

2017- 1st Quarter January- February - March

KCBB 1040 AM/ K253AH FM/ K239CH FM

Issues and Programs

1. Aired 100 PSAs in the quarter promoting Wildfire Prevention, Busted Driving Prevention, Bullying Prevention, High Blood Pressure Awareness, Minority Education, Underage Drinking and Driving Prevention, and Recycling.
2. Aired 100 non-sustaining commercials for CBA.
3. Promoted Red Cross donation and blood drives with live reads by the announcers.
4. Promoted Seat Belt Safety, Diversity & Inclusion along with Red Cross donation and Blood Drives with Live reads by announcers.
5. Did 1 tour of Facilities.
6. Community Calendar was shared via live Read twice daily providing free things to do in the community and updates to local activities.