

KCCC 930AM ISSUES/PROGRAMS LIST Q1 2022

KCCC 930AM Facility ID Number 35394 Issues/Programs List. Being involved in the community and making Southeast New Mexico and better place for community member is at the heart of what KCCC 930AM is all about.

Here are the issues that we champion or our community.

KINDNESS

We run "Pass it On" public services announcements multiple times a day to help the community be better toward each other. We focus on Persistence, Humor and Forgiveness. We have expanded the amount of Kindness messages in hopes to get community members to have more patience and respect throughout the day.

We also share the message of bettering the community at public events and hiring fairs.

DISTRACTED DRIVING

New Mexico has one of the worst drinking and driving problems in the nation. Driving while intoxicated has gone beyond just drinking with an increased issue now that Marijuana is soon to be legal in our state. We are airing DWI awareness ads twice an hour in conjunction with the Eddy County DWI Program

We also share the message of safe driving while on the roadways and not to be distracted.

HEALTH AND VACCINATIONS

With COVID-19 and Omicron surging we as a community want to make sure people are getting their vaccinations. New Mexico and especially SE New Mexico have been apprehensive in adopting the COVID-19 vaccine and are historically hesitant in their annual flu vaccination. We are airing Vaccination PSA's for COVID vaccines as well as flu vaccines in a push to help the community feel comfortable regarding vaccinations and encourage a higher vaccination rate than in the past. Working with the New Mexico Department of Health to help spread positive COVID messaging.

LION'S CLUB SPAGETTI DINNER

KCCC 930AM is working with the local Lion's Club by airing free advertisements for their April 9th Spaghetti Dinner to raise money for the Community. This is a first for KCCC 930AM and are excited to continue to work with them to better our area.

