

## COMMUNITY ISSUES AND NEEDS ADDRESSED BY KEOM DURING APRIL, MAY, JUNE, 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, First Class First Year Teachers, Mesquite ISD Community Ed and Spring Sell-a-thon.

- 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. Topics were Mesquite Foster Family, Horn High School Standout JaCorey Shepherd, Mesquite ISD Battle of the Books, Mesquite High School alum Necio Guillermo Rodriguez, Remus The Great Dane, Texas Mission of Mercy, and Horn High School Alum Group Valise.

### 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. This program was not aired this quarter. The show is being revamped.
- 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, Ad Council, Adopt Us Kids, U. S. Department of Health and Human Services, American Academy of Orthopedic Surgeons, American Diabetes Association, American Foundation for Suicide Prevention, American Heart Association, American Institute of CPAs, American Lung Association, American Planning Association, American Stroke Association, America’s Navy, Association of American Railroads, Autism Awareness, BeVocalSpeakUp.com, Best Friends Animal Society, Binge Eating Disorder Association, Brain Injury Association of American and Gridiron Greats, Bright Focus Foundation, CDC.gov, Center for Disease Control and Prevention, Crohn’s and Colitis Foundation of America, Department of Veterans Affairs, Disabled American Veterans, U. S. forest Services, Dollar General Literacy Foundation, Environmental Protection Agency, Food Allergy Research and Education, Feeding America, FEMA, FloodSmart.gov, Foundation Fighting Blindness, Go Red for Women American Heart Association, GradsofLife.org, Home Affordable Refinancing Program Federal Housing Administration, Health Resource and Services, Healthy Mouths Healthy Living, Hispanic Scholarship Fund, IRS.gov, Keep Mesquite Beautiful, LiveUnited.org, Made in Texas Assistance Dogs, MammographySavesLives.org, March of Dimes, MatchingDonors.com, Mesquite Police Department Fireworks Safety, National Association of Music Merchants, National Arbor Day Foundation, National Association of Letter Carriers, National Council on Aging, National Fair Housing, National Federation of the Blind, National High School Radio Day, National Institutes of Health, National Stuttering Association, National Education Association, NFL United Way, National Insurance Crime Bureau, Eat Right to Fight Alzheimer’s-Physicians Committee, Radiological Society of North America, Real Warrior Campaign, Recreational Boating and Fishing Foundation, Rubber Manufacturers Association, Selective Service System, Social Security Administration, SPCA of Texas, St. Jude Children’s Research Hospital, Teach.org, Texas Department of Transportation, Texas Veterans Benefit Fair, FeedthePig.org, American Academy of Dermatology, American Heart and Stroke Association, The Community collaborative Rain, Hail and Snow Network, The Health Insurance Marketplace, CHIPS Insurance For Children, National Highway Traffic Safety Administration, NFL and the American Academy of Neurology, UNCF.org, The Veterans Legal Services, Understood.org, United Way, U. S. Air Force Reserve, Texas Association of Broadcasters, U. S. Department of Health and Human Services, The Center for Disease Control, U. S. Department of Homeland Security, U. S. Forest Service, USDA, USO, Veteran Tickets foundation, Veterans Consumer Fraud Legal Clinic, Visiting Nurses Association, VoteTexas.gov, Wildlife Land and Trust with 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 AARP, Ad Council, Adopt Us Kids, U. S. Department of Health and Human Services, American Academy of Orthopedic Surgeons, American Diabetes Association, American Foundation for Suicide Prevention, American Heart Association, American Lung Association, American Stroke Association, Autism Awareness, BeVocalSpeakUp.com, Binge Eating Disorder Association, Brain Injury Association of American and Gridiron Greats, Bright Focus Foundation, CDC.gov, Center for Disease Control and Prevention, Crohn's and Colitis Foundation of America , Disabled American Veterans, Environmental Protection Agency, Food Allergy Research and Education, Feeding America, Foundation Fighting Blindness, Go Red for Women American Heart Association, Health Resource and Services, Healthy Mouths Healthy Living, Made in Texas Assistance Dogs, MammographySavesLives.org, March of Dimes, MatchingDonors.com, National Council on Aging, National Fair Housing, National Federation of the Blind, National Institutes of Health, National Stuttering Association, NFL United Way, Eat Right to Fight Alzheimer's-Physicians Committee, Radiological Society of North America, St. Jude Children's Research Hospital, American Academy of Dermatology, American Heart and Stroke Association, CHIPS Insurance For Children, NFL and the American Academy of Neurology, UNCF.org, Understood.org, United Way, U. S. Department of Health and Human Services, The Center for Disease Control, USDA, Visiting Nurses Association, 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*, *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 stronger tribe, art making climate connections, Australian sports feel, Baltimore Ravens tackling climate change, better future-invest in students, dancing sustainably, bravery for the Earth, bullish on wind power, buying home solar in bulk, carbon farming, charged up about E-Vs, Christian values and climate change, city to invest \$100 billion, climate change takes center stage, climate expert, climate solutions falling from the trees, climate voices, cover crops store carbon, droughts and West Nile Virus, early start to fire season, fighting climate change, food waste and climate changes, frogs in a warmer climate, from the NFL to solar advocate, grass isn't green, great gains-back to the future, harnessing wave, hidden benefits of energy efficiency, hot fish on the move, ice sculpture and climate, Iowa farming clean energy, kayaking for the climate, leaving fossil fuels behind, lessons from an ancient climate shift, long live living shorelines, making climate connections at the zoo, NHL offsets carbon emissions, ocean acidification poses risk to coast, ocean chemistry puts oysters at risk, people speak out on climate change, performance art and science, Point Reyes Art Exhibit, public lands helping to reduce glacial warming, record low snowpack, scientists are people, sea level rise hotspots, small business take on climate change, solar inspiration, suffers to server-data gathering surfboard, sustainability at Stevens Pass, the Pope speaks out on climate change, two hats of Andres, thirsty cows in a drier climate, Urban Heat Islands, Virginia's climate fever, walnut farmer becomes energy self-sufficient, warming winters, wind power to clean water, and Wisconsin is a state of change.

*Current Cast* aired at 11:45 a.m. and 3:15 p.m. Monday through Friday. Topics of discussion included algae blooms, arsenic in water, balancing water and energy, better water filtration, bottled water ban, carp against aquatic weeds, checking your toilet for leaks, Chicago meter saver, Clean Water Act, D. C. bans Styrofoam, dams: the good and the bad, Elwha River Dam removal, enough water to go around, estuaries, Everglades restoration, facts about lawn watering, farmers reduce water use, fertilizers as pollutants, goat vs. invasive reeds, Great Salt Lake, Great Salt Lake and migratory birds, hydroelectric power, Lake Erie algae blooms, mapping coral reefs, mercury poisoning, migrating birds miss the water, ocean acidity, pet waste and water, pine barrens, preserving freshwater fish, rain gardens, reducing water while traveling, removal of the Halifax Dam, rock snot, safe sanitation, saving fresh water mussels, seagrasses, seaweed into biofuel, shrimp see the light, Sierra Nevada lakes, snowpack declines, stream buffers, stream restoration, the importance of small streams, the Mighty Mississippi, the water footprint of biofuels, uranium contamination on Navajo Land, using GPS to track water levels, vegetarian fish, water conservation in the north east, water footprint, water older than the sun, water partnership, water quality monitoring, water sense, water sense hotel challenge, waterless dyeing, wetland wonderlands, salty oceans, and your water footprint and the food you eat.

*Isla Earth* aired at 8:45 a.m., 2:45 p.m. and 8:45 p.m., Monday through Friday. Topics this quarter a tale of two heads, carbon eaters, eco-tourism in Madagascar, green skyscrapers, misplaced mussels, recycled again, saving the penguin, and the greenest fuel.

*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 hot to cook seafood, National Trails Day, Possum Kingdom Lake rebound, firearm safety at home, Texas vultures, all in the family, aquatic invasives in Texas, arts in the parks, bats and bridges, bats return to Texas, Bear Creek Ranch, Bessie Cornelius, boating safety this season, building a campfire, chicken land, children and nature conferences, combating zebra mussels, cross-timbers turkey research, Earth Day, ensuring bass health at tournament, every kid in a park, Father's Day outdoors, feral swine toxicities, free fishing day, future of conservation, gardening with natives, having fireworks in state parks, hidden damage from Hurricane Ike to Texas oyster beds, hikes with homeless dogs, how to boat safely, Hummingbirds in Texas, Lone Star Land Steward, May is for picnics in state parks, Mile High Chili Cook-off, nature without borders, Richard Louv/Nature Deficit disorder, volunteers at Bass Classic, new license plates, outdoor recreation makes you healthy, owl pellet dissection with Ranger Amy, Restoration Paddlefish Restoration Update, restoring oyster habitats after Ike, shade grown coffee, sight casting, technology-turkeys-and management, terror of zebra mussels, Texas Rat Snake, Texas's most beautiful birds, Hummingbird Roundup, Toyota Texas Bass Classic, turkeys and radio telemetry, urban biologist Kelly Simon, US/Mexico Conservation Program, using a guide for sight casting, watch out for snakes, whooping cranes, and zebra mussels in Lake Waco.

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 big blast, cookie cutters, dangerous future science, dedicated parents, disease carriers, helping hands, jelly balls, life in the trenches, radioactive traveler, singing a new tune, small ideas, and submarine landslides.

**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 Real Texas Festival, Mesquite Symphony Orchestra, Mesquite Symphony Orchestra Endowment, Mesquite Baseball 60 Year Celebration, Mesquite ISD Community Ed Spring Sell-a-thon, Mesquite Preservation Foundation, Mesquite Rotary Club Rodeo Road Rally, Mesquite Police Department, SPCA of Texas, Train and Railroad Club, and Community Heart of Mesquite Historic Downtown Square Marketplace.

**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 30 minutes of cardio workout, accidents on treadmills, American are eating more, worth it snacks, be active not an athlete, be consistent with your exercise, bread will not make you fat, breakfast and raising the risk of type 2 diabetes, build a healthy salad, can muscle transform into fat, concentrating on your core, consistency is key, defining and strengthening biceps, do your least favorite exercise first, don't confuse hunger thrust, don't go for muscle soreness, don't quit, don't settle for junk food, don't upset your body's natural balance, eat breakfast don't skip, eating more fruits and vegetables, eating out, eliminate processed food, exercise improves depression, exercise revitalizes skin, exercise safely when temperatures are high, exercise sensibly, fast food solutions, FDA limits trans fat, find the right time to walk, finding health snacks, fitness trackers, fuel up wisely, fully engaged

workouts, get ready for your summer workout, getting a good night's sleep, gluten-free foods, go green, go meatless, good choices for desserts, improve brain power with exercise, improve brain power with Mediterranean Diet, include potatoes, keep diabetes away, look 10 years younger by dropping 10 pounds, lose fat not muscle, lose weight not time, losing weight does not need to be expensive, make good choices at the BBQ, males drink more soda, marathon, now is the time to live, nuts increase brain power, overweight teens at risk of heart problems, pay attention to serving sizes, prevent bone loss through exercise, beware of processed meat, protein after working out, purchasing home exercise equipment, put your focus on exercise, reduce muscle cramps, sleep vs eating, snacking mistakes, sodium intake increases stroke risk, stability ball, stay the course don't give up, strength training, strengthening your core, stress and exercise, sushi is a good choice, 80/20 rule of eating, dangers of belly fat, importance of warming up, least obese cities, price of being physically inactive, seven secrets to long life, too busy to exercise, try aerobic dance for fitness, try Barre Method classes, turn up the music, walking vs running, watch out for sodium, watch sodium levels, weight lifting makes women tighter, what is health living, when to increase your workout, with exercise it's not all or nothing, yoga or pilates, and your workout personality.

The *Medical Discovery News* program segments included topics on a close up look at metastasis, bright side of the black death, chocolate on my mind, cigars are not better than cigarettes, dollars and sense of Alzheimer's, gesundheit again, microlesions in epilepsy, more bad news for smokers, not smelling death, sweet stem cells, teen brain on weed, the birth of Ebola, and you're more like your mother than you know.

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

*On the Money Minute* topics this quarter talked about retirement and estate planning combined, approaching retirement, build your own portfolio or fund, health coverage, home owners insurance, investment strategies you might never have, mutual funds and fees, best tips this year, retirement advice and investment, shipping your kids off to college, why everybody should own bonds, starting your own business, allocating assets, and increasing your income.