

COMMUNITY ISSUES AND NEEDS ADDRESSED BY KEOM DURING APRIL, MAY, JUNE, 2013

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

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 Agnew Middle School chosen for George W. Bush Institute Middle School Matters Program, Mesquite ISD John Horn High School Encore Show Choir, Mesquite ISD John Horn High School Encore Show Choir, North Mesquite student earns MENSA, Mesquite ISD Arts Program, Mesquite ISD Community Education summer camps and classes, Mesquite ISD Poteet High School Junior Varsity Boys Soccer Team and Austin Elementary, Mesquite ISD Rugel Elementary awarded Dairy Max Grant, North Mesquite teacher Steven Harvey, Mesquite ISD Horn High School student Taylor Lewis, Mesquite ISD Horn High School student places second in UIL state theatrical make-up design competition, Mesquite ISD Horn High School 7-on-7 Football Team advances to state tournament, Mesquite ISD Horn High school students win Professionals of America National Leadership Conference, Mesquite ISD Porter Elementary student wins Junior Historians of Texas Writing Contest, Mesquite ISD varsity softball games, Mesquite Academy student 2nd place in Congressional Art Competition, Mesquite Athletes Department 2013 Varsity Football Season Tickets, Mesquite ISD Education Foundation, Mesquite ISD 2012-2013 First Class Teachers, Mesquite High School Booster Club Golf Tournament, Mesquite High School Class of 1968 45th Reunion, Mesquite High School student bronze medal UIL state track and field, three Mesquite High Schools qualify for 7-on-7 football state tournament, Mesquite ISD Apple Corps, Mesquite ISD area related severe weather message, Mesquite ISD ChildFind, Mesquite ISD Congressional Art Competition, Mesquite ISD Parent University, Mesquite ISD Risk Management Texas Association of School Boards award, Mesquite ISD teacher job fair, Mesquite ISD students receive awards from Texas State Athletic Trainers Association Academic All State, Mesquite ISD Electronic Media Services National School Public Relations Association Awards, Mesquite ISD Russell Planetarium Astronomy Day, Mesquite Schools Cosmetology Department, North Mesquite High School student to play in North Texas High School Baseball Coaches Association Game, North Mesquite High School JROTC wins top award, Mesquite ISD Porter Elementary Select Choir, Mesquite ISD Poteet High School student selected for All Star Soccer Game, Mesquite ISD Poteet lady Pirate Camp of Champions, Mesquite ISD Poteet High School Senior Sizzle,

- A. 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.
- B. 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.

- C. 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 ISD softball coach and former Poteet grad Heather Fortenberry, Mesquite ISD Poteet High School Hope Club, Mesquite Pillar of the Community Jean Wisenbaker, Mesquite ISD West Mesquite High School graphic design student, Mesquite ISD KEOM MENSA student, Mesquite ISD McWhorter Elementary community garden, Mesquite High School Business Professionals Association students, Mesquite ISD Sports Stacking, Mesquite Firefighter of the Year, Mesquite ISD Porter Select Choir, Mesquite ISD Poteet High School Crime Stoppers, Mesquite ISD Ruther Elementary Heimlich Heroes, Mesquite ISD North Mesquite teacher Steven Harvey, Mesquite ISD Horn High School student Taylor Lewis, Mesquite ISD Vanston Middle School cheerleaders, and Mesquite ISD West Mesquite Destination Imagination Team.
- D. THE TORCH production was discontinued.

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 AARP and The Ad Council, Act Against Aids and The U. S. Department of Health/Human Resources, Social Networking sites, American Academy of Dermatology, American Academy of Orthopedic Surgeons, American Diabetes Association, American Health Assistants Foundation, American Heart Association, American Institute of Certified Public Accountants, American Planning Association, American Red Cross, American Speech Language Hearing Association, Autism Speaks, Bright Focus Foundation, City of

Mesquite, City of Balch Springs, Commonsense.org, Connect 2 Compete, Consumer Electronics Association E-Cycling, COPD Foundation, COPD Alliance and NASCAR, Dallas County Community College District, Disabled American Veterans, Discover Project, Family Minute, Feeding America, FEMA, Foundation Fighting Blindness, HAM Association of Mesquite, Healthy Mothers Healthy Babies Coalition, Healthy Mouths Healthy Living, HUD and National Fair Housing Act, Juvenile Diabetes research Foundation, Keep Mesquite Beautiful, Lupus Foundation of America, LynchCancers.com, Mesquite Libraries, MakingHomeAffordable.gov, March of Dimes, Mesquite 2020, Mesquite American Cancer Society Relay for Life, Mesquite Animal Services, Mesquite Arts Center, Mesquite Association of Retired School Employees (MARSE), Mesquite Chamber of Commerce, Mesquite Community Theatre, Mesquite Disabled American Veterans, Mesquite ISD Education Foundation, Mesquite Historical and Genealogical Society, ChildFind, Mesquite ISD Community Education, Mesquite Parks and Recreation, Mesquite Peewee Football and Drill Team Association, Mesquite Police Department Click It or Ticket Buckle Up Campaign, Mesquite Police Department Drug Enforcement Administration Awareness for Medicine Cabinet Drug Disposal, Mesquite Public Library, Mesquite Quilt Guild, Mesquite Rotary Annual Bike Ride, Mesquite ISD Russell Planetarium Astronomy Day, Mesquite Soccer Association, Mesquite Symphonic Band, Mesquite Symphony Orchestra, NAMM Foundation, National Fair Housing Alliance-U.S. Department of Housing and Urban Development, National Highway Traffic Safety Administration, National Library Week, National Multiple Sclerosis Society, National PTA Teacher Appreciation, National Public Gardens Day Essay Contest, National Rosacea Society, National Traffic Safety Administration, Noattacks.org, Office of the U. S. Department of Education, Paralyzed Veterans of America, Peace Corps, Richland College, Radiological Society of North America, City of Mesquite Real Texas Festival, City of Mesquite Real Texas Festival, Recording Artists Against Drunk Driving, Recreational Boating and Fishing Foundation, Ride of Silence, Rubber Manufacturers Association, Save The Children, Selective Services, Self Defense America, Shelter Pet Project, South Central Pension Rights Center, SPCA, Texas Alcoholic Beverage Commission, Texas Commission on Environmental Quality, CASA, Texas Department of Agriculture Summer Food Service Program, Texas Department of State Health Services, Texas National Guard, Texas Association of Broadcasters, Texas Parks and Wildlife Department, Texas State Securities Board, Texas Water Smart and The Texas Agricultural Commissioner's Office, Thatsnotcool.com, The American Academy of Orthopedic Surgeons, The Library of Congress, Town East Rehab and Healthcare Center, United Way, U. S. Agency for Healthcare Research and Quality, U. S. Army, U. S. Department of Agriculture and Health Inspection Services, U. S. Department of Energy, U. S. Department of Health and Human Services/Adopt Us Kids, U. S. Department of Health and Human Services/Center for Disease Control, U. S. Department of Health and Human Services with The National Institutes of Health, U. S. Department of Health and Human Services/American College of Obstetrics and Gynecology/March of Dimes, U. S. Department of Health and Human Services/Agency for Healthcare Research and Quality, U. S. Department of Health and Human Services, U. S. Department of Homeland Security, U. S. Department of Justice/The National Crime Prevention Council, U. S. Department of Veterans Affairs, U. S. forest Service, U. S. Marine Corps, USDA/U.S. Department of Health and Human Services, Veterans Crisis Line/U.S. Department of Veterans Affairs, Volunteers of America and Major League Baseball Players Association, Wartime Veterans of The American Legion, Women in Government/overactive bladder awareness, and WoundedWarriorProject.org,

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 AARP and The Ad Council, Act Against Aids and The U. S. Department of Health/Human Resources, Social Networking sites, American Academy of Dermatology, American Academy of Orthopedic Surgeons, American Diabetes Association, American Health Assistants Foundation, American Heart Association, American Red Cross, American Speech Language Hearing Association, Autism Speaks, Bright Focus Foundation, City of Mesquite, City of Balch Springs, Commonsense.org, COPD Foundation, COPD Alliance and NASCAR, Family Minute, Feeding America, FEMA, Foundation Fighting Blindness, Healthy Mothers Healthy Babies Coalition, Healthy Mouths Healthy Living, Juvenile Diabetes research Foundation, Lupus Foundation of America, LynchCancers.com, , March of Dimes, , Mesquite American Cancer Society Relay for Life, ChildFind, NAMM Foundation, National Multiple Sclerosis Society, National Rosacea Society, National Traffic Safety Administration, Noattacks.org, Radiological Society of North America, Recording Artists Against Drunk Driving, Save The Children, Texas Alcoholic Beverage Commission, Texas Commission

on Environmental Quality, CASA, Texas Department of Agriculture Summer Food Service Program, Texas Department of State Health Services, That'snotcool.com, The American Academy of Orthopedic Surgeons, Town East Rehab and Healthcare Center, U. S. Agency for Healthcare Research and Quality, U. S. Department of Agriculture and Health Inspection Services, U. S. Department of Health and Human Services/Adopt Us Kids, U. S. Department of Health and Human Services/Center for Disease Control, U. S. Department of Health and Human Services with The National Institutes of Health, U. S. Department of Health and Human Services/American College of Obstetrics and Gynecology/March of Dimes, U. S. Department of Health and Human Services/Agency for Healthcare Research and Quality, U. S. Department of Health and Human Services, U. S. Department of Homeland Security, U. S. Department of Justice/The National Crime Prevention Council, USDA/U.S. Department of Health and Human Services, and Women in Government/overactive bladder awareness.

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 arctic fisheries, baggin' it, brighter bulbs, carbon eaters, Caribbean Reef balancing, climate change and fish bones, coal gasification, coast report, cozy bats, dogs help with conservation study, earth friendly resort, eco-tourism in Madagascar, elephant photo ID, farming the wind, feeding ourselves, few plants thrive with change, flashing lights save birds, Foja Mountain Range creatures, glass bottle comeback, go native in the garden, recycle golden rule, grasslands ecosystems best left wild, green skyscrapers, habitat change difficult, health factors threaten gorillas, high fashion green for less, horseshoe crabs and red knots, Humboldt invasion, internet insights, locavore love, making connections, misplaced mussels, mountain pine beetle, nano flakes, new partners on the range, Pacific fisher update, perfect green gift for dad, plague on the prairie, plug and play solar array, pond scum energy, products for responsible consumers, recipe for plastic decomposition, recycled again, reef cleaner, robofish, saving the penguin, sea cucumbers, shark photo ID, spying seals, stopping stowaways species, Swiss glaciers, the greenest fuel, the recycle payday, tidal barrages, tracking pandas, unidentified floating object, wetlands rising, white shark café, wind powers up national grid, and worms to the rescue.

Topics on *Passport to Texas* included information on the 50th Anniversary of Redfish Wars, accessible coastal anglings, alligators in the hood, Bahia Grande, volunteering, Bighorn Sheep restoration, birding, black bears, boater education, boating safety, Bryan Frazier good-bye, Caddo Lake, carp fishing, celebrate San Jacinto, coastal fishing, donating largemouth bass, Duck Takitori, Earth Day, fifty milestones, Fort Richardson State Park, free fishing day, freshwater inflows, fundraiser for state parks, gargantuan alligator gar, getting big bass to breed, go coastal, health benefits of the outdoors, Houston Toad recovery, hunter education, Ike's hidden damage, International Migratory Bird Day, love lives of frogs, migratory birds, Mission Tejas Folk Festival, Mother's Day Outside, Mother's Day picnic at state parks, National Trails Day, new conservation license, public reefing, Rafinesque's big-eared bat, San Jacinto Battlegrounds, Sauer Beckmann Farm, summer vacation, take dad outside, Texas Parks and Wildlife Magazine TV, Texas Parks and Wildlife Magazine, Texas State Parks and Wildlife Team, the Sharelunker Program, vagrant birds, and what causes vagrancy in birds.

Topics discussed on *Science and the Sea* included counting eggs, Elver fishing, immortal jellyfish, lighting whelk, narwhals, nautical nomenclature, ocean observatories, protected zones, shark repellent, skin power, soy fish, and wandering turtles.

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 Mesquite Rotary Club Annual Bike Ride, City of Mesquite State 3 Water Restrictions, Mesquite ISD John Horn High School Encore Show Choir, HAM Association of Mesquite, Historic Mesquite, North Mesquite student earns MENSA, Mesquite Arts Center MAC performance, Mesquite Community

Theatre, Mesquite Heart Chase, Mesquite ISD Arts Program, Mesquite Social Services Lunch Buddies Program, Mesquite Social Services GED Program, Mesquite ISD Community Education summer camps and classes, Mesquite ISD Poteet High School Junior Varsity Boys Soccer Team and Austin Elementary, City of Mesquite Real Texas Festival, Ride of Silence, Mesquite ISD Rugel Elementary awarded Dairy Max Grant, SPCA April events, North Mesquite teacher Steven Harvey, and Mesquite ISD Horn High School student Taylor Lewis.

A Mesquite Moment in Time included segments on how Mesquite Schools have grown, James Robert Scott 1869, Laura Davidson 1849-1915, Mesquite Airport, Mesquite City Band, Mesquite Fire Department, Mesquite football paused, Mesquite post office, Mesquite Rodeo, Mesquite The Vast Frontier to Village, Sam and Ed Vanston, Sam Rutherford, and University Interscholastic League and The Mesquite Schools Athletes Program.

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 30 minutes of cardio work a day, the worth of snacks, being active-not an athlete, be aware of calories, be consistent with your exercise, benefits of walking poles, bread will not make you fat, breakfast and the rising rate of Type 2 Diabetes, can muscle transform in to fat, companies paying for employees' weight loss, concentrating on your core, consistency is the key to exercise success, defining and strengthening biceps, diet soft drinks lined to heart disease, do your least favorite exercise first, don't confuse hunger for thirst, don't go for muscle soreness, don't quit, don't settle for junk food, don't skip breakfast, don't upset your body's natural balance, eating more fruit and vegetables, eating out, exercise improves depression, exercise safely when temperatures are high, exercise wisely, exergames for children and adults, fast food solutions, find the right time to walk, finding healthy snacks, fully engaged workouts, get ready for your summer workout, getting a good night's sleep, gluten-free foods, go green, go meatless, good choices for dessert, hooray for my plate, how many calories activate burn, keep diabetes away, know your waist circumflex, look 10 years younger by dropping 10 pounds, lose fat not muscle, lose weight not time, losing weight does not need expense, make good choices, males drink more soda, marathons, now is the moment to stop Alzheimer's, nuts increase brain power, overcoming exercise excuses, overweight teens at risk heart problems, pay attention to serving sizes, prevent bone loss through fitness, beware of processed meat, protein after working out, purchasing home exercise equipment, put your focus on exercise, reduce muscle cramps, scribble what you nibble, seven secrets to long life, sleep vs. eating, snacking mistakes, sodium intake increases stroke risk, stability ball, stay motivated to keep active, stay the course-don't give up, strength training, strengthening your core, sushi is a good choice, the 80/20 rule of eating, the danger of belly fat, the importance of warming up, the least obese cities, the link of obesity and autism in pregnancy, the price of being physically inactive, the projected obesity rate in the United States, try aerobic dance for fitness, try Barre Method classes, turn up the music, walking vs. running, watch sodium levels, weight lifting makes women tighter, what is healthy living, when to increase your weights, with exercise it's not all or nothing, and your workout personality.

The *Medical Discovery News* program segments included topics on aging but still protected, an early start to Alzheimer's, cancer has stem cells, death not by assassination, high altitude brain damage, maggots gross but effective, mind robot connection, sand in your eyes, sleeping beauty for real, statins can save your eyes, thinking about your stomach, virgin births, and when two parents aren't enough.

Medical Myth Minute talked about air conditioning, allergy shots, applying sunscreen, are eggs fattening, arthritis, arthritis and age, arthritis and exercise, blood testing allergies, breast cancer and birth control, breast cancer screening, bug bites, buttermilk a sunburn, cancer and age, cholesterol vs. blood pressure, colon cancer and race, cross-eyed, Deaf, don't forget to blink, eating carrots, egg color, eggs and your heart, exercise and weight gain, exercise time, female bone mass, footflops, genetic allergies, genetics and breast cancer, glasses, healing sea water, is sun tanning safe, is sunscreen waterproof, jelly fish stings, knuckle cracking, lumps-cancer, no pain no gain, over the counter drug addictions, pain and rest, pain and the weather, poison ivy, pollen vs. food allergies, rate of hair growth, raw eggs are dangerous, reading and eye damage, salt intake, scabs, skin cancer, spf ratings, stretching before running, sun exposure, sunscreen and clouds, sunscreen in the winter, swallowing gum, swimming and eating, symptoms of heart failure, tanning in a salon, t-shirts vs. sunscreen, watermelon seeds, weather and arthritis, yolk vs. whites, and youth and blood pressure.

4. DISCUSSION OF ISSUES IN TODAY'S SOCIETY – *Boost Your Biz*, hosted by Kim Lovett offers tips, tools, and insights on ways to boost your business to entrepreneurs or sole-prenueurs.

Boost Your Biz topics included managing a home based business, being a small business owner, and networking.