

**KEOM 88.5 FM COMMUNITY ISSUES AND NEEDS ADDRESSED
JANUARY, FEBRUARY, MARCH 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, Mesquite ISD Apple Corps teachers, ChildFind, Mesquite ISD Read Play Talk, Mesquite ISD Community Education classes, student produced Random Acts of Kindness public service announcement, Mesquite High School Theatre production, North Mesquite High School Theatre production, Poteet High School Theatre production, West Mesquite High School theatre production, MISD Health Covid testing, and KEOM student interviews with Mesquite ISD Superintendent, Dr. David Vroonland. Topics for Dr. Vroonland were teacher retention and the new innovative program AYO.
- 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 the Mesquite Education Foundation was discussed.

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, Mesquite Arts Center, Balch Springs Chamber: redistricting public hearing, City of Balch Springs: covid vaccine event, Dallas College: Bits and Bites Culinary Program, Dallas County Texas A&M Moms, Dallas Parks and Recreation: Farm Fest, Historic Mesquite, Mesquite Historical and Genealogical Society, Mesquite Symphony Orchestra, Number One British Flying Training School: Memorial Ceremony, Mesquite ISD Read Play Talk, and the nonprofit Raising the Bridge.
- 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, DWI Spring Break, National Poison Prevention Month, reducing vehicle crime, scams, share the road, take lock hide, and talk text crash.
- 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. The Mesquite Community Theatre was discussed this quarter.
- B. COMMUNITY BULLETIN BOARD - This program recaps local issues and event. 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, Mesquite Arts Center, Balch Springs Chamber: redistricting public hearing, City of Balch Springs: covid vaccine event, Dallas College: Bits and Bites Culinary Program, Dallas County Texas A&M Moms, Dallas Parks and Recreation: Farm Fest, Historic Mesquite, Mesquite Historical and Genealogical Society, Mesquite Symphony Orchestra, Number One British Flying Training School: Memorial Ceremony, Mesquite ISD Read Play Talk, and the nonprofit Raising the Bridge.
- C. PUBLIC SERVICE ANNOUNCEMENTS - *City of Mesquite* public service announcements aired at :15 and :45 past most hours and addressed the Clean City Initiative, holiday closures, Veterans Day Celebration, MLK Day Parade and Celebration, boards and commissions, Proposition A, Solid Waste Code, Keep Mesquite Beautiful, Mesquite Arts Center activities. Mesquite Fire Department fire safety tips, Mesquite Parks and Recreation, Mesquite Public Library, and keeping kids safe.

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 covered topics were acetaminophen overdose, ADHD, blood pressure machines, body piercings, childhood obesity, drug abuse, happiness, kids

and food allergies, reading labels, recognizing real addiction, shelf life of food, staph infections, and steps for feeding healthy children.

- 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 were calories, actions and decisions, carrying excess weight, creative exercise, joint issues, heart and exercise and weight loss.
- 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 Alzheimer’s Association: help and resources, American Lung Association: Lung Cancer Screening, American Lung Association: youth vaping, GetVaccineAnswers.org, Legacy Charter Health Fair, National Domestic Abuse Hotline: emotional abuse, and U.S. Food and Drug Administration: ABC’s of sun protection.

5. DISCUSSION OF ENVIRONMENTAL PROBLEMS

- A.** City of Mesquite messages Keep Mesquite Beautiful Mesquite Trash Bash, North Texas Water District: water treatment, solid waste ordinance, and Keep Mesquite Beautiful Clean City Initiative.

