



# COMMUNITY ISSUES/PROGRAMS LIST

**KEOM 88.5 FM**  
**Mesquite, TX**

**Quarter 3 - July 1 to September 30, 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*
  - Clear Bag Policy
  - North Mesquite High School 1973 Reunion
  - Mesquite High School 50+ Reunion
  - LENA Start Community Program
  - Project LEAD - Leadership Development Program
  - Vanguard High School - Career Fair
  - Mesquite High Drill Team 60th Anniversary Performance
  - National Stuttering Association Meeting

- Horn High School - Junk in the Trunk Sale
- Mesquite ISD Strategic Planning Meeting
- Mesquite ISD Read Play Talk Festival
- West Mesquite High School Camp Wrangler Special Needs Soccer Program
- Education Association Amazing SantaColor Run
- *City of Mesquite/Surrounding Cities*
  - Mesquite Arts Color Play Exhibition
  - Balch Springs Back to School Supply Drive Through
  - City of Garland - Build Garland Day
  - Mesquite Doggie Splash Day
  - Mesquite Citizens Police Academy
  - Mesquite Parks and Recreation After School Care
  - Mesquite Animal Shelter Clear the Shelter Event
  - Mesquite Police Association - 821 Day
  - Historic Mesquite - Volunteers
  - City of Mesquite - Patriot Day Celebration
  - City of Mesquite - Tax Rate Election Information
- *Charitable Organizations*
  - St. Pius Ladies Garage Sale
  - Tech 4 Heroes - Fundraising Event
  - Lakeside Ambucs Charity Golf Tournament
  - Sharing Life Community Outreach - Christmas Toy Collection
  - The Dallas Alumnae Chapter-Delta Sigma Theta - Community Volunteer Deputy Registrar Training
  - Sharing Life Community Outreach - Financial Literacy Workshop
- *Health and Wellness*
  - Dallas Divas - Hygiene Rally
  - Magdalen House - Men's Community Program

**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*
  - Mesquite Arts Center Theatre - Wait Until Dark Theatre Production
  - City of Mesquite Tax Rate Election Information
- *Charitable Organizations/Health and Wellness*

- Sharing Life Community Outreach - Financial Empowerment Workshops
- YMCA - Swimming Safety

**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*
  - Child Care Group - Programs Available
- *Health/Wellness*
  - Feeding America - Can't Afford Food
  - Dementia Society
  - Food and Drug Administration - Opioid Disposal
- *Crime and Safety*
  - US Department of Transportation - Road Safety Campaign
  - National Highway Traffic Safety Commission - Text and Drive
  - Common Ground Alliance - 811 Before You Dig

**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*
  - National Vehicle Theft Prevention Month
  - Mesquite Citizens Police Academy
  - Juggling
  - Bicycle Safety
  - Child Car Safety
  - Parent Tips for Child Safety
  - School Zone Safety
  - Walking to School Safety
  - End the Streak
  - National Night Out
  - Suicide Prevention

**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*
  - Blue Zones and Alcohol Consumption
  - Identity in Community
  - Still Face Experiment
  - Motor Vehicle Injury Advice
  - Dr. Glenn Connection Codes

**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*
  - How to Spot Alcoholism
  - Aspirin Importance
  - Signs of Depression
  - Low-fat Cooking Tips
  - Poison
  - Diabetes Effects on Women
  - Iron Deficiency Effect on Schools
  - Melanoma
  - Detecting Heart Attack
  - Identifying Autism in Children

**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*
  - Dental Tourism
  - Wisdom Teeth
  - Dental Emergencies
  - Dental Veneers
  - Dental Radiography
  - Dental Careers
  - Diabetes and Dental Health
  - Brushing Harder
  - Sugary Beverages
  - Bad Breath

**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*
  - Vaccine in the Fight Against Pancreatic Cancer
  - Mutation Protection for Alzheimer's
  - Gene that Drives Colon Cancer
  - Death and the Brain
  - Rapid Detection of Bacteria
  - Finally a Male Pill

- Sleep and Pain