

2017- 2nd Quarter April- May- June

KCBR 1040 AM/ K253AH FM/ K239CH FM

Issues and Programs

1. Aired 100 PSAs in the quarter promoting Wildfire Prevention, Autism Awareness, Bullying Prevention, High Blood Pressure Awareness, Childhood Exposure to Violence, Texting and Driving Prevention, and Discovering Nature.
2. Aired 100 non-sustaining commercials for CBA.
3. Promoted Red Cross donation and blood drives with live reads by the announcers.
4. Promoted Texting and Driving Prevention, Shelter Adoption Guests, and Fatherhood Involvement 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.