

## COMMUNITY ISSUES AND NEEDS ADDRESSED BY KEOM DURING JULY, AUGUST, SEPTEMBER, 2015

### 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 and included varsity sports broadcasts, Apple Corps, online check for school information, elementary school menus, Childfind, Mesquite ISD Community Education classes, Mesquite ISD Education Foundation, school safety tips, Mesquite Association of Retired School Employees, MISD high school reunions, MISD elementary school supply lists, MISD new school year enrollment, MISD summer food program with Texas Department of Agriculture, new school superintendent Dr. David Vroonland, MISD ALIVE group, MISD College Week, Dedication Ceremony for Dr. Linda Henrie Elementary School, MISD and Dr. Vroonland Twitter pages, MISD football season tickets, MISD Transportation Department, Back to School Fair, North Mesquite High School Big Blue Band, Poteet High School Sports Camps, Clayton Youngman Horn High School Alum, and MISD alum college athletes receiving awards .

- 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., 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 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. Only one SpotOn aired this quarter at 4:45 a.m., 9:45 a.m. 4:45 p.m. and 9:45 p.m. The topic this quarter was Clayton Youngman a Horn High School Graduate in Media Success

### 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. It aired each day 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.

- B. PUBLIC SERVICE ANNOUNCEMENTS** - We continue to broadcast a full range of these announcements throughout each broadcast day. Thirty second and 60 second spots are featured. This quarter announcements included messages from AARP, Ad Council, Administration For Community Living and U. S. Department of Health and Human Services, Adopt Us Kids, American Academy of Orthopedic Surgeons, American Diabetes Association, American Heart Association, American Lung Association, American Planning Association, America's Navy STEM Careers, Association of American Railroads, Autism Awareness, BeVocalSpeakUp.com, Best Friends Animal Society, Binge Eating Disorder Association, Brain Injury Association of America and Gridiron Greats, Bright Focus Foundation, CDC.gov. Center for Disease Control Prevention, Consumer Electronics Industry, Crohn's and Colitis Foundation of America, Disabled American Veterans, Environmental Protection Agency, Food Allergy Research and Education, Feeding America, FEMA, FloodSmart.gov, Go Red for Women and the American Heart Association, Gradsoflife.org, Health Resource and Services, Hispanic Scholarship Fund, Humane Society of the U.S., IRS.gov, LiveUnited.org, MammographySavesLives.org, March of Dimes, Childfind, National Association of Music Merchants, National Arbor Day Foundation, National Council on Aging, National Fair Housing Alliance, National Federation of the Blind, NFL and the United Way, National Insurance Crime Bureau, Physicians Committee, PoolSafety.gov and U.S. Consumer Product Safety Commission, Radiological Society of North America, Rain Hail and Snow Community Collaborative Network, Real Warriors Campaign, Rubber Manufacturers Association, SAMHSA with the U.S. Department of Health and Human Services, National Safety Council, Selective Service System, Social Security Administration, Medicaid and CHIPS Insurance Programs, Texas Association of Broadcasters and the Texas Water Foundation, Teach.org, Texas Department of Transportation, Texas Veterans, The American Academy of Dermatology, The American Heart and Stroke Association, The Health Insurance Marketplace, The National Highway Traffic Safety Administration, The Texas Department of Health Services, Travis Manion Foundation, Texas State Teachers Association, Uncf.org, Understood.org, United Way, U. S. Department of Health and Human Services, U. S. Department of Homeland Security, U. S. Department of Veterans Affairs, U. S. Forest Service, USDA, Veteran Tickets Foundation, and Wounded Warrior Project.

### **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 were 1:45 a.m., 6:45 a.m., 12:45 p.m., 5:45 p.m., and 10:45 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.

PUBLIC SERVICE ANNOUNCEMENTS - PSAs promoting healthy living habits announcements messages from AARP, Ad Council, Administration For Community Living and U. S. Department of Health and Human Services, Adopt Us Kids, American Academy of Orthopedic Surgeons, American Diabetes Association, American Heart Association, American Lung Association, Autism Awareness, BeVocalSpeakUp.com, Binge Eating Disorder Association, Brain Injury Association of America and Gridiron Greats, Bright Focus Foundation, CDC.gov. Center for Disease Control Prevention, Crohn's and Colitis Foundation of America, Disabled American Veterans, Environmental Protection Agency, Food Allergy Research and Education, Feeding America, FEMA, Go Red for Women and the American Heart Association, Health Resource and Services, MammographySavesLives.org, March of Dimes, Childfind, National Council on Aging, National Federation of the Blind, NFL and the United Way, Physicians Committee, PoolSafety.gov and U.S. Consumer Product Safety Commission, Radiological Society of North America, SAMHSA with the U.S. Department of Health and Human Services, National Safety Council, Medicaid and CHIPS Insurance Programs, The American Academy of Dermatology, The American Heart and Stroke Association, The Health Insurance Marketplace, The Texas Department of Health Services, Understood.org, United Way, and U. S. Department of Health and Human Services.

#### 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 9:15 a.m., and 8:30 p.m., Monday through Friday.

## 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 *Climate Connections*, *Current Cast*, *Isla Earth*, *Passport to Texas* and *Science and the Sea*.

*Climate Connections* aired Monday through Friday at 2:45 a.m. and 7:45 p.m. Topics this quarter included a the driest wine, improving irrigations, battery powered homes are coming, drought intensifies California water woes, an early wake up call for grizzlies, modern lessons from ancient history, more resilient farming in a changing climate, a conservative Republican's climate shift, a diet for a warmer plant, catching the sustainability wave, Iowa scientists, from warming estimates, scientists are people too, asthma and global warming, monarchs in a warmer world, ozone and climate change, increasing wildfire risk in warming waters, planting an urban forest, Sierra Nevada Watershed Improve Program, fruit freeze in a false spring, Black Mesa, climate change and El Nino, piping plovers, carbon pollution, rising sea levels, faith and climate, early blooming Jacaranda plants are a sign, balancing science and awe, Resort's Environmental, solar roadways in our future, energy efficient homes, mountain towns banning together, climate change tipping, The Better Buildings Energy Challenge, preparing Boston for flooding, taking care of grandmother Earth, Copenhagen confronts rising sea level risk, Pope Francis brings his climate message to the U.S., climatologist Michael Mann, drought conditions deflate rafting business, the blob in the Pacific Ocean, LEGO building blocks go for sustainability, renewable energy plans, consumers eager for auto fuel efficiency, highlight the benefits, Hispanics and global warming, business leaders want climate change action, more than melting glaciers, Fenway Farms, climate rap, students redesign neighborhood, new life for a living shoreline, climate change and childhood health, black carbon and climate change, sustainable college biodiesel lab, a student's creative solution for storm water, climate photo competition, drought increases confusion over water rights, community resilience, maintaining city services, Maine's iconic lobsters, National Parks threatened by rising seas, preventing washouts on Vermont roads, Hawaii commits to 100% clean energy, kite flying for wind power, early blooming Jacaranda plants are a sing, balancing science and awe, energy efficient homes, giving back on Public Lands Day

*Current Cast* aired at 11:45 a.m. and 3:15 p.m. Monday through Friday. Topics of discussion included rain barrel barrels, intersex fish in Pennsylvania, saving California almonds, green bonds for DC water, property values vs. the environment, gravity and groundwater, Illinois bans microbeads, invasive species sniffing dogs, personal water conservation, Clean Rivers Project, get the lead out, Manitoba Lake certified sustainable, Dubai Ruler offers reward, weighting water risks, fluctuating lake levels, tracking water levels, Chicago gets rain ready, stream bubbles, tips for clean boating, 100 days of blue, golf course turtles, floating billboard, water conflicts Thunder Bay, Clean Water Act, private drinking water, Baltimore Waterwheel, pulling water from air, Earth's potable water, Hudson River Changes, California water recycling, stormwater pollution, recharging groundwater, water in the bank, D.C. bans styrofoam, wetland wonderlands, bottled water, seagrasses, the and bad dams, water footprint, fertilizers as pollutants, water quality monitoring, farmers reduce water usage, migrating birds miss the water, Chicago meter saver, Elwha River Dam removal, water partnership, Everglades restoration, enough water to go around, mapping coral reefs, prairie grasses, preserving freshwater fish, using GPS to track water levels, hydroelectric power, the Mighty Mississippi, estuaries, water filters, the importance of small streams, vegetarian fish, uranium contamination, mercury poisoning in fish, removal of

Ft. Halifax Dam, pet water and water, and why are oceans salty.

*Passport to Texas* aired Mondays through Fridays at 3:45 a.m., 10:45 a.m., 6:45 p.m. and 11:45 p.m. Topics included were night bass fishing, collateral damage from hog control, wildscaping, social aspect of dove hunting, cooking fall favorites, effects of extreme rain, bringing back monarchs, botanist Jason Singhurst, dove hunting forecast, birding basics, fish with a French twist, Fourth of July events in state parks, what's next-Memorial Day Flooding, Great Texas Class Birding Follow, Classic Winners Fund conservation, changing faces of conservation, women who saved migratory birds, feral swine in Texas, new control for feral swine, Lone Star Land Stewards, swimming in state parks, hunter education deferral, Spanish speaking hunter educator needed, take care of Texas, Texas State Park Guide, drawn hunts online, state park volunteer opportunities, after the flood volunteer opportunities, how much water does nature need, long/short term effects of flood, drought improves fishing, snorkeling the San Marcos River, old time sausage making, stocking fish after the floods, moving up the watershed, extended early teal season, when hunting teal, Blanco State Park reopens, scorpions: creepy or cool, spending time in the water, deer parasites, best birdbath options, mysterious Caddo lake, Texas Parks and Wildlife TV, chronic wasting disease, deer management plan, South Texas Conservation, summer camping, a fish called Ethel, My Hunt/Harvest App, taming tilapia, cooking crappie, Big Woods Bob, cats and birds don't mix, aquatic invasives on the move, don't blame the cormorants, creating a pollinator corridor, Old Yeller, childhood book inspires conservation, beneficial scorpions, what to do about skinny deer, birdbath etiquette, living with alligators, best way to bass fish at night, and snags for wildlife.

Air times for *Science and the Sea* were 10:30 a.m., 7:30 p.m., and 11:30 p.m. on Saturdays and Sundays. Topics included changing addresses, Argo, torpedoes, one ocean, along for the ride, Pacific influence, lethal snails, hot and cold, ocean treasures, spoonbills, tranquil springs, and bone worms.

**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.

Examples of important community subjects treated on *Community Focus* included Mesquite Community Theatre "William Shakespeare," Mesquite Police Department Nextdoor Program, Mesquite Symphony Orchestra, City of Balch Springs Round-a-bout Theatre, Mesquite Parks and Recreation First Tee, and Mesquite Street Bond Election.

**3. PUBLIC HEALTH PROBLEMS** -- KEOM continued to focus upon these important public problems in *Fitness Minute* and *Medical Discovery News*.

*Fitness Minute* segments talked making a good choice for breakfast cereal, obesity and diabetes, strengthen your core to protect your back, eating before you work out, running in the pool, exercise burns more calories, be aware of stroke symptoms, the truth about sculpted abs, exercise to defend against cardiovascular problems, skip the bagel with cream cheese, land correctly when running, exercise slows the aging process, weight loss for couples, red meat and colorectal cancer, knowing CPR is valuable, watermelon helps shed pounds, benefits of the Mediterranean Diet, don't skip the stretching, bread is full of salt, torn meniscus knee injury, using the stability ball, cycling is a great workout, choose daily exercise, weight loss is a two prong approach, watch out for high fructose corn syrup, lose weight gradually and steadily,

running clubs, load up your cell phone with fitness apps, walk to reduce your stroke risk, keep colorful, drink water for weight loss, vending machine choices, your behavior determines the number on the scale, raw or cooked vegetables better, exercise to relieve joint pain, add exercise to your weight loss plan, plowing through weight loss plateaus, snack before meals, fuel your workout, eating within an hour after you work out, keep your brain healthy with exercise, hip and joint pain, beware of low fat foods, prevent golf injuries, importance of balance, scale back on soda, 10,000 steps a day, exercise and heart disease, obesity and cancer, praise for spinach, eight habits of fit people, avoid crash diets, diet sodas are not safe, aerobic exercise rids belly fat, take time when lifting weights, boot camp workouts, roasting vegetables, healthy breakfasts for school children, make a commitment, exercise to lower cholesterol, lift weights to build muscle, almonds and peanuts, ADHD and exercise, squats with the ball, adding veggies and fruit to your diet, snooze to lose, use rewards to spur on your exercise, hamstrings injury, hamstrings injury, cut your risk of a stroke, when you eat matters, get the weight off, read food labels carefully, stretching is good for you, definition of exercise importance of calcium, beat back pain, three habits to lower the risk of childhood obesity, movie theater popcorn, what happens when you exercise, putting off joint replacement, maintaining weight loss, preparing your lunch at home, chart your course, exercise socks, September is Yoga Month, exercise to reduce stress, healthy afternoon school snacks, and don't overdo it with exercise healthy eating is a lifestyle.

The *Medical Discovery News* program segments included topics on a close up look at a way out of antibiotic crisis, snake bite defense: the opossum, how a heart fails, obesity and diabetes: is your gut in control, beneficial mutations, excitement about a new Alzheimer's drug, a real game of thrones, the genetics of autism, plague: it was the gerbils, a cause of sporadic gens: ALS, myopia, and the catastrophe of antibiotic resistance.

#### **4. DISCUSSION OF ECONOMIC AND FINANCIAL ISSUES**

*On the Money Minute* topics this quarter talked about student loan advice, top money mistakes, that parents make, last minute retirement, how to improve your job hunt, are annuities worth it, risks and returns, mutual funds, charitable trust, why own bonds, shipping your kids off to college, college savings plans, benefits of term life insurance, and retirement and investments.