

2016- 4th Quarter October- November- December

KCBR 1040 AM/ K253AH FM/ K239CH FM

Issues and Programs

1. Aired 100 PSAs in the quarter promoting Wildfire Prevention, Buzzed Driving Prevention, Bullying Prevention, Mental Health Awareness, 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 Fire Safety and Meals on Wheels along with Red Cross donation and toy 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.