

COMMUNITY ISSUES AND NEEDS ADDRESSED BY KEOM DURING JANUARY, FEBRUARY, MARCH, 2013

1. DISCUSSION OF INFORMATION REGARDING SCHOOL POLICIES, PROGRAMS, AND CHANGES.

- A. SCHOOL REPORT PUBLIC SERVICE ANNOUNCEMENTS** – This quarter, public service announcements were aired highlighting Mesquite Independent School District programs. Segments were placed in a sequential rotation and aired on various days and at various times through a full 24-hour period at either :15 after the hour; :30 after the hour; :45 after the hour; and/or at the top of the hour. Topics discussed were Mesquite ISD district achievements. Topics included cancellation of Mesquite ISD girls' and boys' soccer games, Mesquite ISD girls' and boys' basketball games, Go Red Hearst Month in Mesquite ISD, Mesquite High School Booster Club Scholarship Golf Tournament, Mesquite ISD student winners in Texas Music Educators Association, Council of PTAs, John Horn High School Cheerleading Team, John Horn High School DECA student state finalist, John Horn High School, John Horn High School Encore Show, John Horn High School Family Life State 1st Place, John Horn High School Project Sole, John Horn High School *Thoroughly Modern Millie* theatre production, Mesquite ISD Education Foundation, Mesquite High School *Annie*, Mesquite High School Aquatic Science Club, Mesquite High School Booster Club Golf Tournament, Mesquite High School DECA student, Mesquite High School JROTC Rifle Team Grand Champion, ChildFind, Mesquite ISD Communications Awards, Mesquite ISD Apple Corps, Mesquite ISD Destination Imagination winners, Mesquite ISD Schools win recycling awards, Mesquite ISD named as one of 150 National Top Work Places in America, Mesquite ISD Parent University, Mesquite ISD scholastic chess tournament, Mesquite ISD Cosmetology, Mesquite ISD Community Ed Annual Sell-a-thon, Mesquite ISD Community Education classes, Mesquite ISD Career and Technical Education, Mesquite high school athletes honored at National Football Foundation Gridiron Club, North Mesquite High School *Footloose*, Poteet High School Facebook Page received Texas Association of School Librarians' Visual Presence Award, Poteet High School former student Veronica Jones earned Fellowship of Christian Athletes Bob Lily Award, Poteet High School *Guys and Dolls*, Poteet High School Senior Sizzle, Florence Black Elementary school partner of the year with Sharing Life Community Outreach, Mesquite ISD students win blue ribbon awards at Texas Association of Future Educators competition, School Board Recognition Month, *The Torch*, Mesquite ISD Elementary Schools win award for healthier food in USDA Healthier U.S. School Challenge Campaign, West Mesquite High School JROTC 2nd Place, and West Mesquite High School *Suessical the Musical*.
- B. COMMUNITY BULLETIN BOARD** - Local school news items of interest to the Mesquite community are aired each day on this feature. It aired at 3:15 a.m., 7:15 a.m., 11:15 a.m., 4:15 p.m., 7:15 p.m. and 11:15 p.m. Programs ranged between one to two and a half minutes in length. Topics named above are noted on this program.
- C. COMMUNITY FOCUS** - This feature often discusses MISD district news and programs. Programs ranged between one to six minutes in length, and aired at 2:15 a.m., 6:15 a.m., 10:15 a.m., 2:15 p.m., 6:15 p.m. and 10:15 p.m. This quarter, topics discussed were named in A above.

- D. SPOT ON** highlights students and student groups with inspiring qualities, unique traits, interests, and talents, and focuses on Mesquite ISD educators and staff members in the district who enlighten the young minds entrusted in their care with unique and interesting learning activities. It may also venture into unique hobbies, interests, and talents of both groups. Community members will also be featured from time to time on this program. It aired periodically during the pre-game segments in the 6:00 p.m. and 7:00 p.m. hours preceding varsity sports broadcasts on Thursday and Friday nights and also during half-time. It also aired at various times on Saturdays and Sundays at 1:45 a.m., 4:45 a. m, 12:45 p.m., and 8:45 p.m. It ranges from one to five minutes in length. Programs highlighted this quarter included the Mesquite High School Chess Club, Poteet High School student Almad Rachid, Pillar of the Community Jean Wisenbaker, Mesquite Citizens Police Academy Alumni Association, North Mesquite Drill Team, North Mesquite JROTC, R-Time and Negotiate Anti-Bullying Program, and Mesquite High School Graduate Sonny Franks.
- E. THE TORCH** is a new program this quarter. KEOM third year students host this program based on the idea that kids will one day be adults. It aims to bridge the gap between generations by having thoughtful, informative conversations with knowledgeable people. It began airing in November on Saturdays and Sundays. Times aired were not static and alternated between 7 a.m. an 8 a.m. on Saturdays and Sundays and in the afternoon between 3:00 p.m. and 5:00 p.m. Topics discussed were college, communications and technology, and how students can be involved in civic process at an early age.

2. PROMOTION OF COMMUNITY, GOVERNMENTAL, AND CHARITABLE GROUPS' ACTIVITIES THAT PROVIDE PUBLIC INFORMATION AND AWARENESS.

- A. COMMUNITY BULLETIN BOARD** - This program includes information from The Mesquite City Hall, various City of Mesquite departments and programs Balch Springs City Hall, Mesquite ISD activities, local colleges, and numerous other nonprofit groups in and around the community. It aired each day at 3:15 a.m., 7:15 a.m., 11:15 a.m., 4:15 p.m., 7:15 p.m. and 11:15 p.m. Programs ranged between one and two and one-half minutes in length.
- B. A MESQUITE MOMENT IN TIME** – This program provides information from Historic Mesquite, Inc. and the City of Mesquite regarding the founding and development of Mesquite. This program assists in promoting community awareness of the City's historic events and founding settlers. It aired on Saturdays and Sundays at 1:15 a.m., 5:15 a.m., 9:15 a.m., 1:15 p.m., 5:15 p.m., and 9:15 p.m. Programs ranged between one and five and one-half minutes in length.
- C. PUBLIC SERVICE ANNOUNCEMENTS** - We continue to broadcast a full range of these announcements throughout each broadcast day. Thirty second and 60 second announcements are featured. This quarter announcements included messages from The Ad Council, AARP, American Academy of Dermatologists, American Academy of Orthopedic Surgeons and Sports Medicine, American Diabetes Association, American Health Assistants Foundation, American Heart Association, American Stroke Association, American Institute of Certified Public Accountants, American Liver Foundation, American Planning Association, American Red Cross, American Speech Language Hearing

Association, Big Brothers Big Sisters, Brain Injury Association of America, Bright Focus Foundation, Calltorecycle.org, Center for Nonprofit Management, City of Mesquite, Commonsense.org, Consumer Electronics Association of E-Cycling, COPD Foundation Inc., COPD Alliance and NASCAR, Corporation for National Service MLK Day Legacy of Service, Disabled American Veterans, Discover Project, American Heart Month, Feeding America, FEMA and American Red Cross, Foundation Fighting Blindness, Girl Scouts of America, Go Read For Women Day/American Heart Association, Health Matters in Mesquite, Healthy Mind Healthy Body, Healthy Mouth Healthy Lives, Juvenile Diabetes Research Foundation, Keep Mesquite Beautiful, LynchCancers.com, Mesquite Public Library AARP Tax Assistance, MakingHomeAffordable.gov/Ad Council, March of Dimes, ChildFind, Mesquite ISD Wear Your Seatbelts, NAMMFoundation.org, National Career and Technical Education Month, National Education Association, National Fair Housing Alliance/U. S. Department of Housing and Urban Development, National Highway Traffic Safety Administration, National Multiple Sclerosis Society, National Nutrition Month, National Pest Management Association, Noattacks.org/EPA/Ad Council, North Texas Radio for the Blind, Office of the U. S. Department of Education, Peace Corps, Radiological Society of North America, Recording Artists Against Drunk Driving, Recreational Boating and Fishing Foundation, Rubber Manufacturers Association, Save the Children, Selective Services, Texas National Guard, Texas Special Olympics, Texas State Securities Board, Texas University Interscholastic League/The Texas High School Athletic Directors Association, Thatsnotcool.com, American Academy of Orthopedic Surgeons, The Library of Congress, Theater in Our Schools Month, United Way, U. S. Army, U. S. Coast Guard, U. S. Consumer Products Safety Council/Red Cross/YMCA, U. S. Department of Agriculture and Health Inspection Services, U. S. Department of Energy, U. S. Department of Health and Human Services, The Center for Disease Control, American College of Obstetrics and Gynecology, Healthcare 411, U. S. Department of Homeland Security, U. S. Department of Justice/National Crime Prevention Council, U. S. Department of Labor, U. S. Department of Veterans Affairs, U. S. Environmental Protection Agency, U. S. Forest Service, U. S. Marines, USDA/U.S. Department of Health and Human Services, Valentine's Day for Vets Program, Veterans Crisis Line/U.S. Department of Veterans Affairs, Women in Government, and Wounded Warrior Project.

3. DISCUSSION OF MESQUITE MUNICIPAL AFFAIRS AND PROGRAMS.

- A. COMMUNITY FOCUS** - This program features interviews with a wide variety of representatives of Mesquite and surrounding area community groups. Their special projects and regular activities are promoted and highlighted. Shows ranged from one to six minutes in length. If programs were available, they aired Mondays through Saturdays at 2:15 a.m., 6:15 a.m., 10:15 a.m., 2:15 p.m., 6:15 p.m. and 10:15 p.m. For examples of topics discussed this quarter, see the attached description of the most significant issues treated.

4. EXAMINATION OF INFORMATION REGARDING PUBLIC HEALTH AND HEALTH PROBLEMS.

- A. FITNESS MINUTE** – This feature is produced and hosted by Annette Hammond, fitness

consultant and personal trainer, and promotes healthy living habits and issues, along with medical issues. It is approximately a daily one minute program. It aired Sunday through Saturday at 1:30 a.m., 12:30 p.m., 5:30 p.m., and 10:30 p.m. For examples of topics covered in this quarter, see the attached discussion of the most significant issues treated.

- B. MEDICAL DISCOVERY NEWS** – This feature is produced by the University of Texas Medical Branch and doctors provide insights into a broad range of biomedical science topics designed to stimulate our thinking, questioning, and our appreciation of the impact of science on our world. It is a two minute program that airs on Saturdays and Sundays. It aired at 6:30 a.m. and 8:30 p.m. For examples of topics covered in this quarter, see the attached discussion of the most significant issues treated.
- C. MEDICAL MYTH MINUTE** – This feature discusses common beliefs about our health, bodies, and medical myths handed down from generations. The program discusses these common misconceptions and sets the record straight. It airs Monday through Friday at 2:30 a.m., 8:30 a.m. 2:30 p.m. and 8:30 p.m. For examples of topics covered in this quarter, see the attached discussion of the most significant issues treated.
- D. PUBLIC SERVICE ANNOUNCEMENTS** - PSAs promoting healthy living habits announcements included messages from The Ad Council, AARP, American Academy of Dermatologists, American Academy of Orthopedic Surgeons and Sports Medicine, American Diabetes Association, American Health Assistants Foundation, American Heart Association, American Stroke Association, American Liver Foundation, American Red Cross, American Speech Language Hearing Association, Brain Injury Association of America, Bright Focus Foundation, Commonsense.org, COPD Foundation Inc, COPD Alliance and NASCAR, American Heart Month, Feeding America, FEMA and American Red Cross, Foundation Fighting Blindness, Go Red For Women Day/American Heart Association, Health Matters in Mesquite, Healthy Mind Healthy Body, Healthy Mouth Healthy Living, Juvenile Diabetes Research Foundation, LynchCancers.com, March of Dimes, ChildFind, National Multiple Sclerosis Society, National Nutrition Month, Noattacks.org/EPA/Ad Council, North Texas Radio for the Blind, Radiological Society of North America, Recording Artists Against Drunk Driving, Save the Children, Thatsnotcool.com, American Academy of Orthopedic Surgeons, U. S. Consumer Products Safety Council/Red Cross/YMCA, American College of Obstetrics and Gynecology, Healthcare 411, U. S. Environmental Protection Agency, USDA/U.S. Department of Health and Human Services, and Women in Government.

8. DISCUSSION OF UNDERWRITING

- A.** In light of the current state budget and budget concerns for education, KEOM began securing underwriting. More information is given in the list of most significant issues treated.

MOST SIGNIFICANT ISSUES TREATED

1. **DISCUSSION OF ENVIRONMENTAL PROBLEMS** - KEOM seeks to focus public attention on environmental problems and their solutions through our broadcast of the syndicated features called *Isla Earth*, *Passport to Texas* and *Science and the Sea*.

Topics on *Isla Earth* this quarter included a better jet fuel, a class students dig, a greener cleaner, bacterial super power, beetle juice, beetle feet inspire technology, better public buildings, biodiversity benefits, bring a green lunch, busy beetles take years, buzzing bees move elephants, cave habitats, cleaning up with mushrooms, decrease in plant species, dissolving golf balls, drinking ocean water, emission-free ride, encyclopedia of life, enzymes lead to bio-diesel, fish fix, flea beetles, futures for future species, Great Lakes invaded by Goby, green light for Saiga, green reaper, green this life and next, health and pollution, healthier cities, Helios House, how invasive fish travel, hydrogen and egg shells, hydrogen and fuel cells, invasion of monster toads, lava flows are for the birds, lions of Tanzania, mackerel moving on, mouse territory, mystery cat, natural security, nature survival clues, Nemo, new shipping passage, off the grid, pizzeria takes the LEED, rapid biodiversity studies, recycling wind turbines, reproducing the white rhino, rice growers go dry, shady behavior, slower species emergence, tailpipe carbon recycling, the car wash, the climate change game, the endangered iriomote, the power of Bob, tree species help ecosystem, tofu glue is sticking, too many sea urchins, turtle diary, up a tree with CO₂, waves of energy, where the buffalo roam, where's the beef, and zoo on ice.

Topics on *Passport to Texas* included information on Rock Garden Trail Program, abandoned crab traps and clean up, aquariums, backyard bird count, begin your state park adventure on line, bike fest, biological inventory team, bluebird boxes, Buffalo Soldiers, butchering and curing, Caddo Lake Paddling Trail, Caprock Bison Enclosure, changing of the guard, Cornell Lab of Ornithology, Easter egg hunts, fishing forecast, Flagler Ranch, Freshwater Fishing Hall of Fame, great backyard bird count, Great Texas Birding Classes, hiking in state parks, inventories and surveys, Lake Raven for bass fishing master naturalists, lucky biologist, outdoor safety tips, outdoor stories, photo contest, photography in state parks, restoring The Pines, sport fish restoration, World birding Center, state parks for spring break, planting trees in Bastrop, Texas farm life, Texas Independence, Texas Outdoor Families Grant, Texas Outdoor Women's Network, Texas Parks and Wildlife Department 50th Anniversary, Texas Parks and Wildlife Magazine and digital version, all about fishing, Texas Parks and Wildlife TV, watersheds, white bass run, and wildflowers and other native flowers.

Topics discussed on *Science and the Sea* included Arctic bloom, black corals, gulf contours, manatee markers, mapping the Gulf, nuclear fish, radar birdwatching, rip currents, Rosy Glow, seafood scams, tiger sightings, and unexpected seabirds.

2. **MUNICIPAL AND COMMUNITY AFFAIRS AND ISSUES** – KEOM emphasizes informing the public about local affairs and issues each quarter. The principal program that deals with these topics is our *Community Focus* interview program. *A Mesquite Moment in Time* is a program dealing with the founding, development, and history of the City of Mesquite.

Examples of important community subjects treated on *Community Focus* included African American Academic Cultural Technological and Scientific Olympics and Scholarships, Go Red Heart Month, Mesquite Citizens Police Academy Alumni Association, Mesquite Community

Theatre, Mesquite High School Booster Club Scholarship Golf Tournament, Mesquite Parks and Recreation Mother and Son 2013 Dance, Mesquite Symphony Guild Debutante Cotillion Ball, Mesquite ISD student winners in Texas Music Educators Association, Mesquite ISD Community Education, and SPCA Strut Your Mutt and their other programs.

A Mesquite Moment in Time included segments on The Depression, Eastfield College history, Kimbrough and Hass, Louis William Casey, L. S. Darling, Markum and Cootes, Mesquite Fair, Mesquite's 2nd bank, movies and theaters, pre-war Mesquite 1910's, prohibition, S.D. and Opal Lawrence House, and War 1920's.

3. PUBLIC HEALTH PROBLEMS -- KEOM continued to focus upon these important public problems in *Fitness Minute*, *Medical Discovery News*, and *Medical Myth Minute*.

Fitness Minute segments talked about tips to get back on track, 5-2-1-0 program, act now so you don't pay later, Alzheimer's, American Heart Month, aspirin and heart attacks, bacon and sausage linked to pancreatic cancer, bananas, being creative to get your exercise in, soup awareness, boost your energy, change up your exercise, choose to eat less, clean the slate, coffee can fight depression, cut 200 calories a day, decide to be satisfied instead of stuffed, diabetes in the U.S., don't let spring break interrupt your exercise, Dr. Oz's tips, eat an early dinner, eat fiber for breakfast, eat healthy to keep your energy up, eat more chocolate, eating healthy at a coffee store, effects of watching TV and weight loss, eggs aren't evil, eliminate hunger, equation for weight loss, excess weight and acne in teenagers, exercise for bone health, exercise increases productivity, exercise is to be enjoyed, exercise while healing, exercising through an injury, finding out about fats, four maintenance musts, good health starts at home, grading snacks, healthy living habits for teens, healthy snacking for kids, heart-smart foods, heat or ice, hot liquids fill you up, increase your antioxidants, invest in a pedometer, it's all about perspective, joint pain, just 30 minutes a day, keep active to reduce joint pain, losing weight as a priority, make exercise easy on yourself, make little changes, making fitness resolutions, men exercising on the treadmill, muscle weighs more than fat, obese children equals obese adults, pick the right protein, prevent hypertension, purge your pantry, ranking of diets, rethink Valentine's gifts, revisit your success, running for hours a week, setting realistic goals for New Year's resolution, sit down to eat, skiing injuries, slow down and speed up, spring into fitness, start slowly and build up, start your day off right with exercise, stock a skinny kitchen, strength training is good, stress affects weight gain, sugar consumption, sweating during exercise, swimming lowers blood pressure, the dangers of sitting on the couch, the diabetes epidemic, the importance of breakfast, U. S. government guidelines, vitamin D and heart disease, walk to reduce your stroke risk, weight matters, weight training boosts brain power in older women, what you eat will burn more fat, and working out on the treadmill.

The *Medical Discovery News* program segments included topics on a new hope of Multiple Sclerosis, an aspirin a day, bringing HIV out of hiding, cancer has stem cells, chest pain, does herpes cause fibromyalgia, grapefruit juice a dangerous mixer, hair loss and hats, inside a hoarder's brain, keeping that weight off, let them wear silk, lifesaving venom, new weapons against tuberculosis, sugar and diabetes, that's an A, and the human genome revisited.

Medical Myth Minute talked about 10% of the brain, age and colon cancer, alcohol and brain cells, allergy medications, allergy tests, appendix usefulness, balding, baseball caps and your hair, brain healing, caffeine in chocolate, calories vs. fat in the diet, chest pain, chicken soup and the common cold, chocolate and nutrition, chocolate and cholesterol, chocolate and headaches, cholesterol, cotton swabs, crossed eyes, developing allergies later in life, do

glasses make your vision worse, dry skin, ear growth, ear pain, gels and hair sprays, getting the flu from the shot, hair growth, hair loss and hats, hair transplants, hay fever, hearing loss genetics, heart failure, high blood pressure, hitting the “funny bone,” honey as an allergy cure, leg pain, let them wear silk, living without the gall bladder, losing your hair, memory loss, nose growth, parental balding, popping your ears, preventing colon cancer, rate of hair growth, skipping meals, some fats are good for you, stress and hair loss, sugar and diabetes, sunscreen, supplements, surviving colon cancer, symptoms of colon cancer, taking vitamins with food, turning 40, watching TV, winter allergies, and winter myths.

4. DISCUSSION OF ISSUES IN TODAY’S SOCIETY – *Chic Chat* is a program that offers informational messages from influential women on how they have overcome life’s obstacles and gives example of their motivation, perseverance, and empowerment through experience and opportunity. *The Torch* is a student lead show that attempts to bridge the gap between generations by having thoughtful, informative conversations with knowledgeable people from the students’ perspective.

Topics talked about on *Chic Chat* were live your dreams, Miss Texas and other so-called beauty pageants vs. scholarship pageants, healthy relationships, real estate, Go Red Heart Month in Mesquite ISD, the art of relationship, trends, and love language and Valentines.

The Torch topic this quarter was motivation vs. manipulation.