m. on Saturday, April 29th, 2017. The Central Check In location may open earlier.

Destinations will have various times of operation. Bands will be playing at different times, with the culmination being the 6MDB concert at the Oriental beginning at 9:00 pm, and playing a full set of your favorite 80s music.

Stay tuned for the detailed program!

3. How many people do you expect to attend?

Approximately 1700 ticket purchasers will be supporting our public schools!

Some folks only attend the restaurant tastings, some hang out solely at one or more hubs, and some come only for the concert.

You may notice that this is a little smaller than previous years' events. That's because we want to make the event more enjoyable for you! Fewer people means more elbow room, improved safety and crowd control, and an increased focus on our mission - fundraising for our local schools.

SECOND QUARTER 2017 KKSE 950 AM HD-1

ISSUE: empowering teen girls

COLORADO CONVERSATION

AIRED: April 30, 2017

Segment: Bo Jaxon

30 minutes

WHY: - Colorado's top speakers, personalities and experts addressing the needs and issues of teenage girls will assemble for the premier, dynamic and entertaining Colorado Girls Elevated 'Reach Your Peak' expo at the Arapahoe County Fairgrounds Event Center. The regional event, presenting a wide variety of inspirational icons, workshops, materials, interactive activities and entertainmen.

The expo, free to teen-girl participants from all over the metro area and state, will offer unique speakers and opportunities addressing issues and goals for adolescent girls. "The Colorado Girls Elevated, 'Reach Your Peak' expo is a safe, uplifting and engaging event designed to inform and inspire the dreams of teen girls in the Denver-Aurora metro area," said event producer Rhonda Canino, Advertising Director for the Aurora Media Group, parent company to The Aurora Sentinel. "We are helping them build self-esteem, confidence, and self-empowerment to realize their potential. 'Reach your peak' is more than just a slogan."

The expo will provide a host of compelling, short programs and interactive activities. Successful local women speakers including Colorado Senate Minority Leader Lucia Guzman and the 9NEWS female weather team will be hitting on hot topics like healthy body image, cyber safety, bullying, healthy relationships, peer pressure, depression, career choices, personal safety, college selection and more. These programs provide girls with the information, tools and resources to deal with life challenges.

ISSUE: supporting underprivileged children in Colorado

COLORADO CONVERSATION

AIRE: April 30, 2017

Segment: Bo Jaxon

30 minutes

WHY: In its ninth year, The Barn Party has become one of Denver's hottest charity events – selling out the past two years. Featuring top-tier country music stars on a large stage, the event hosts over 2,500 people from all over the Front Range. Even better, all the money raised from this event supports underprivileged children in Colorado.

This year's event will be bigger and better than ever – so get your tickets and bring your friends before it's too late!

The Denver Active 20-30 Children's Foundation ("Denver Active 20-30") is a non-profit service organization for business leaders between the ages of 20 and 39. Chartered under Active 20-30 International, the Foundation members represent a diversity of professional backgrounds. The mission of the Foundation is to raise money for disadvantaged children through annual fund-raising events and projects. Since its inception in 1987, events hosted by Denver Active 20-30 have raised over \$10 million.

SECOND QUARTER 2017 KKSE 950 AM HD-1

ISSUE: is your car safety seat, safe?

COLORADO CONVERSATION

AIRE: May 7, 2017

Segment: Bo Jaxon

30 minutes

WHY: The Denver Police Department has proudly partnered with the Colorado State Patrol and Regis University to host the 2017 Public Safety Expo. We would love for you and your families to join us at this fun, family, summer event!

Event Information:

- **Date:** June 10, 2017
- **Time:** 10:00 am – 4:00 pm
- **Cost:** Free!
- **Location:** Regis University Lot 6, 3333 Regis Boulevard, Denver, CO 80221 (50th Ave & Federal Blvd)

The event will have several law enforcement and safety agencies joining together to kick off the summer with a focus on safety. Included in the event are free kids activities and giveaways, distracted driving simulator, teen driving safety, Flight for Life and DPD Helicopters, K-9 demonstrations, police show cars and motorcycles, law enforcement equipment, 10 metro agency recruiting row, car seat checks, and much more! Please share this information with your contacts, family, and friends!.

-If your car safety seat is not safe, CSP will give you a free one!

ISSUE: healing Vets without drugs

COLORADO CONVERSATION

Aired: May 14, 2017

Segment: Bo Jaxon

30 minutes

WHY: **H**ealing Warriors Program provides Acupuncture, CranioSacral therapy and Healing Touch to our Active Duty and Veteran service member community, for assistance with pain management and PTSD symptoms. Our Northern Colorado Healing Warriors Program clinic is located at Stuart Professional Park, 1136 E. Stuart Street, Suite 4202, Fort Collins, CO 80525. We are working on additional clinics in the Denver metro area. Healing Warriors Program is a Guidestar Gold Star participant charity and a 501(c)3 nonprofit. We are a registered VA Vendor with Denver and Cheyenne VA.

Tax Id: 45-5093751

Our Mission

Our mission is to advance individual wellbeing for Veterans and their families through evidence-based complementary care services and education.

Our Vision

To champion the use of Complementary Care Services.

SECOND QUARTER 2017 KKSE 950 AM HD-1

ISSUE: early detection of ovarian cancer

COLORADO CONVERSATION

AIREG: May 21, 2017

Segment: Bo Jaxon

30 minutes

WHY: The Colorado Ovarian Cancer Alliance (COCA) is a 501(c)(3) non-profit organization whose mission is to promote awareness and early detection of ovarian cancer through advocacy and education while providing support to people affected by ovarian cancer.

Sign up for Jodi's race

All proceeds go to the Colorado Ovarian Cancer Alliance to support programs for women in Colorado. The mission of the Colorado Ovarian Cancer Alliance is to promote awareness and early detection of ovarian cancer through advocacy and education while providing support to people affected by ovarian cancer.

ISSUE: support for epilepsy & seizure disorders

COLORADO CONVERSATION

AIREG: June 4, 2017

Segment: Bo Jaxon

30 minutes

WHY: Epilepsy is a medical condition that produces seizures affecting a variety of mental and physical functions. It's also called a seizure disorder. When a person has two or more unprovoked seizures, they are considered to have epilepsy.

A seizure happens when a brief, strong surge of electrical activity affects part or all of the brain. 1 in 10 people will have a single seizure in their lifetime. 1 in 100 people are currently living with epilepsy. 1 in 26 will be diagnosed with epilepsy during their lifetime.

Causes

In about 60 percent of the cases, the cause is unknown. Of the remaining 40 percent, the following are the most common causes:

- Brain tumor and/or stroke
- Traumatic brain injury – the more severe the injury, the greater risk of developing epilepsy
- Poisoning – lead poisoning or substance abuse
- Infection – viral encephalitis, lupus erythematosus, meningitis
- Maternal injury – infection or systemic illness that affects the developing brain of a fetus during pregnancy

ISSUE: add families with muscular dystrophy

COLORADO CONVERSATION

AIRED: June 04, 2017

Segment: Bo Jaxon

30 minutes

WHY: **MDA's Mission**

Each day, everyday freedoms like walking, hugging, playing and even breathing are taken away from kids and adults in our community with muscular dystrophy, ALS and related muscle-debilitating diseases.

The dollars we raise together fuel MDA's efforts to fund research breakthroughs across diseases, to care for kids and adults from day one, and to empower families in hometowns across America with services and support. We can't do this without you!

At MDA, families are our stars and heroes. Muscle Walk gives us the opportunity to unite around a cause that binds us together and celebrate all the stars in our lives — you, supporters, caregivers, friends and family — who make this journey possible.

Sign up for Muscle Walk as an individual or with a team, or create your own team. Ask others to join you and support you with a donation — they'll be

grateful for a fun, easy way to fight back in your honor that really makes a difference.

This year, we need you to join us at MDA Muscle Walk so we can continue to enhance our support and care, offer the highest-quality programs and accelerate research efforts to bring more treatments to families fast

ISSUE: biking for better health

COLORADO CONVERSATION

AIRE: June 04, 2017

Segment: Bo Jaxon

30 minutes

[WHY: Gethealth benefits come from biking....so grab your BFF](#)

Tour de Ladies is a fully supported, non-competitive, women-only cycling event through the rolling hills of Douglas County, south of Denver, starting in Parker. With two route options, there is a ride for all cycling abilities.

Whether you are a novice or experienced cyclist, Tour de Ladies is a fabulous opportunity to spend the day with your girlfriends while enjoying a beautiful ride.



ISSUE: savings lives one concert at a time

COLORADO CONVERSATION

AIRE: June 18, 2017

Segment: Bo Jaxon

30 minutes

WHY: At Love Hope Strength (LHS), our mission is to save lives, one concert at a time.

We believe that all people deserve quality cancer care, a marrow donor if needed, and most importantly, hope.

Founded by cancer survivors, LHS leverages the power of music to expand the marrow registry through our “Get on the List” campaign .

At LHS, we believe in offering real hope to people currently living with cancer.

Since 2008 we have been hosting marrow donor drives at concerts and festivals across the globe via our Get on the List campaign. This program encourages people to sign up for the International Bone Marrow Registry via a simple cheek swab, taking our concept of, “saving lives, one concert at a time,” to a whole new level.



Andrew McMahon with Abby Fessler

Working with our amazing programmatic partners at DKMS and hundreds of incredible volunteers, we have been able to add over 129,000 music fans to the registry and found over 2,400 potentially lifesaving matches, giving hope to those who would otherwise be denied the chance of life as they navigate through blood cancers like leukemia and lymphoma.

“In terms of impact in the cancer community, I feel there is no bigger bang for your buck than adding people to the bone marrow donor registry. The simple act of swabbing your cheek and getting on the list gives tremendous hope to the tens of thousands of people with blood cancer across the USA and around the world.” – Brandon Hayes-Lattin, MD

As we look to the future the focus of LHS is to simply do more for more people. We hope you’ll want to be a part of this amazing experience, either as a potential [marrow donor](#), a [volunteer](#) at our drives, or a [supporter](#) of the organization. It’s a great time to be a part of the Love Hope Strength movement!