

## **KCCC 930AM ISSUES/PROGRAMS LIST**

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 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 also want to educate people on staying focused on the roadways. We run New Mexico ENDDWI public service announcement to remind people to get a ride home if you are using a substance that alters your ability to drive.

We also share the message of safe driving while

### **HEALTH AND VACCINATIONS**

With COVID-19 still a reality and an anticipated flu season, as a community we 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.