

COMMUNITY ISSUES AND NEEDS ADDRESSED BY KEOM DURING OCTOBER, NOVEMBER, DECEMBER, 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, new school superintendent Dr. David Vroonland, MISD ALIVE group, MISD College Week, Dr. Vroonland Twitter pages, MISD Transportation Department, North Mesquite High School Big Blue Band, MISD alum college athletes receiving awards, MISD alum playing in college sports, tornado relief efforts for Mesquite ISD employees, John Horn High School Service Project to collect dry items for Mesquite Animal Services, Mesquite Educational Paraprofessional Association.

- 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 topics this quarter were Cameron Taylor Terry Middle School Arts student, Gordie Davis Eagle Scout, and John Horn High School Jag Band.

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, Administration for Community Living and U. S. Department of Health and Human Services, AdoptusKids.org/Ad Council/the U. S. Department of Health and Human Services, American Academy of Neurology, American Academy of Orthopedic Surgeons, American Academy of Orthodontists, American Diabetes Association, American Heart Association, American Planning Association, America's Family Physicians, America's NAVY, Association of American Railroads, Autism Speaks, BeVocalSpeakUp.com, Best Friends Animal Society, Binge Eating Disorder Association, Brain Injury Association of America and Gridiron Greats, Bright Focus Foundation, Center for Disease Control, Consumer Electronics, Crohn's and Colitis Foundation of America, Disabled American Veterans, Dollar General Literacy Foundation, Environmental Protection Agency, Feeding America, Futures Without Violence, Healthy Mouths Healthy Lives, Humane Society of the U.S., IRS.gov, Keep Mesquite Beautiful, Keep Texas Beautiful, LiveUnited.org, March of Dimes, National Association of Music Merchants NAMM, National Council on Aging, National Fair Housing Alliance, National Federation of the Blind, National Heart Lung Blood Institute and U. S. Department of Health and Human Services, NFL and the United Way, National Insurance Crime Bureau, Radiological Society of North America, Ready.gov and FEMA, Real Warriors Project, Radiological Society of North America, Rubber Manufacturers Association, SAMHSA, National Safety Council, Selective Service System, Social Security Administration, Medicaid and CHIPS Insurance, Teach.org, Texas Department of Transportation, The American Academy of Dermatology, the National Highway Traffic Safety Administration, the NFL and The American Academy of Neurology, The U. S. Small business Administration, 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 Services, USDA, Veteran Tickets Foundation, Volunteers of American and Major League Baseball Players Trust, 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, Administration for Community Living and U. S. Department of Health and Human Services, American Academy of Neurology, American Academy of Orthopedic Surgeons, American Academy of Orthodontists, American Diabetes Association, American Heart Association, America's Family Physicians, Autism Speaks, Binge Eating Disorder Association, Brain Injury Association of America and Gridiron Greats, Bright Focus Foundation, Center for Disease Control, Crohn's and Colitis Foundation of America, Environmental Protection Agency, Feeding America, Healthy Mouths Healthy Lives, LiveUnited.org, March of Dimes, National Council on Aging, National Federation of the Blind, National Heart Lung Blood Institute and U. S. Department of Health and Human Services, NFL and the United Way, Radiological Society of North America, Ready.gov and FEMA, Radiological Society of North America, SAMHSA, Medicaid and CHIPS Insurance, The American Academy of Dermatology, the NFL and The American Academy of Neurology, The U. S. Small business Administration, Understood.org, United Way, U. S. Department of Health and Human Services, USDA, and Wounded Warrior Project.

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*, *CurrentCast*, *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 hunter/fisherman impacts of warming, young climate scientist, banner year for renewable energy, better use of food = less food waste, Boston Airport's climate change resiliency plan, cereal maker pledges cut the carbon, Cleveland parks face climate risks, climate change education, climate changes affect a Lake Erie boat captain's business, climate commitments scoreboard, climate lessons from nuclear talks, community net-metering, conservation easements, curbing airplane emissions, distant but connect4ed weather patterns and climate, eco hip hop artist takes world by storm, expedition observes climate change on land, forecast for Pennsylvania, fruit farmers try adapting to climate change, giant walrus "haul-out," give climate change a slug, green fuel, green revolving fund, helping salmon beat the heat, how companies view climate risk, Jersey Cities try to manage coastal floods, lake fishing and climate change, landfill salad, long-term drought impacts on trees, love song to earth, mercury and fish, Miracle May, unusual amount of rainfall, mock climate negotiations, morel mushrooms, new climate adaptations, NYC Climate Museum, peatlands and climate change, preparing the next generation, Project Bud Burst, rice without methane, Santa's reindeer at risk, seeds of change, Sierra Nevada Snowpack, solar energy and the environment, Spanish City built for walking, storing energy in the Southeast, sun not responsible for warming, supporting clean energy choices, survey on business sustainability, Swinomish climate change, the blessing of the bikes, co-benefits of climate action, many benefits of urban solar, new climate economy, plight of the bumblebee, tiny college walks clean energy path, unchartered waters: planning for fisheries of the future, UPS to use more renewable fuel, vermontivate, weird weather and woe Christmas tree.

CurrentCast aired at 11:45 a.m. and 3:15 p.m. Monday through Friday. Topics of discussion included bottled water ban, arsenic in water, balancing water and energy needs, Baltimore waterwheel, beer brewers and water, better water filtration, California water recycling, carps against aquatic weeds, checking your toilet for leaks, Chicago gets rain ready, Clean rivers Project, clean Water Act, DC bans styrofoam, Earth's potable water, Everglades Restoration, facts about lawn watering, farmers reduce water usage, fixing household leaks, floating billboard, fluctuating lake levels, get the lead out, goats versus invasive reeds, gravity and groundwater, Great Salt Lake, Great Salt lake and migratory birds, green bonds of DC water, Hudson river changes, Illinois bands microbeads, intersex fish in Pennsylvania, invasive species, lake Erie algae blooms, Manitoba Lake Certified, migrating birds, ocean acidity, personal water conservation, pine barrens, property values versus the environment, rain gardens, recharging groundwater, reducing water use while traveling, road salt and water, safe sanitation, saving California almonds, saving fresh water mussels, seawood into biofuel, shrimp see the light, snowpack declines in the Rocky Mountains, steam buffers, stream bubbles: freshwater streams, stream restoration, teaching kids to save water, rain barrel barrels, Sierra Nevada lakes rebound, water footprint of biofuels, watershed approach, tracking water levels on Twitter, water conflict, water conservation in the Northeast, water older than the sun, water on Earth, water sense hotel challenge, waterless dyeing, weighing water risks, and your water footprint and the food you eat.

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 community outreach grants, big time Texas hunts, tech/hunt outdoor annual mobile app, nonhunter decides to hunt, Big Bend, Hummingbird Roundup, call of the mild, catching and eating rainbows, Christmas at the mission, Christmas in State Parks, Christmas ornaments, coastal expo volunteer family, cottontail carnitas, duck n' dogs, feeding fellow Texans, first day hikes and more, first Thanksgiving, bringing game home, Halloween for mature audiences, outdoor resolutions for health, time in nature for the win in health, hunter education and safety, hunters for the hungry, hunting for Texas blue topaz, hunting game, insect protein for the future, landowner incentive programs, legendary birder Victor Emmanuel, lifetime hunting license, living in harmony with alligators, more work needed in quail recovery, nature rocks Texas, nature tourism, owl nest boxes, pollinators a priority, preventing woodpecker damage, rains help quail rebounding, refuge, rods reels and rainbows, SB 1978, secondary cavity nesting, state of quail, Texas outdoor family reboot, unwrap the wild, venison, whoopers return, wildlife trails maps, winter hummingbirds, woodpecker damage to homes, working with and LIP Conservation.

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 antikythera, big hurricanes, bone worm, cleaning up the seas, Cordell Bank, marine soundscape, new map, octopus crawl, spoonbill, vanishing ice, whales-orcas-revered elders, and wood eating crabs.

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 Santa Cop and Agape Home Health, Dale Coates changing of the baton Mesquite Community Band, Mesquite Mayor City Council update, Mesquite Neighborhood Revitalization Program, Mesquite Police Department Nextdoor Social Media Program, Mesquite Street Bond Election, Shannon Craft City of Mesquite Events Planner, and Mesquite Community Band Christmas Concert.

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

Fitness Minute segments talked about drinking more water, diabetes and weight, alleviating low back pain, apples for weight loss, are energy drinks healthy, be a success at holiday meals, beat the odds when it comes to heart disease, bone loss, bottled water, burn those calories, check food labels, choose a workout that you enjoy, choose wisely when eating, coffee reduces the risk of diabetes, cranberries, cut calories and exercise, cut your breast cancer risk, cutting back on sodium, diabetic nerve pain, diminish belly fat, don't skip weight training, don't blow off exercise, don't drink your calories, don't skip weight training, drink more water, drink responsibly, eat more protein to keep muscle mass, eat nuts to live longer, eating protein keeps you lean, elliptical trainers, enjoy Thanksgiving, enjoy the season, exercise and the common cold, exercise gives you a lift, exercise gives you greater well-being, exercise prevents migraines, exercise reduces the risk, exercise slows the onset of memory loss, exercise to prevent Alzheimer's, exercise to prevent cancer, exercise your right, exercises increases quality of life, fast food survival, fat proof your holidays, fill up on fiber rich foods, fitness and your

resting heart rate, fitness gift ideas, five keys to exercise motivation, focus on bone and muscle, food is not the enemy, get rid of love handles, get set for the holiday season, heighten your energy, how often should I weigh, how to make a plan for the holidays, include nuts in your diet, indulging in a steak dinner, keep up the exercise, LA focuses on portion size, make exercise your New Year's resolution, make little changes now to improve your health, most important piece of equipment, new cholesterol guideline, New Year-new lifestyle, olive oil, overcoming temptation, overcoming Thanksgiving, pack your lunch, practice self-control, prevent cycling injuries, purge your pantry, relieve holiday stress, save your calories, setting realistic goals, should you skip the bacon, shoulder impingement, sleep deprivation can make you eat more, smart goals for fitness, stock a skinny kitchen, stretching before you exercise, sugar consumption, switch it up, the trick to treats, time to up your exercise, trimming the calories, weight gain during the holidays, whole grains are important, why weight matters, work out but know your limits, workout crimes, and you can eat healthy on a budget.

The *Medical Discovery News* program segments included topics on a new approach for Crohn's, Alzheimer's, designing the perfect body, hail Caesar's strokes, invasion of the body snatchers, medieval antibiotic, nutmeg high, precision your way, Spidey tingles the heart, the light side of sleep, vaccine hero, and world's smallest factories.

4. DISCUSSION OF ECONOMIC AND FINANCIAL ISSUES

On the Money Minute topics this quarter talked about why own bonds, year-end money tips, accessing capital when you're a small business, benefits of term life insurance, exchange traded funds, retirement investments, shape your personal finances, benefits of term life insurance, retirement and investing, exchange trade fund, health care coverage, health plans, insurance, last minute retirement plans, making charitable donations, concepts of risk and returns, and 401K rollovers.