

COMMUNITY ISSUES AND NEEDS ADDRESSED BY KEOM DURING OCTOBER, NOVEMBER, DECEMBER, 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 Amazing Technicolor 5K, Aquatic Science Program for John Horn High School and Mesquite High School, Berry Middle School Geographic Education Poster Contest winner, Horn High School “Marvin’s Room” production, Mesquite ISD Cosmetology Department, Florence Black Elementary party in pink zumbathon, Gentry Elementary PTA, John Horn High School Cheerleaders win 7th NCA State Championship, John Horn High School National Merit Semifinalist, varsity sports, MARCOM Awards for KEOM students and staff, Mesquite High School Class of 1974 reunion, Mesquite High School National Hispanic recognition program winners, Mesquite High School Coach Robbie Robinson Dallas Cowboys Coach of the Week nominee, Mesquite High School student earns Eagle Scout ranking, Mesquite High School PTSA tailgate party, Mesquite ISD ALIVE program, Mesquite ISD Apple Corp inductees, Mesquite ISD school weather closings, Mesquite ISD Childfind, Mesquite ISD College Board Annual Advance Placement District Honor Roll Member, Mesquite ISD Dallas Morning News Football Ranking, Mesquite ISD Holiday Card contest winners, Mesquite ISD hosting flu shot clinic at North Mesquite High School, Mesquite ISD Red Ribbon Week, Mesquite ISD Community Education classes, Mesquite ISD Parent University, Mesquite Marching Festival at Memorial Stadium, Mesquite Paraprofessional Association, North Mesquite High School tailgate party, Pirrung Elementary student winner of overall excellence, Poteet High School “Edgar Allen Poe and Friends” production, Poteet High School student nominee for Sports Day High School Hero Award, Poteet High School alum Taylor Lipsett, Poteet High School Trick or Treat So Tots Can Eat Campaign, and West Mesquite High School Coach and Teacher inducted in to Ashland University Hall of Fame.

- 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 Mesquite High School alum Josh Knight, Mesquite High School cheerleaders, Mesquite High School Maroon Maniacs, Mesquite High School student trainers, and Poteet High School Pirate Band.

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 AARP, Ad Council, Act Against Aids, ALS.org, American Academy of Orthopedic Surgeons, American Heart Association, American Institute of Certified Public Accountants, American Lung Association, American Planning Association, American Red Cross, American Speech Language Hearing Association, Autism Speaks, Balch Springs Firefighters Association, Bright Focus Foundation, California Dreaming Exchange, Career USA/CareerDFW.org, Center for Disease Control and Prevention, Chrysalis Educational Foundation, City of Balch Springs, City of Mesquite, Commonsense.org, Connect 2 Complete, Consumer Electronic Association E-cycling, COPD Foundation, Dallas Area Alliance for Women in Media Foundation, Dallas County Community College District, Eastfield College, Entertainment Software Rating Board, ESGR U. S. Department of Defense, Alzheimer's Neighborhood Memory Café, Feeding America, FEMA, Foundation Fighting Blindness, Goodwill Industries, Healthy Mothers Healthy Babies Coalition, Hearing Loss Association, Historic Mesquite, Juvenile Diabetes Research Foundation, Keep America Beautiful, Keep Mesquite Beautiful, Lupus Foundation of America, LynchCancers.com, MakingHomeAffordable.gov, MammographySavesLives.org, March of Dimes, Mesquite Animal Shelter, Mesquite Arts Center, Mesquite Association of Retired School Employees, Mesquite Crime Watch, Mesquite Education Foundation,

Mesquite ISD Childfind, Mesquite Public Libraries, Mesquite Rehabilitation and Specialty Hospital Health Fair, Mesquite Social Service Food Pantry, Mesquite Special Olympics, NAMMFoundation.org, National Bullying Prevention Month, National Council for Adoption, National Education Association, National Endowment for Financial Education, National Foundation for Credit Counseling, National Highway Traffic Safety Administration, National Rosacea Society, National Runaway Safeline, Noattacks.org, Obesity Action Coalition/YourWeightMatters.org, Oceana.org, Office of the U. S. Department of Education, Paralyzed Veterans of America, Peace Corps, Public Utility Commission of Texas, Radiological Society of North America, Recording Artists Against Drunk Driving, Recreational Boating and Fishing Foundation, Selective Services, Sharing Life Outreach and Mesquite Social Services, Snowball Express Fallen Military Heroes' Families, SPCA of Texas, TEACH, Texas CASA, Texas Department of State and Health Services, Texas Association of Broadcasters, Texas Department of Transportation, Texas National Guard, Thatsnotcool.com, The National Council on Aging, The Wildlife Land and Trust, UIL University Interscholastic League and The Texas High School Athletic Directors Association, United Way, U. S. Agency for Healthcare Research and Quality and U. S. Department of Health and Human Services, U. S. Army, U. S. Coast Guard, U. S. Department of Health and Human Services and the Health Insurance Market Place, U. S. Department of Agriculture and The Animal and Plant Health Inspection Services, U. S. Department of Health and Human Services and Adopt Us Kids, U. S. Department of Health and Human Services and The Center for Disease Control, U. S. Department of Health and Human Services with The Institute of Health, U. S. Department of Health and Human Services Long Term Care, U. S. Department of Homeland Security, U. D. Department of Veterans Affairs, U. S. Forest Services, U. S. Marines, USDA, Vietnam Veterans Memorial Fund, Visiting Nurses Association, Volunteers of America and Major League Baseball Players 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.

PUBLIC SERVICE ANNOUNCEMENTS - PSAs promoting healthy living habits announcements included messages Ad Council, Act Against Aids, ALS.org, American Academy of Orthopedic Surgeons, American Heart Association, American Lung Association, American Speech Language Hearing Association, Autism Speaks, , Bright Focus Foundation, Center for Disease Control and Prevention, Chrysalis Educational Foundation, Commonsense.org, Connect 2 Complete, COPD Foundation, Dallas Area Alliance for Women in Media Foundation, Entertainment Software Rating Board, Alzheimer's Neighborhood Memory Café, Feeding America, FEMA, Foundation Fighting Blindness, Healthy Mothers Healthy Babies Coalition, Hearing Loss Association, Juvenile Diabetes Research Foundation, Lupus Foundation of America, LynchCancers.com, MammographySavesLives.org, March of Dimes, Mesquite ISD Childfind, Mesquite Rehabilitation and Specialty Hospital Health Fair, Mesquite Social Service Food Pantry, Mesquite Special Olympics, NAMMFoundation.org, National Bullying Prevention Month, National Council for Adoption, National Education Association, National Rosacea Society, National Runaway Safeline, Noattacks.org, Obesity Action Coalition/YourWeightMatters.org, Office of the U. S. Department of Education, Paralyzed Veterans of America, Radiological Society of North America, Recording Artists Against Drunk Driving, Recreational Boating and Fishing Foundation, Sharing Life Outreach and Mesquite Social Services, Texas CASA, Texas Department of State and Health Services, Texas Association of Broadcasters, Thatsnotcool.com, The National Council on Aging, United Way, U. S. Agency for Healthcare Research and Quality and U. S. Department of Health and Human Services, U. S. Department of Health and Human Services and the Health Insurance Market Place, U. S. Department of Agriculture and The Animal and Plant Health Inspection Services, U. S. Department of Health and Human Services and Adopt Us Kids, U. S. Department of Health and Human Services and The Center for Disease Control, U. S. Department of Health and Human Services with The Institute of Health, U. S. Department of Health and Human Services Long Term Care, , USDA, Visiting Nurses Association, Volunteers of America and Major League Baseball Players Association, and Women in Government.

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** 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 a brief history of mistletoe, a future for Taz, algae to the rescue, bats deliver seeds, batteries powered by sugar, being food-thrifty saves, biodegradable car, bird friendly turbines, calendar effect, affects change, citizen scientists take a hike, cornucopia, creative solutions for climate change, creek cleaning, elephant shrew, Delta decline, depletion of wild cod, disposing of doggy doo, doggie doo, dust bowl survivor, Easter Island's palms, eavesdropping on elephants, energy from barnyard waste, fertilizer overload, fog declining in Redwoods, garden diversity for Belt Island, gecko connection, ginseng, gone fishing, green energy from plants, green roofs, habitat corridors, headache at Donna Nation, ice cream factory goes green, logging underwater, Madagascar Wild, mapping elephant DNA, monitoring Bison migration, monitoring carbon, more power to cattle, more trees please, mosquito repellent from frog poison, mysterious vulture deaths, no smelling spells trouble for fish, ocean dead zones, oil eaters, pachyderms pint sized surprise, patent for better insulation, penguin poo at Pole polluted, power by the sun, protecting the puffin, recycled for good, room for peace, root and tilage, rubber hits the road, save the butterflies, saving Louisiana Wetlands, shark fin sales change kill estimates, sky not falling as much in Puget Sound, stinky feet mosquito trap, Surfrider Foundation, take home box, The Little Cod, the winds of google, tuna tagging, and what's in a suriname.

Topics on *Passport to Texas* included information on long leaf revival, angler resolution, big time Texas hunts, bird feeder watching, bird friendly coffee, call of the mild, Christmas bird count, Christmas ornament and gift certificates, Christmas trees, conservation gifts, crawdads, deer season in Texas, Fanthorp Inn, feeder watchers, filed dressing , helping biologists, hunters for the hungry, hunting-an act of conservation, naturalist, ivory-billed woodpecker, JA Ranch, master naturalist, mistaken identity, Christmas in the Parks, outdoor cooking, outdoor story, camping site requirements, Texas snakes, Texas whoopers, trout stocking, wall of the wild, what to bring to a campout, maximizing the camping experience, preserving the past, quail in Texas drought, quail in Texas landowners help, sharelunker, tawny crazy ants, Texas Nature Tracker, Texas Parks and Wildlife Magazine, the best place to see meteors, Toyota Texas Bass Classic, unmanned aerial system, what's worth saving, wild game, winter fishing, and zebra mussels.

Topics discussed on *Science and the Sea* included American Monsoon, Australasian Gannet, clownfish, diamondback terrapin, finding storms, horseshoe crabs, Kiribati, polarizing fish, project Secchi, remora, sea rings, seagrass blues, and the seaweed effect.

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 Historic Mesquite Trash to Treasures, Horn High School "Marvin's Room," Mesquite AMBUCS Pancake Breakfast and AMTRYKE presentation, Mesquite Community Education Stained Glass class and teacher, Mesquite Community Theatre "The Cemetery Club," Mesquite ISD Education

Foundation Amazing Technicolor 5K, Mesquite Parks and Recreation Christmas in the Park, Mesquite Santa Cop Toy Drive,

A Mesquite Moment in Time included segments on A. C. New, Charlie Grump, Frank Greenhaw, John Davis, Louis Cass and Ella Walker, Mesquite Water, Mesquite's Santa Cop, Motley Mansion, Mrs. Clementine Carver, and Westlake Christmas in the Park.

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 alleviating low back pain with exercise, apples for weight loss, are energy drinks healthy, be a success at holiday dinners, beat the odds when it comes to heart disease, bottled water, burn those calories, check food labels, coffee reduces the risk of diabetes, cranberries, cut calories and exercise to lose weight, cut your breast cancer risk, cut back on sodium, diabetes and weight, diminish belly fat, don't blow off exercise until the new year, don't drink your calories, don't skip weight training, drink more water, drink responsibly, eat more protein to keep muscle mass, eat nuts everyday and live longer, eating before you work out, eating protein keeps you lean, elliptical trainers, enjoy Thanksgiving, enjoy the season and don't make food your focus, exercise and the common cold, exercise gives you a lift, exercise gives you greater wellbeing, exercise increases quality of life, exercise prevents migraines, exercise reduces the risk of prostate cancer, exercise slows the onset of memory loss, exercise to prevent Alzheimer's, exercise to prevent cancer, exercise your right to be healthy, fast food survival, fat proof your holidays, fill up on fiber rich foods, fitness and your resting heart rate, fitness gift ideas, focus on bone and muscle strength, food is not the enemy, get rid of love handles, healthy eating is a lifestyle, healthy foods, heighten your energy, holiday self control, holiday weight gain, how often should you weigh, include nuts in your diet, indulging in a steak dinner, is Tabata a workout for you, keep New Year's resolution, keep up the exercise, portion sizes, make a plan for the holidays, make exercise your New Year's resolution, make little changes now to impact your health, most important piece of equipment, new cholesterol guidelines, olive oil, overcoming temptation during the holidays, overcoming Thanksgiving and Christmas dinner pitfalls, pack your lunch, prevent cycling injuries, purge your pantry, relieve holiday stress with exercise, save your calories at the holidays, setting realistic goals, shoulder impingement, skip the bacon, sleep deprivation can make you eat more, smart goals for fitness, stock a skinny kitchen, stop bone loss, stretching before exercising, sugar consumption, switch it up, take resistance bands anywhere, the keys to exercise motivation, the trick to treats, time up to your exercise, trimming the calories of holiday foods, whole grains are important, why weight matters to your health, work out but know your limits, and workout crimes.

The *Medical Discovery News* program segments included topics on a more effective flu vaccine, a tricorder at last, a vaccine hero, an itchy situation, another reason for senior moments, cosmetic contamination, nanoparticles to manage diabetes, staving off dementia, sugar substitutes, tau of dementia, the synthetic revolution, and weight loss microbe.

Medical Myth Minute talked about acne and depression, appendix, bananas, breast cancer and age, brown sugar, chicken soup, coffee, cold weather, diabetes, dry skin, earlobe usefulness, eating sweets, eggs and your heart, face washing, finding a lump, flu shots, frozen fruit, genetic risk factors, goosebumps, grapes, heat in the head, herbs, indigestion, insulin, is sugar bad for you, it's depression, late night eating, multi-vitamins, natural supplements, no pain no gain, not shaving, one hair, oral contraceptives and a link to breast cancer, oranges, OTC vitamins, pain and aging, mammograms, poinsettias, pomegranates, rest for back pain, rest is good for pain,

snowflakes, sugar and hyperactivity, sunscreen in winter, taking vitamins on an empty stomach, tanning treatment, tau of dementia, tonsils, too much sugar, too much turkey, vitamins, weight gain, winter allergies, and your sweet snacks. .

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.

Topics this quarter on *Chic Chat* were holiday stress and tips and prison rehabilitation.

5. DISCUSSION OF ECONOMIC AND FINANCIAL ISSUES

On the Money Minute topics included annuities, charitable trusts, college saving plans, college student loan process, stock split, taking control of your financial life, top money mistakes parents make, year end money tips, starting your own business, taking control of your financial life, top money mistakes parents make, year end money tips, mutual funds, and exchange traded funds.