

COMMUNITY ISSUES/PROGRAMS LIST



KEOM 88.5 FM
Mesquite, TX

Quarter 4 - October 1, 2023 - December 31, 2023

KEOM-FM and HD1 is a non-commercial station, owned and operated by Mesquite Independent School District. Licensed in Mesquite, TX, this 61,000 watt station serves the Dallas area. KEOM airs a variety of community focused programming including public service announcements, locally produced programming, and syndicated programming that address issues of concern to our audience.

As a service to the local listening area, traffic reports are given up to three times an hour when staff and students are on-air. Local weather reports are given twice during most hours, both live and recorded. In addition, KEOM airs Emergency Alert Notifications regarding local and national emergencies, including Amber Alerts and during periods of severe weather.

KEOM has determined the following issues of concern to our audience:

1. Mesquite ISD policies, programs, and events
2. City of Mesquite/surrounding areas policies, programs, and events
3. Promotion of charitable organization events and volunteerism
4. Health and wellness
5. Crime and safety

KEOM has broadcast programming dealing with each of the above-referenced issues. Programming dealing with each issue is set out below.

Local Spot Announcements - KEOM staff seek out information and events that may interest our audience to promote, both live and recorded, aired in a sequential rotation at :15 and :45 past most hours. These may run between 15 and 30 seconds in length. They address programs and events happening in Mesquite ISD, Charitable organizations, and City of Mesquite and surrounding areas. This quarter, the following topics were discussed:

- *Mesquite ISD*
 - West Mesquite Theatre Little Shop of Horrors Production
 - Mesquite ISD Hiring Bus Drivers
 - Mesquite ISD Free Membership to Perot Museum
 - Horn High School Jag Theatre Haunted House
 - Potteet High School Theatre - Little Women Production
- *City of Mesquite/Surrounding Cities*
 - City of Mesquite - Christmas in the Park Event
 - Keep Mesquite Beautiful - Pumpkin Recycling

- Balch Springs - Job Fair Expo
- Mesquite - Live Work Play Event
- Sunnyvale - Veterans Day Memorial Service
- Mesquite Recycles Day
- City of Garland- Film Festival
- Downtown Forney - Fall Market
- Mesquite Community Band - Fall Concert
- Balch Springs Library - Pumpkin Decorating Contest
- *Charitable Organizations*
 - Tech 4 Heroes - Fundraising Event
 - Mesquite Heart Board - Gala
 - Humanity Helpers - Scouts Christmas Tree Sale
 - Mesquite Historical and Genealogical Society - Monthly Meeting
 - Number 1 British Flying Training School Museum - Special Event
 - Saint Pius X Ladies Society - Holiday Bazaar
- *Health and Wellness*
 - Carter Blood Care - Mesquite Blood Drive
 - Mesquite ISD - Wellness Wonderland - Dental Screenings
 - University of North Texas at Dallas - Food Pantry Drive
 - Mesquite ISD - Sweet Talk - Diabetes Awareness Group

Community Bulletin Board - A compilation of upcoming events and programs, for Mesquite ISD, Mesquite City Hall, various City of Mesquite, Sunnyvale, Balch Springs, Garland, Forney, Rockwall, etc., and charitable/non-profit organizations within the listening area. It airs at 1:15 a.m., 6:15 a.m., 12:15 p.m., 5:15 p.m., and 9:15 p.m every day of the week. Programs range between one and 2 and a half minutes in length. Topics named above are noted in this program.

Community Focus - This features interviews with a variety of representatives of Mesquite and surrounding area community groups, as well as Mesquite ISD. Their special projects and regular activities are promoted and highlighted. It airs at various times when information is available. Shows range from two to six minutes in length. This quarter, the following topics were discussed:

- *City of Mesquite/Surrounding Cities*
 - City of Mesquite - Tax Rate Election
 - Mesquite Community Theatre - Wait Until Dark Production
 - Mesquite Community Theatre - It's a Wonderful Life Production
- *Mesquite ISD Events*
 - West Mesquite High School - Little Shop of Horrors

Public Service Announcements - Sixty second spots are broadcast each day at approximately :30 past each hour. They are both locally produced and syndicated.

- *Charitable Organizations*
 - Adopt US Kids - Greatest of All Time

- Dollar General Literacy Foundation
- *Health/Wellness*
 - Join All of Us - Gathering Health Data
 - Texas Health and Human Services - Caregiving Heroes

Mesquite Police Department Crime and Safety Tip - Each week, two Mesquite Police Officers share information regarding crime prevention and safety. These spots are aired in sequential rotation that air every day at 1:45 a.m., 5:45 a.m., 10:45 a.m., 1:45 p.m., and 9:45 p.m. They run between 30 seconds and one minute in length. Topics added this quarter include:

- *Crime and Safety*
 - Car Seat Safety
 - Parent Tips for Child Safety
 - Walking Safety for Kids
 - End the Streak - Drinking and Driving
 - Suicide Prevention
 - Holiday Vehicle Theft Prevention
 - Mail Delivery
 - Senior Holiday Shopping Tips
 - Pedestrian Safety

A Better Life - Dr. Timothy Lehmann of Mesquite Chiropractic and Regenerative Medicine of Texas provides tips and information you can use to help you have “a better life” in this one-minute feature. It is heard on KEOM on Mondays and Saturdays at 6:45 a.m., 11:45 a.m., and 6:45 p.m.

- *Health/Wellness*
 - What is Chiropractic
 - Chiropractic Visits
 - Seatbelts
 - Therapy After Collision
 - Platelet Rich Plasma
 - Relax or Brace
 - Road Rage

Check Up on Health - Hosted by Chris Whitting, this one-minute syndicated program features health news and interviews with top medical experts. It can be heard Monday through Friday at 4:45 a.m., 8:45 a.m., 2:45 p.m., and 11:45 p.m. Topics this quarter included:

- *Health/Wellness*
 - National Blood Shortage
 - Safe Driving Advice
 - Functioning with Autism
 - Antioxidants and Hearing
 - Learning from Prehistory
 - Factors Increasing Risk
 - Can You Save a Life?

- Don't Take Multiple Doses
- Stomach Valve Treatment
- Heart Disease Risk Factors
- Screening Tests
- Skin Cancer Risk

Dental Health Minute - This program presents dental topics in a way that is easy to understand. Dr. Lalani of Fresh 32 Dentistry in Mesquite hosts this locally produced, educational and informative series that is designed to help convey its importance. It runs approximately one minute in length and airs on Tuesdays and Sundays at 7:45 a.m., 11:45 a.m., and 6:45 p.m.

- *Health/Wellness*
 - Halloween Candy
 - Jaw Pain
 - Dry Socket
 - Missing Teeth
 - Mouth Guards
 - Mouth Sores
 - Mouth Wash
 - Opioids
 - Oral Piercings
 - Pace Makers

Medical Discovery News - This feature, produced by the University of Texas Medical Branch, provides insights into a broad range of biomedical science topics, and is designed to stimulate our thinking, questioning, and our appreciation of the impact of science on our world. It is hosted by Dr. Norbert Herzog and Dr. David Niesel. The two minute feature is heard on Saturdays and Sundays at 6:45 a.m. and 10:45 p.m.

- *Health/Wellness*
 - Hearing
 - Climate
 - Limbs
 - Nobel Peace Prize
 - Lipid Test
 - Midwife
 - Pandemic
 - Holy Grail
 - Pancreatic Cancer