

KEOM 88.5 FM COMMUNITY ISSUES AND NEEDS ADDRESSED

QUARTER 3

JULY, AUGUST, SEPTEMBER 2022

Placed in the Public File - Oct 10, 2022

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

- A. SCHOOL REPORT PUBLIC SERVICE ANNOUNCEMENTS – This quarter, public service announcements aired highlighting Mesquite Independent School District programs. Students take charge of most of the features. 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; :45 after the hour; and/or at the top of the hour. Topics discussed were Mesquite ISD varsity sports, John Horn High School's Patriot's Day Ceremony, Mesquite ISD Job Fairs, ChildFind, Mesquite ISD Read Play Talk, and Mesquite ISD Community Education classes.
- B. COMMUNITY BULLETIN BOARD - Local school news items of interest to the Mesquite community are aired each day on this feature. 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.
- C. COMMUNITY FOCUS - This feature often discusses Mesquite ISD district news and programs. Programs range between one to six minutes in length. When a program was available, it 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 we did not have any opportunities to air this program.

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

- A. COMMUNITY BULLETIN BOARD - This program includes information from Mesquite ISD and its activities, Mesquite City Hall, various City of Mesquite departments, City of Balch Springs, Town of Sunnyvale and other surrounding cities, local colleges, and

numerous other nonprofit groups in and around the community. It aired 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. Programs ranged between one and two and one-half minutes in length. It included activities and announcements for the City of Mesquite Departments: Spread the Love Campaign, Addressing Mesquite Day, Budget Survey information, and many other city-wide events. Mesquite ISD Departments included Community Education's classes, School District Job Fairs, Health Services Free Immunizations, Read Play Talk activities. Community Groups including Lewisville Citizen's Police Academy Battle of the Badge, Mesquite Historical and Genealogical Society's Meetings, Mesquite Arts Center's Tote-and-Go Services, and Valor Ranch Aquaponic Garden.

- B. PUBLIC SERVICE ANNOUNCEMENTS - Sixty second spots are broadcast each day at approximately :58 past each hour, as close to the top of each hour as possible. This quarter, some announcements included messages from AACAP: resisting peer pressure, Better Business Bureau: IRS Impersonators, EndFamilyFire.org: gun safety, IdentityTheft.gov, National Council on Aging: BenefitsCheckUp.org, National Highway Traffic Safety Administration: StopTextsStopWrecks.org, North Texas Water District: water treatment, ShareTheRoadSafely.gov: our roads our safety, and TXDOT: be safe drive smart.

- C. MESQUITE POLICE DEPARTMENT CRIME PREVENTION UNIT Each week two Mesquite Police Officers share information and safety. These spots are in a sequential rotation that air with other public service announcements at either :15, :45 or :58 past the hour. Topics this quarter included flash flood safety, parking lot scams, summer heat safety, 9 pm routine, Labor Day impaired driving, and school zone safety.

- D. LOCAL TRAFFIC REPORTS – Traffic reports are given three times most hours on school days between 6 a.m. and 7 p.m. Times are approximately at :05, :20, and :35 past each of those hours.

- E. LOCAL WEATHER - Local weather reports are given twice most hours on school days. Times are approximately :15 and :45 past most hours.

3. MUNICIPAL AND COMMUNITY AFFAIRS AND ISSUES – KEOM emphasizes informing the public about local affairs and issues each quarter, in addition to other local happenings. Also, 10 to 30 second service announcements are also placed in rotation about city events and other local happenings. For examples of topics covered in those spots.

- 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. This quarter featured Mesquite Fire Department's Fire Corps Volunteers

- B. COMMUNITY BULLETIN BOARD - This program recaps local issues and events. It includes information from Mesquite ISD and its activities, Mesquite City Hall, various City of Mesquite departments, City of Balch Springs, Town of Sunnyvale and other surrounding cities, local colleges, and numerous other nonprofit groups in and around the community. It aired 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. Programs ranged between one and two and one-half minutes in length. It included activities and announcements for the City of Mesquite Departments: Arts Center exhibits, Keep Mesquite Beautiful Trash Bash, Addressing Mesquite Day, and Arts Theatre productions, Public Library Card Signup, Parks and Recreation Movies in the Park, Sunnyvale Citizen's Police Academy.

- C. PUBLIC SERVICE ANNOUNCEMENTS - *City of Mesquite* public service announcements aired at :15 and :45 past most hours and addressed the joining the various boards and commissions in the city, districts meetings and picnics, economic development, Job Fair, Labor Day Celebrations, and council meetings.

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

- A. CHECK UP ON HEALTH - hosted by Chris Witting is a one-minute show featuring 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. Some topics covered were tips for helping teens, major depression, pills and prescriptions, substance addiction, realizing you need help, exercise importance, motivating your spouse to get a checkup, making healthy choices, and dangers of energy drinks.

- B. DENTAL HEALTH MINUTE - Dental Health Minute presents dental topics in a way that's easy to understand. Dr. Lalani hosts this educational and informative series on dental hygiene that's designed to help convey its importance. It airs Tuesdays and Saturdays at 7:45 a.m., 11:45 a.m., 3:45 p.m., and 5:45 p.m. This quarter, topics discussed included preventative dental health, baby teeth, chewing gum, diabetes and dental health, brushing harder, color of your teeth, and braces.

- C. PUBLIC SERVICE ANNOUNCEMENTS - Sixty second spots are broadcast each day at approximately :58 past each hour, as close to the top of each hour as possible. This quarter announcements included messages from the AACAP: Resisting Peer Pressure, Action for Healthy Kids: Take Action, AIAnon: Alcoholism, Center for Disease Control: Getting Ahead of Sepsis, Matching Donors: Organ Donors, Safe Kids Worldwide: Keeping Our Kids Safe, Texas Department of Transportation, Motorcycle Awareness, US Food and Drug Administration: ABCs of Sun Protection, Better Business Bureau: IRS Impersonators, and Paralyzed Veterans of America: What I Gave.

5. DISCUSSION OF ENVIRONMENTAL PROBLEMS

- A. City of Mesquite messages Keep Mesquite Beautiful Mesquite Trash Bash, Addressing Mesquite Day, and Adopt-a-spot, and the City of Mesquite:new trash program.