

COMMUNITY ISSUES AND NEEDS ADDRESSED BY KEOM DURING  
JULY, AUGUST, SEPTEMBER, 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 the Mesquite ISD Education Foundation Technicolor 5K, Mesquite ISD Cosmetology Department, Mesquite ISD John Horn High School Alum National Basketball Player Quincy Adams, Mesquite ISD varsity football, Mesquite High School 1983 football reunion, Mesquite High School All-American Cheerleader Award, Mesquite High School All Stars Drill Team 50<sup>th</sup> Anniversary, Mesquite High School Cheerleader Garage Sale, Mesquite High School Class of 1974 40<sup>th</sup> Reunion, Mesquite High School Class of 1968 45<sup>th</sup> Reunion, Mesquite High School PTSA Tailgate Party, Mesquite High School varsity football tickets, Mesquite ISD ALIVE Program, Mesquite ISD and the American Heart Association, Mesquite ISD Apple Corps, Mesquite ISD 2013 Awards in Science, Mesquite ISD back to school safety, Mesquite ISD Childfind, Mesquite ISD Eastfield College Night, Mesquite ISD All Area Team Players, Mesquite ISD Healthy Zone School Recognition Program, Mesquite ISD in Top 10 Area Football Poll, Mesquite ISD Number One District Campaign Partner of The American Heart Association, Mesquite ISD one of five finalist in 2013 Honor Board Award Program by The Texas Association of School Administrators, Mesquite ISD Soccer Scholarships, Mesquite ISD Superior Achievement Financial Rating, Mesquite ISD 7 on 7 football, Mesquite ISD Community Education Fall Courses, and Mesquite Marching Festival, North Mesquite High School Class of 1983 Reunion, and Poteet High School “Jamie Vollmer:Schools Cannot Do It Alone.”

- A. COMMUNITY BULLETIN BOARD** - Local school news items of interest to the Mesquite community are aired each day on this feature. During July and August, 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. Beginning in September it aired at 12:15 a.m., 7:15 a.m., 12:15 p.m., 5:15 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. During August and September, it 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. Beginning in September, it aired at 4:45 a.m., 8:45 a.m., 4:45 p.m., and 9:45 p.m. During September, it also 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 ranges from one to five minutes in length. Programs highlighted this quarter included the Poteet High School Alum Blair Claypool Bike and Build, First Miss Mesquite, John Horn High School Drill Team Show-Off, Pillar of the Community-Jean Wisenbaker, Mesquite High School Alum Josh Knight, North Mesquite High School Cheerleader Etiquette, and Mesquite High School Alum Sonny Franks.

## 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. In July and August, 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. Beginning in September, it aired each day at 12:15 a.m., 7:15 a.m., 12:15 p.m., 5:15 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 ARRP, Ad Council, Act Against Aids, ALS.org Lou Gehrig's Disease, American Academy of Orthopedic Surgeons, American Heart Association, American Institute of Certified Public Accountants, American Library Association, American Lung Association, American Planning Association, American Red Cross, Autism Speaks, Bright Focus Foundation, Career USA/Career DFW, Center for Disease Control and Prevention, Chrysalis Educational Foundation, City of Balch Springs, City of Mesquite, Commonsense.org, Connect 2 Complete, Consumer Electronics Association/E Cycling, COPD Foundation Incorporated/COPD Alliance with NASCAR, Dallas County Community College District, Discover Project, Employer Support of the Guard and Reserve, ESGR An Agency of The Department of Defense, Feeding America, Foundation Fighting Blindness, Healthy Mothers Healthy Babies Coalition, Healthy Mouths/Healthy Lives, HUD and National Fair Housing Act, Juvenile Diabetes Research Foundation, Keep America Beautiful, Peace Corps, Lupus Foundation of America, LynchCancers.com, MakingHomeAffordable.gov, MammographySavesLives.org, March of Dimes, Mesquite 2020, Mesquite AMBUCS, Mesquite Animal Services, Mesquite Arts Center, Mesquite Association of Retired School Employees, Mesquite ISD Childfind, Mesquite Police Department, Mesquite Social Services, NAMM Foundation, National Council on Aging, National Council on Fireworks Safety, National Crime Prevention Council on Fireworks Safety, National Crime Prevention Council and The U.S. Department of Justice, National Highway Traffic Administration, National Multiple Sclerosis Society, National Rosacea Society, Neighbor Works America, NoAttacks.org, Office of the U.S. Department of Education, On the Road in Texas, Paralyzed Veterans of America, Peace Corps, PoolSafety.gov, U. S. Consumer Product Safety Commission, Public Utility Commission of Texas, Radiological Society of North America, Recording Artists Against Drunk Driving, Recreational Boating and Fishing Foundation, Rubber Manufacturers Association, Save the Children, Selective Services, September is American Library Card Month, ShelterPetAdoptionProject.org, Texas Court Appointed Special Advocate (CASA), Texas Commission on Environmental Quality, Texas Parks and Wildlife, Texas Department of State Health, Texas Department of Transportation, Texas Auto and Burglary Theft Prevention Authority, Texas National Guard, Texas Association of Broadcasters, Texas State Securities Board, Texas Water Smart and Texas Agricultural Communitons Office, Thatsnotcool.com, The Center for Disease Control, Texas Department of Public Safety, United Way and Liveunited.org, The Wildlife Land Trust and Humane Society, Texas Commission on Environment, University Interscholastic League and Texas High School Athletic Directors Association, United Way, U. S. Agency for Healthcare 411.org, U. S. Department of Health and Human Services, U. S. Army, U. S. Coast Guard and North American

Safe Boating Campaign, U. S. Consumer Product Safety, Red Cross, YMCA, U. S. Department of Agriculture and The Animal and Plant Health Inspection Services, Adopt us Kids, Longtermcare.org, The Center for Disease Control, The National Institute of Health, Center for Disease Control and Disease Prevention, U. S. Department of Homeland Security and the New York Metropolitan Transportation Authority, U. S. Department of Veterans Affairs, U. S. Forest Service, U. S. Marines, USA Track and Field Junior Olympics, USDA, Volunteers of America and Major League Baseball Player Association, Women in Government, 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. Airtimes are 1:30 a.m., 6:30 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 ARRP, Ad Council, Act Against Aids, ALS.org Lou Gehrig's Disease, American Academy of Orthopedic Surgeons, American Heart Association, American Lung Association, American Red Cross, Autism Speaks, Bright Focus Foundation, Center for Disease Control and Prevention, Chrysalis Educational Foundation, Commonsense.org, COPD Foundation Incorporated/COPD Alliance with NASCAR, Discover Project, Feeding America, Foundation Fighting Blindness, Healthy Mothers Healthy Babies Coalition, Healthy Mouths/Healthy Lives, Juvenile Diabetes Research Foundation, Lupus Foundation of America, LynchCancers.com, MammographySavesLives.org, March of Dimes, , Mesquite ISD Childfind, NAMM Foundation, National Council on Aging, National Council on Fireworks Safety, National Crime Prevention Council on Fireworks Safety, National Multiple Sclerosis Society, National Rosacea Society, NoAttacks.org, Paralyzed Veterans of America, PoolSafety.gov, U. S. Consumer Product Safety Commission, Radiological Society of North America, Recording Artists

Against Drunk Driving, Recreational Boating and Fishing Foundation, Save the Children, Texas Court Appointed Special Advocate (CASA), Texas Commission on Environmental Quality, Thatsnotcool.com, The Center for Disease Control, Texas Department of Public Safety, Texas Commission on Environment, U. S. Agency for Healthcare 411.org, U. S. Department of Health and Human Services, U. S. Consumer Product Safety, Red Cross, YMCA, U. S. Department of Agriculture and The Animal and Plant Health Inspection Services, Adopt us Kids, Longtermcare.org, The Center for Disease Control, The National Institute of Health, Center for Disease Control and Disease Prevention, USDA, Volunteers of America and Major League Baseball Player Association, Women in Government, and WoundedWarriorProject.org.

## 5. DISCUSSION OF ECONOMIC AND FINANCIAL ISSUES

- A. THE FINANCIAL STOCK MARKET REPORT airs Monday through Friday on days when the stock market is open and offers the daily financial report on the current day's activities. It airs at 5:00 p.m., 6:00 p.m., and 7:00 p.m.
- B. ON THE MONEY MINUTE began airing in September. It offers **tips and insights for dealing with day-to-day family finances**. It aired at 8:30 a.m., 2:30 p.m. and 8:30 p.m.

## 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 Adobe Software's Lead Building, air pollution travels, airborne windmills, Bale House, bears in Germany, beat home energy cost, better packaging, biophilia for your sanity, books versus e-readers, brown fields turn green, carbon solution found in the sea, carbon storage in Mangroves, Chinese alligators, city hall chooses green, colorful sea slug discovery, companion planting, coral reefs, defrag nature, eat your green food, edible school, fire and climate change, fish food, geothermal energy golden, green chocolate, green independence, hydrogen storage, Indonesia's treasures, invasive biosecurity threat, Irrawaddy dolphins, King Crabs go deep, land trusts for the future, lighting up India's homes, Lonesome George, manatee habitats, microbial fuel cells, mimicking nature, natural gas discovery, nature deficit disorder, nature's pesticide, nice lice, ocean sinks, off put by offsets, park for a day, parking lots, raising the bar, range anxiety shorts e-car sales, reattaching giant sponges, roof gardens, salmon chips, sea grass, shrinking deer, sustainable fooling products, that sinking feeling, the amazing krill, the better bee, the talking grey parrot, toolbox for green classrooms, turtles, urine fuel cells, wall board made from invasive tallow, water rights, water use, West Coast impact, whale navigation, wild horses habitat shrinking, and zebras versus cattle.

Topics on *Passport to Texas* included information on 50 artificial reefs, 50<sup>th</sup> anniversary of The Landowner Program, archery in schools, bats:an underserved bad rap, big list birders, big time Texas hunts, Bull Drum, connecting with the outdoors, day one on the Trail Run, dove in Texas, fire ants, fire-wise landscapes, fireworks, Galveston Bay fishing, Inks Lake State park paddling, license renewal, moving pictures, must you use sargassum, native bees, Nature Tourism Texas, relationship with landowners, outdoor education, park volunteers, Project Wild, river resolve, rules of frogging, take care of Texas, Texas outdoor families, Texas paddling trails, Texas Parks and Wildlife Magazine, biking in The Franklin Mountains, Guadalupe Trout, shooting safety gear, wild hogs, Texas water smart, Toyota Texas Bass Classic, waterfowl season, what's killing bats, wild harvest, and winter birds.

Topics discussed on *Science and the Sea* included Azoic Theory, cold getaway, crab-eating frog, danger zones, East Scotia Ridge, exclusive economic zones, fast diggers, frogfish, hot spots, melting ice, oysters on acid, smelling turtles, and stormy currents.

**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 the first Miss Mesquite, Ham Association of Mesquite Field Day, Historic Mesquite Bark in the Park, John Horn High School Drill Team, Mesquite High School Alum Josh Knight, Mesquite Social Services Lunch Buddy Program, Mesquite Arts Council Art Around Town with The City of Mesquite, Mesquite Chamber of Commerce Taste and Trade, Mesquite Firefighters 911 Tribute Stair Climb, Mesquite Police Department's National Night Out, MISD John Horn High School Alum Quincy Acy, SPCA Projects, FamFest and Mesquite Social Services, and Missoula Children's Theatre.

*A Mesquite Moment in Time* included segments on 1930's Depression, Mesquite Movie Theatres, 1940's Population Explosion, City Lake Park, Growing Pains in Mesquite, Klu Klux Klan, Markum and Cootes, Mesquite Incorporation, Mesquite Post Office, Mesquite ISD Centex School 1956, Fourth of July Balloonfest, Town Life During War, and TV in Mesquite.

**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 10,000 steps a day, three habits to lower the rise of childhood obesity, add exercise to your weight loss plan, add veggies and fruit to your everyday foods, ADHD and exercise, aerobic exercise rids belly fat, avoid crash diets, avoid weight loss danger, beat back pain, benefits of Mediterranean Diet, beware of low fat foods, boot camp workout, bread is full of salt, burning calories, chart your course, choose health, cut your risk of a stroke potassium, cycling, diet sodas are not safe, don't overdo it with exercise, don't skip stretching, drink water for weight loss, eat within an hour after you workout, eight habits of fit people, exercise afterglow, exercise and heart disease, exercise slows down the aging, exercise socks, exercise to defend against cardiovascular disease, exercise to lower cholesterol, exercise to reduce stress, exercise to relieve joint pain, fall in love with fitness, get the weight off, hamstrings injury, healthy after school snacks, healthy breakfast for school, hip and knee joint pain, raw or cooked vegetables best, movie popcorn, keep your brain healthy with exercise, keep your diet colorful, knowing CPR is valuable, land correctly when running, lift weights to build muscles, load up your cell phone with fitness apps, lose weight gradually and steadily, low calorie meals and exercise, maintaining weight loss, make a commitment, making a good choice for breakfast, more Americans are walking, obesity and cancer, plowing through weight loss plateaus, potatoes, praise for spinach, preparing your lunch at home, prevent golf injuries, preventing overuse injuries, putting off joint replacement, read food labels carefully, red meat and colorectal cancer, roasting vegetables, running clubs, scale back on soda, September is Yoga month, skip the bagel with cream cheese, snack before meals, snooze to lose, squats with the ball, strengthen your core to protect your back, stretching is good for you, strokes, swimming, take time when lifting weights, the danger of belly fat, the importance of balance, the importance of calcium, toning the abs, torn meniscus knee injuries, use awards to spur on your exercise, using a stability ball, walk to reduce stroke risk, watch out for high fructose corn syrup, watermelon helps shed pounds, weight loss for couples, weight loss is a two-prong approach, what happens when you exercise, and when you eat matters.

The *Medical Discovery News* program segments included topics on a top ten list to die for, astronauts with Alzheimer's, cancer fighting bacteria, cat allergy vaccine, life-saving printers, liposuction, Second Impact Syndrome, sponging up toxins, Thalidomide nightmare, the chemistry of opera, the dark secret of medicine show, the male pill, the rise of cavities, and ticked off meat eaters.

*Medical Myth Minute* talked about age and diabetes, are eggs fattening, aspirin and blood, breast implants, broccoli and bleeding, broccoli and joints, brown eggs, caffeine levels, cancer prevention, cancer prevention and broccoli, chocolate and acne, chocolate and cholesterol, chocolate and headaches, coffee and pregnancy, coffee helps prevent cancer, coffee improves memory, cooks versus raw broccoli, cooling off, cosmetic and plastic surgery, dehydration, do onions and garlic prevent cancer, does garlic help the heart, eating a big meal, eating late at night, eating sweets, egg yolks, food and metabolism, garlic, garlic and bad breath, garlic and diabetes, gender and metabolism, genetic allergies, giving blood, glass protection from the sun, hair color and bleeding, hangover remedies, heat stroke, hydration, hypothermia, iced tea, insulin, late night chocolate snack, liposuction, metabolism and your genes, nose bleeds, pain and aging, plastic surgery scars, preventing high blood pressure, raw eggs, rest for back pain, sea water, sleep cycles, sun exposure, sunburn, sunscreen and vitamin D, sunscreen in makeup, tanning, the nutrition of chocolate, too much sugar, tarantula bites, umbrella protection, vitamins and bleeding, vitamins in broccoli, weight and diabetes, and youth and heat .

**4. DISCUSSION OF ISSUES IN TODAY'S SOCIETY** – *Boost Your Biz* and *Chic Chat* are talk-show simulated formats focusing on issues in today's world. These programs alternate Saturday and Sunday airings during the same time spots at 6:20 a.m. and 6:20 p.m.

*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 did not air this quarter.

*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.

The topic talked about on *Chic Chat* was Eastfield College enrollment process.

#### 5. DISCUSSION OF ECONOMIC AND FINANCIAL ISSUES

*On the Money Minute* topics included college savings plans.