

KEOM 88.5 FM COMMUNITY ISSUES AND NEEDS ADDRESSED

APRIL, MAY, JUNE 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; :30 after the hour, :45 after the hour; and/or at the top of the hour. Topics discussed were Mesquite ISD varsity sports, First-Year Teacher Awards, Summer/Athletic Camps, ChildFind, Mesquite ISD Read Play Talk, Mesquite ISD Community Education classes, and Mesquite ISD Job Fairs.

- 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 ranged 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 featured Josh Johnson - Special Olympics Swimmer, Mesquite ISD Transportation Department Recruiting, and the Rodeo Road Rally.

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: Arts Center exhibits, Historic Mesquite Barn Dance and Doggy Derby Day, Keep Mesquite Beautiful Trash Bash, Mesquite Recycles Day, and Adopt-a-spot, Arts Theatre productions and camps, Public Library events and book sales, Parks and Recreation Easter and Kidfish events, Sports leagues, and lifeguard openings, Police Department Drug Takeback and Coffee with a Cop event, and Mesquite Community Band Concerts. Mesquite ISD Departments included Community Education's classes, School District Job Fairs, Health Services Free Immunizations, Read Play Talk activities, ... Community Groups including Mesquite Heart Casino Night, Legacy Charter's Free Health Fair, Mesquite Historical and Genealogical Society's Meetings, Mesquite Rotary Club's Rodeo Road Rally, Mesquite Tri-East NAACP Juneteenth celebration, and City of Forney Easter Egg Hunt.

- 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 car seat safety, Immigratin Scams, National Poison Prevention Month, reducing vehicle crime, scams, seat belts, share the road, take lock hide, and talk text crash, volunteering, and work zones.

- 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 Josh Johnson - Special Olympics Swimmer, Mesquite ISD Transportation Department Recruiting, and the Rodeo Road Rally.

- 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, Historic Mesquite Barn Dance and Doggy Derby Day, Keep Mesquite Beautiful Trash Bash, Mesquite Recycles Day, and Adopt-a-spot, Arts Theatre productions and camps, Public Library events and book sales, Parks and Recreation Easter and Kidfish events, Sports leagues, and lifeguard openings, Police Department Drug Takeback and Coffee with a Cop event, and Mesquite Community Band Concerts.

- 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, internship program, Juneteenth, Memorial Day Celebrations, Police officer appreciations, 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 air quality,

antibiotic resistance, carbon monoxide poisoning, cholesterol, dangers of headphones, diet soda consumption, high blood pressure, benefits of honey, importance of genetics, and osteoporosis.

- B. 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 airs daily and is approximately one minute to one in length. Airtimes were 1:15 a.m., 1:15 p.m., and 7:15 p.m. Segments talked about topics such as being consistent, charlie horses, diabetes, how much to sleep, improving memory, milk alternatives, plant based diets, power napping, and serving sizes.

- C. 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 bad breath, brushing, and sugary beverages.

- D. 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 Alzheimer's Association: help and resources, American Lung Association: Lung Cancer Screening, Arthritis Foundation: Arthritis Pain, Center For Disease Control: Get Ahead of Sepsis, Federal Drug Administration: Drive Smart, Online Pharmacy, and Safe Prescriptions, National Children's Cancer Society, Legacy Charter Health Fair, National Domestic Abuse Hotline: emotional abuse, RadiologyInfo.org: Ovarian Cancer and Virtual Colon Screening, Urology Care Foundation: Bladder Cancer and Prostate Cancer, and U.S. Food and Drug Administration: Who Do You Hear and ABC's of sun protection.

5. DISCUSSION OF ENVIRONMENTAL PROBLEMS

- A. City of Mesquite messages Keep Mesquite Beautiful Mesquite Trash Bash, Recycles Day, and Adopt-a-spot, and the City of Mesquite:solid waste ordinance.