

## **COLORADO CONVERSATION-THIRD 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

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

Importance of vaccines for children

Virtual Gala to raise funds for elder care

Access to free feminine hygiene products

Car Show for a cause

Flu shot information

HPV Vaccine

## **THIRD QUARTER 2020 KKSE AM**

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

**AIRE**D: July 5<sup>th</sup> & July 19<sup>th</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-National Dog Day Campaign**

**AIRE**D: Aug. 16<sup>th</sup> & Aug 23<sup>rd</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: Children's Hospital of Colorado-HPV Prevention**

**AIRE**D: July 5<sup>th</sup>, 12<sup>th</sup> & Sept. 6<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.

## **THIRD QUARTER 2020 KKSE AM**

**ORGANIZATION:** Period Kits

**AIRED:** July 12<sup>th</sup> and Aug. 30<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

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**ORGANIZATION:** Angel Eyes-4<sup>th</sup> Annual Motorcycle Poker Run

**AIRED:** July 26<sup>th</sup> Aug. 2<sup>nd</sup> & 9<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY: Dates: August 22<sup>nd</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-Golf Tournament Fundraiser

**AIRED:** July 26<sup>th</sup> and Aug 2<sup>nd</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY: Event Date: August 5<sup>th</sup>** 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.

## **THIRD QUARTER 2020 KKSE AM**

**ORGANIZATION:** New West Physicians-Caring for a loved one during their end of life

**AIRED:** July 19<sup>th</sup> & Sept 6<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 Wisner, DO, an internal medicine specialist located in Evergreen with New West Physicians, says the hardest part of advance care planning is getting started. Dr. Wisner 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

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

**AIRED:** Aug 8<sup>th</sup>, Sept 13<sup>th</sup> & 27<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.

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**ORGANIZATION: New West Physicians-Childhood Immunizations**

**AIRED:** Aug, 16<sup>th</sup>, 23<sup>rd</sup> & 30<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY:** With school back in session we expressed the importance of getting our children immunized before the school year. During the COVID-19 pandemic, it is still important that both you and your children go to the doctor for routine checkups. These visits are essential for tracking your health. They are also important to track your children's growth and development, discussing concerns about health and getting scheduled vaccinations

## THIRD QUARTER 2020 KKSE AM

**ORGANIZATION: Fraternal Order of Eagles Thornton-Car Show for a Cause benefitting Feeding Denver's Hungry**

**AIRE**D: Sept. 20<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY: Event Date: Oct 3<sup>rd</sup>.** A Vintage Car & motorcycle show to help raise money for Feeding Denver's Hungry, a local organization that has proven to be a vital part of our community through the pandemic...providing over 290,000 meals in just the month of Sept.

**Thornton Eagles Mission:** The Fraternal Order of Eagles is an international non-profit organization uniting fraternally in the spirit of liberty, truth, justice, and equality, to make human life more desirable by lessening its ills and promoting peace, prosperity, gladness and hope. The F.O.E. donates more than \$10 million a year to local communities, fundraisers, charities and more. As part of its philosophy, the F.O.E. gives back 100 percent of monies raised in the form of grants. Fundraisers are conducted for eight major charities, including kidney, heart, diabetes, cancer and spinal cord injury funds, a children's fund, memorial foundation and the Golden Eagle Fund.

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**ORGANIZATION: Bessie's Hope-Virtual Fundraiser Gala**

**AIRE**D: Sept. 13<sup>th</sup>

**Interviewer:** Mel Rutledge

**Segment:** 15 Minutes

**WHY: Event Date: Sept. 17<sup>th</sup>.** When COVID hit, Bessie's Hope launched its "Staying Connected Initiative" to continue bringing joy, empowerment and love to the elders. They have delivered thousands of letters, cards, artwork and gifts and have arranged Zoom visits, classes and entertainment for the elders. It's imperative that Bessie's Hope is here waiting with live hugs when the doors open again! This Virtual fundraiser will help keep Bessie's Hope going

Bessie's Hope enhances the quality of life for nursing home and assisted living elders by bringing generations together in mutually rewarding relationships that honor the human spirit and create life-enriching volunteer opportunities for youth, families, individuals, community organizations and businesses.

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## **THIRD QUARTER 2020 KKSE AM**

**ORGANIZATION:** New West Physicians-Getting your Flu Shot

**AIRED:** Sept. 2th & 27<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 the flu shot and how health care facilities are taking extra precautions to keep patients safe during the flu immunization season.