

COMMUNITY ISSUES AND NEEDS ADDRESSED BY KEOM DURING JANUARY, FEBRUARY, MARCH, 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 alum college athletes receiving awards, MISD High School Filmmakers contest, MISD National Stuttering Association meetings, school closing due to weather, KEOM student auditions, West Mesquite High grad and Mesquite Hometown Musician winning “The Voice,” John Horn High School Theatre production “Footloose,” John Horn High School All State Band Members, John Horn High School National Cheerleading Association State Championship winner, Mesquite High School Fallen Soldier Car Show, School Board Recognition Month, Floyd Elementary Wear Pink for Emma Kelli and Balloon Release Day, how to choose a college information sessions, National School Breakfast Week, First Class First Year Teachers, North Mesquite High School Theatre “Guys and Dolls,” North Mesquite High School Pacesetter Honors, West Mesquite High Theatre “Annie,” and JJ Durban Mesquite ISD student member of MENSA.

- 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 on March 7 and March 8 at 4:45 a.m., 9:45 a.m. 4:45 p.m. and 9:45 p.m. The topic was Horn Cheer Nationals.

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. A MESQUITE MOMENT IN TIME** – This program provides information from Historic Mesquite, Inc. and the City of Mesquite regarding the founding and development of Mesquite. This program assists in promoting community awareness of the City’s historic events and founding settlers. It aired on Saturdays and Sundays at 1:15 a.m., 5:15 a.m., 9:15 a.m., 1:15 p.m., 5:15 p.m., and 9:15 p.m. Programs ranged between one and five and one-half minutes in length.
- C. 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 and the Ad Council, AdoptUsKids.org/U. S. Department of Health and Human Services, February Gums Disease Awareness Month, American Academy of Orthopedic Surgeons, American Brain Foundation, American Heart Association, American Lung Association, American Planning Association, American Society of Retina Specialist, American Stroke Association, Association of American Railroads, Autism Speaks/Ad Council, Center for Disease Control and Prevention, Best Friends Animal Society, ChildFind, Consumer Electronics E-Cycling, Crohn’s and Colitis Foundation of America, U. S. Department of Veterans Affairs, Disabled American Veterans, Discover the Forest, EPA, Feeding America, FEMA, FloodSmart.gov, Foundation Fighting Blindness, Go Red for Women, Grad of Life, Home Affordable Refinance Program, Health Resources and Services, Healthy Mouths Healthy Living, Hispanic Scholarship Fund, IRS.gov, Keep Mesquite Beautiful, LiveUnited.org, Maddie’s Fund Humane Society, Makinghomeaffordable.com and U. S. Treasury, MammographySavesLives.org, March of Dimes, Mental Health Radio and Speak Your Mind Texas, National Arbor Day Foundation, National Council on Aging, National Crime Prevention Council, National Fair Housing Alliance and HUD, National Highway Traffic Safety Administration, National Institutes of Health, National Stuttering Association Mesquite Chapter, National Education Association, National Insurance Crime Bureau, NFL and United Way, Real Warriors Campaign, Recreational Boating and Fishing Foundation, Rubber Manufacturers Association, , Selective Service System, Social Security Administration, SpeakYourMindTexas.org, St. Jude Children’s Research Group, Teach.org, Texas Department of Transportation, Texas Watering Foundation, American Academy of Dermatology, American Heart and Stroke Association, Health Insurance Marketplace, UNCF.org, Understood.org, United Healthcare, United Way, U. S. Air Force Reserve, Texas Association of Broadcasters, U. S. Department of Health and Human Services, U. S. Department of Homeland Security, U. S. Forest Service, USDA, USO, Women in Government, Wildlife Land and Trust and The Humane Society, 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 Ad Council, AARP and the Ad Council, AdoptUsKids.org/U. S. Department of Health and Human Services, February Gums Disease Awareness Month, American Academy of Orthopedic Surgeons, American Brain Foundation, American Heart Association, American Lung Association, American Society of Retina Specialist, American Stroke Association, Autism Speaks/Ad Council, Center for Disease Control and Prevention, ChildFind, Crohn's and Colitis Foundation of America, U. S. Department of Veterans Affairs, Disabled American Veterans, EPA, Feeding America, Foundation Fighting Blindness, Go Red for Women, Health Resources and Services, Healthy Mouths Healthy Living, LiveUnited.org, MammographySavesLives.org, March of Dimes, Mental Health Radio and Speak Your Mind Texas, National Council on Aging, National Institutes of Health, National Stuttering Association Mesquite Chapter, National Education Association, SpeakYourMindTexas.org, St. Jude Children's Research Group, American Academy of Dermatology, American Heart and Stroke Association, Health Insurance Marketplace, Understood.org, United Healthcare, U. S. Department of Health and Human Services, U. S. Department of Homeland Security, USDA, and Women in Government.

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 climate friendly restaurant, college course on citizen climate actions, new supergrid linchpin, rodeo town rides into a solar future, solar trash can, tougher and cleaner food truck, affordable housing and sustainability, blazing a trail to sustainability, Boston storms and climate change, bullish outlook for on-site renewable energy, burying carbon underground, Cli-Fi a new movie genre, climate change and National Security, Climate Change Art Quilts and National Parks, climate variability, community solar gardens, Connecticut's electrics, corn ethanol benefits questions, drought draining California, Earth's greenhouse effect, education and climate change, how does your state rank in energy efficiency, fighting climate change, from trash to energy treasure, Goldilocks and global warming, green schools in Virginia, greening traffic, how to make Aspen climate resilient, hunters and anglers with climate change, Indianapolis-setting the pace for electric cars, indoor aqua phonic making a splash, insects as food, global warming moral issue, making electricity with biomass, Minnesota sets ambitious carbon reduction guidelines, smaller homes, nuisance flooding, offshore wind development, Philadelphia Eagles flying high, pig power, preparing for future drought, pro sports and the environment, pulling CO2 from the air, religious leaders confront climate change, Sandhill cranes losing habitat, saving energy and money, solar power to the people, sustainable urban development, teens learn about climate change, beetle and white bark pine, Mississippi and American economy, Trip R drought, upper Michigan's energy future, and why this scientist stopped denying climate.

Current Cast aired at 11:45 a.m. and 3:15 p.m. Monday through Friday. Topics of discussion included 100 days of blue campaign, arsenic in water, balancing water and energy needs, Baltimore waterwheel, beer brewers and water efficiency California water recycling, carp against aquatic weeds, checking your toilet for leaks, Chicago gets rain ready, Clean Rivers Project, clean kitchen surfaces, utensils and hands, Dubai Ruler offers reward, Earth's potable water, facts about lawn watering, Fix That Leak Week, floating billboard, fluctuating lake levels, get the lead out, golf course turtles, gravity and groundwater, Great Salt Lake, Great Salt Lake and migratory birds, green bonds for DC water, Hudson River changes, Illinois bans microbeads, intersex fish in Pennsylvania waters, invasive species sniffing dogs, Manitoba Lake Certified, ocean acidity, personal water conservation, Pine Barrens, private drinking water, property values vs. environment, pulling water from the air, recharging groundwater, reducing water use while traveling, road salt and water, rock snot, safe sanitation, saving California almonds, saving fresh water mussels, snowpack declines in the Rock Mountains, steam buffers, stormwater pollution, stream bubbles, stream restoration, teaching kids to save water, rain barrels, watershed approach, Thunder Bay, tracking water levels on Twitter, water conflicts, water in the bank, water older than the sun, water sense hotel challenge, and weighing water risks.

Isla Earth aired at 8:45 a.m., 2:45 p.m. and 8:45 p.m., Monday through Friday. Topics this quarter, a better jet fuel, a class students dig, a greener cleaner, Arctic Fisheries, beetles feet inspires technology, brighter bulbs, busy beetles take years, buzzing bees move elephants, cleaning up with mushrooms, coal gasification, coast report, decrease in plant species,

dissolving golf balls, eco-tourism in Madagascar, ecosystem health built on three unlikely species, emission-free ride, environmentally friendly in this life and after, environmentally friendly public building, farming the wind, few plants thrive with change, flea beetles, futures for future species, glass bottle comeback, grasslands ecosystems best left wild, Great Lakes invaded by goby, green reaper, green skyscrapers, greenlight for Saiga, health and pollution, health factors threaten gorillas, healthier cities, high fashion green for less, how invasive fish travel, hydrogen and egg shells, ice melts, creating new shipping passage, lava flows are for the birds, misplaced mussels, mystery cat, new partners on the range, pizzeria takes the LEED, products for responsible consumers, recipe for plastic decomposition, recycle payday, recycle again, recycling wind turbines, reproducing the white rhino, saving the penguin, tailpipe carbon recycling, team tracking slower species emergence, the car wash, the endangered ironmote, the greenest fuel, the power of Bob, tofu glue is sticking, turtle diary, waves of energy, biodiversity benefit, what killed the lions of Tanzania, where the buffalo roam, and where's the beef.

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 rainbows in Canyon Lake, hunting spring turkey, whitetail browse survey, African American's enduring spirit, backyard bird count, becoming an outdoor woman, bobcats in DFW, Buffalo Soldiers, Children in Nature Conference, chimney swifts, collect data on milkweeds, collegiate climbers, crab trap cleanup, dove lethality study results, Education: Richard Louv, Texas Parks and Wildlife Magazine, facelift for Mother Neff State Park, fish: Toyota Share Lunker, Fishing-Outdoor Annual Event, fly fishing in Texas, freshwater fishing outlook, Game Warden: Gillnet Seizure, game wardens on the water, getting families outdoors for spring break, getting the most from fishing guides, helping Monarchs, it's best to leave baby critters alone, keeping history alive, making birds count, Master Naturalist Program, milkweeds and Monarchs, nature outdoor resolutions, new magazine app, Nine Banded Armadillo, White Bass Run, Great Texas birding, photography on spring break, planning for nature and people, Ray Roberts Lake State park biking, saltwater fishing, San Jacinto Monument, save our sharks, spring is time for baby mammals, State Park fun for spring break, Technology and Nature Summit, Texas Independence Celebration, Texas Native Wildflowers, why watch birds, wild game resources, and wild kittens in the city.

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 acidic reefs, dodging bullets, egg boons fantasy land, flying squid, lancetfish, methane seeps, reddish egret, sharpshooters, transplanting sponges, and virus vs. bacteria.

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 the Community Collaborative Rain, Hail and Snow Network Program, Mesquite Hometown Musician winning "The Voice," John Horn High School Theatre production "Footloose," Head Start Childcare Center, JJ Durban Mesquite ISD student member of MENSA, "Go Red for Women" Jammin' Minute, City of Mesquite Real Texas Festival, Mesquite Police Department Recruiting, Mesquite Symphony Orchestra, SPCA Winter Safety Tips, Posthuman Project, Sky Warn Spotter Training, and Watt A Find Altruistic Work and volunteer services.

3. PUBLIC HEALTH PROBLEMS -- KEOM continued to focus upon these important public

problems in *Fitness Minute and Medical Discovery News*.

Fitness Minute segments talked act now so you don't pay later, Alzheimer's, aspirin and heart attacks, bacon and sausage linked to pancreatic cancer, bananas, barefoot running and minimalist shoes, be creative and get your exercise in, beware of soups, boost your energy fitness, celebrate heart month, change up routine, choose a workout that you like, choose to eat less, clean slate, coffee can fight depression, compression clothing, cut 200 calorie a day, decide to be satisfied, diet soft drinks linked to heart disease, does vitamin D help knee pain, don't let spring break interrupt your exercise, eat an early dinner, eat fiber for breakfast, eat more chocolate, eating healthy at the coffee shop, effects of TV watching, eliminate hunger, equation for weight loss, excess weight and acne, exercise can be the cure, exercise for bone health, exercise while healing, exercises increases job productivity, exercising through an injury, F-A-S-T for a stroke, February is American Hearth Month, finding out about fats, four tips to get back on top, grading snacks, healthy living habits for teens, healthy snacks for kids, heart smart foods, heat or ice, importance of breakfast, inactivity also changes the brain, increase your antioxidant, increased diabetes in the U. S., joint pain, just 30 minutes a day, keep active to reduce joint pain, keeping weight off, know your waist circumference, losing weight as a priority, make exercising easy on yourself, make little changes, making New Year's resolutions stick, men exercising on the treadmill, muscle soreness relief, muscle weighs more than fat, not all calories are created equal, obese children equal obese adults, Paleo Diet, pick the right protein, prevent hypertension with exercise, protein bars, diet rankings, rethink Valentine's gifts, revisit your success, running four hours a week, sit down to eat, skiing injuries, slow down and speed up, spring into fitness, start slowly and build up, start your day off right with exercise, strength training, stress affects weight gain, sugar consumption, sweating during exercise, swimming lowers blood pressure, dangers of couch sitting, diabetes epidemic, vitamin D and heart disease, walk to reduce your stress, weight matters, weight training boosts fitness, what you eat will burn more fat, wise resolutions, and working out on the treadmill.

The *Medical Discovery News* program segments included topics on latitude gene: A Denison gift, beer: it's the yeast that counts, biological fountain of youth, Down Syndrome in the middle ages, humanizing the mouse, natural or c-section, Nobel Prize for Brain's GPS System, the Berlin patient, the catastrophe of antibiotic resistance, the irresistible rise in genomic medicine, we are out smelling ourselves, and where's the beat.

4. DISCUSSION OF ECONOMIC AND FINANCIAL ISSUES

On the Money Minute topics this quarter increasing your income, why everybody should own bonds, 401K rollovers, benefits of term life insurance, health coverage, home owners insurance, mutual funds and fees, retirement advice and investing, risk and return, start your own business, should everybody own bonds, last minute retirement, five steps to better credit, and paying off holiday expenses.