

COMMUNITY ISSUES/PROGRAMS LIST



KEOM 88.5 FM
Mesquite, TX

Quarter 4 - October 1 - December 31, 2022

KEOM-FM and HD1 is a non-commercial station, owned and operated by Mesquite Independent School District. Licensed in Mesquite, TX, this 61,000 watt station serves the Dallas area. KEOM airs a variety of community focused programming including public service announcements, locally produced programming, and syndicated programming that address issues of concern to our audience.

As a service to the local listening area, traffic reports are given up to three times an hour when staff and students are on-air. Local weather reports are given twice during most hours, both live and recorded. In addition, KEOM airs Emergency Alert Notifications regarding local and national emergencies, including Amber Alerts and during periods of severe weather.

KEOM has determined the following issues of concern to our audience:

1. Mesquite ISD policies, programs, and events
2. City of Mesquite/surrounding areas policies, programs, and events
3. Promotion of charitable organization events and volunteerism
4. Health and wellness
5. Crime and safety

KEOM has broadcast programming dealing with each of the above-referenced issues. Programming dealing with each issue is set out below.

Local Spot Announcements - KEOM staff seek out information and events that may interest our audience to promote, both live and recorded, aired in a sequential rotation at :15 and :45 past most hours. These may run between 15 and 30 seconds in length. They address programs and events happening in Mesquite ISD, Charitable organizations, and City of Mesquite and surrounding areas. This quarter, the following topics were discussed:

- *Mesquite ISD*
 - Mesquite High Class Reunion
 - Wrestling Camp
 - Auxiliary Job Openings
 - Read Play Talk Fair
 - Horn High Theatre Production
 - TAKS Test Graduation Requirements
- *City of Mesquite/Surrounding Cities*
 - Elks Lodge Fall Festival

- Small Business Association/FEMA Disaster Relief
- Mesquite Symphony Orchestra Concert
- Mesquite Community Theatre Production
- Mesquite Fire Department Jobs
- Holiday Recreation Center Camps
- *Charitable Organizations*
 - Christian Care Center Fall Bazaar
 - Hand to Hold Neonatal Intensive Care Unit Support
 - CareVan Immunization Opportunities
 - National Stuttering Association Support Group
 - Sharing Life Financial Literacy Workshop
 - Texas Workforce Commission - Jobs for Veterans

Community Bulletin Board - A compilation of upcoming events and programs, for Mesquite ISD, Mesquite City Hall, various City of Mesquite, Sunnyvale, Balch Springs, Garland, Forney, Rockwall, etc., and charitable/non-profit organizations within the listening area. It airs at 12:15 a.m., 4:15 a.m., 7:15 a.m., 12:15 p.m., 5:15 p.m., and 11:15 p.m every day of the week. Programs range between one and 2 and a half minutes in length. Topics named above are noted in this program.

Community Focus - This features interviews with a variety of representatives of Mesquite and surrounding area community groups, as well as Mesquite ISD. Their special projects and regular activities are promoted and highlighted. It airs 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. and other various times when information is available. Shows range from two to six minutes in length. This quarter, the following topics were discussed:

- *Mesquite ISD*
 - Voter Approved Tax Rate Election Information
- *City of Mesquite/Surrounding Cities*
 - Mesquite Arts Center Christmas Production
 - Mesquite Fire Department Fire Corps Volunteers
 - Flooding Disaster Relief Information
- *Charitable Organizations*
 - Sound the Alarm - Free Fire Alarm Distribution/Installation

Public Service Announcements - Sixty second spots are broadcast each day at approximately :58 past each hour. They are both locally produced and syndicated.

- *Mesquite ISD*
 - Child Find
- *Charitable Organizations*
 - Ending Hunger
 - SAMSA
- *Health/Wellness*
 - Arthritis
 - Safe Use of Acetaminophen
 - Vision Loss

- Safe Rx
- Alcoholism
- Get Ahead of Sepsis
- Sun Protection
- Fitness
- *Crime and Safety*
 - Talk Text Crash
 - ID Theft
 - Share the Road Motorcycle Awareness
 - Take Lock Hide Campaign
 - Construction Fraud

Center Stage - KEOM students interview Mesquite ISD Superintendent, Dr. Angel Rivera, on topics of importance to the students, staff, and community. He visits approximately once per month, when it fits into his schedule. Each interview lasts between 10 and 20 minutes.

- *Mesquite ISD*
 - Teacher Shortage
- *Crime and Safety*
 - School Safety Issues

Mesquite Police Department Crime and Safety Tip - Each week, two Mesquite Police Officers share information regarding crime prevention and safety. These spots are aired in sequential rotation that air every day at 1:15 a.m., 5:15 a.m., 11:15 a.m., 3:45 a.m., 4:15 p.m., and 7:15 p.m. They run between 30 seconds and one minute in length. Topics added this quarter include:

- *Crime and Safety*
 - Parking Lot Scams
 - Flash Flood Safety
 - Domestic Abuse Awareness Month
 - Leaf Hazards
 - Holiday Shopping Tips
 - Celebrating the Holidays Safely

A Better Life - Dr. Timothy Lehmann of Mesquite Chiropractic and Regenerative Medicine of Texas provides tips and information you can use to help you have “a better life” in this one-minute feature.

- *Health/Wellness*
 - Chiropractor Benefits - 4 part series
- *Crime/Safety*
 - Road Rage Prevention - 6 part series
 - Choosing Safe Vehicles - 2 episodes

Check Up on Health - Hosted by Chris Whitting, this one-minute syndicated program features health news and interviews with top medical experts. It can be heard Monday through Friday at 6:30 a.m., 12:30 p.m., 5:30 p.m., and 10:30 p.m. Topics this quarter included:

- *Health/Wellness*
 - Disparity in Blood Pressure
 - Kids Nutrition
 - Recurrent Heart Attacks
 - Signs of Child Substance Abuse
 - Reading Product Labels
 - Toll on Caregivers
 - Overweight Kids
 - Off-schedule Prescriptions

Dental Health Minute - This program presents dental topics in a way that is easy to understand. Dr. Lalani of Fresh 32 Dentistry in Mesquite hosts this locally produced, educational and informative series that is designed to help convey its importance. It runs approximately one minute in length and airs on Tuesdays and Saturdays at 7:45 a.m., 11:45 a.m., 3:45 a.m., and 5:45 p.m.

- *Health/Wellness*
 - Diabetes and Dental Health
 - Dry Mouth
 - Dry Sockets
 - Halloween Candy
 - Sugary Beverages
 - Acid
 - Tooth Extraction
 - Flossing
 - Fluoride
 - Jaw Pain
 - Missing Teeth

Medical Discovery News - This feature, produced by the University of Texas Medical Branch, provides insights into a broad range of biomedical science topics, and is designed to stimulate our thinking, questioning, and our appreciation of the impact of science on our world. It is hosted by Dr. Norbert Herzog and Dr. David Niesel. The two minute feature is heard on Saturdays and Sundays.

- *Health/Wellness*
 - Habsburg Jaw
 - Vaccinations
 - Sleep
 - Hearth
 - Breastfeeding
 - Iron
 - Long Covid