

# COMMUNITY ISSUES/PROGRAMS LIST



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

**Quarter 1 - January 1, 2024 - March 31, 2024**

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*
  - John Horn High School - Descendants Musical
  - Mesquite ISD - Career and Technology Spring Showcase
  - North Mesquite High School - In the Heights Musical
  - Mesquite ISD Education Foundation - Gala and Concert Event
  - Mesquite ISD - Crossing Guard Jobs
  - Mesquite ISD - Read Play Talk Fair
  - North Mesquite High School Band - Classic Car Show Fundraiser
- *City of Mesquite/Surrounding Cities*

- City of Mesquite - State of the Community event
- Mesquite Garden Club - Monthly Meetings
- City of Mesquite - Teen Turnout Events
- Balch Spring Animal Services - PAWsitive Impact Community Event
- Balch Springs Library - Women's History Month Event
- City of Garland - City Open House Event
- South Garland Library - Black History Month Storyteller
- City of Mesquite - Black History Month Educational Event
- City of Mesquite Neighborhood Summit
- Mesquite Animal Shelter - Valentine and St. Patrick's Day Specials
  
- *Charitable Organizations*
  - Historic Mesquite - Eclipse Viewing Event
  - CASA - Casablanca Casino Party Fundraiser
  - Special Olympics Texas - Polar Plunge Mesquite Event
  - Historic Mesquite - Buffalo Soldiers Reenactment Event
  - Number One British Flying Training School Museum -Monthly Veterans Breakfast
  - National Stuttering Association - Mesquite Chapter Meeting
  - Adamson Alumni Association - Golf Tournament Fundraiser
  
- *Health and Wellness*
  - Balch Spring Library - Community Resource Fair
  - City of Mesquite - Get Fit Mesquite Full On Fitness Event
  - All Eyes Social Support Group for Visually Impaired
  - City of Mesquite - Mental Health 101 meetings
  - Southern Methodist University/UT Southwestern - Dallas Asthma, Brain, Cognition Study

**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 Community Theatre - Beer for Breakfast Production
- *Mesquite ISD Events*
  - West Mesquite High School - Little Shop of Horrors
- *Charitable Organizations/ Health/Wellness*

- Magdalen House - Men's Expansion

**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*
  - First Responders Children's Foundation
  - Make a Wish - Child's Wish Come True
  - Rotary - People of Action
  - OP Legacy - Service Projects
  - Veterans Administration Careers - Healthcare Jobs
  - YMCA - Find your Why
  - World Wildlife Foundation - Protect Our Forests
  - Daughters of the American Revolution - Wreaths Across America
- *Health/Wellness*
  - Feeding America - Food Banks
  - Lymphatic Network - Lymphedema
  - Federal Drug Administration - Opioid Disposal
  - St. Jude - Child Cancer Story
  - Bright Focus - Vision Loss
  - University of Texas Health - Fentanyl Awareness
  - Department of State Health Services - Might Be Alzheimer's
  - Texas Department of Transportation - Impaired Driving

**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*
  - Distracted Driving
  - Avoid Floodwaters
  - Being a Good Neighbor
  - Talk Text Crash
  - Spring Break - Drive Sober

**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*
  - Chiropractic Care
  - Benefits of Having a Pet
  - Walking Backward - Knee Health
  - Self Projection
  - Resolution vs Theme

**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*
  - Fast Food
  - Addictions
  - Heel Pain
  - GERD
  - Peripheral Vascular Disease
  - Lazy Eye
  - Carpal Tunnel Syndrome
  - Weight Race and Stress
  - Sample Prescriptions

**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*
  - Sleep Apnea
  - Gum Disease
  - Color of Teeth
  - Preventative Dental Health
  - Teething
  - Baby Bottles and Cavities
  - Tooth Erosion and Acid
  - Long Lasting Teeth
  - Baby Teeth

**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*
  - Neurons
  - Wrinkles
  - Pap Smear
  - DMD Therapy
  - Oetzi
  - Kids
  - It's Noisy in Here