

PSA PROGRAMS
February 2015
(weekly from 5:30 – 6:00 a.m.)

PROGRAM: WEST TEXAS VIEW
DATE AIRED: February 1, 2015
LENGTH: 30 MIN
GUEST NAMES: Katie Mathis, Therapist
ORGANIZATION: Samaritan Counseling Center
PURPOSE OF THE ORGANIZATION: Provide pastoral faith-based professional counseling services; this is a United Way Agency
PROGRAM DESCRIPTION: Discussion of the services provided to divorcing parents to help them help their children through this traumatic transitional time.

PROGRAM: WEST TEXAS VIEW
DATE AIRED: February 8, 2015
LENGTH: 30 MIN
GUEST NAMES: Chris Wray, Therapist
ORGANIZATION: Samaritan Counseling Center
PURPOSE OF THE ORGANIZATION: Pastoral faith-based professional counseling services. This is a United Way Agency.
PROGRAM DESCRIPTION: Services to veterans and their families (provided free because of grant funding). Help for trauma after military service and reintegration.

PROGRAM: WEST TEXAS VIEW
DATE AIRED: February 15, 2015
LENGTH: 30 MIN
GUEST NAMES: Teresa Alexander, Counselor
ORGANIZATION: Samaritan Counseling Center
PURPOSE OF ORGANIZATION: Pastoral faith-based professional counseling.
DESCRIPTION OF PROGRAM: Special services for children with play therapy and specially trained counselors in abuse cases, depression, anger and all other very young children face in our society.

PROGRAM: WEST TEXAS VIEW
DATE AIRED: February 22, 2015
LENGTH: 30 MIN
GUEST NAMES: Wenda Christopher, Dean of Students
ORGANIZATION: Hillcrest School for Learning Differences
PURPOSE OF ORGANIZATION: School K-12 for students w/learning differences or who don't fit into the public schools from autism to dyslexia, etc.
DESCRIPTION OF PROGRAM: Discuss the specialized education for students with learning differences; discuss admissions, accreditation, and how the very small school with very small classes are able to develop not only academic but social achievements with specially trained teachers.

PSA PROGRAMS
March 2015
(weekly from 5:30 – 6:00 a.m.)

PROGRAM: WEST TEXAS VIEW
DATE AIRED: March 1, 2015
LENGTH: 30 MIN
GUEST NAMES: Wenda Christopher, Dean of Students
ORGANIZATION: Hillcrest School
PURPOSE OF THE ORGANIZATION: Provide education K-12 for students with special needs and special learning differences.
PROGRAM DESCRIPTION: Discussion of the different types of students served and the programs and services provided at this accredited school.

PROGRAM: WEST TEXAS VIEW
DATE AIRED: March 8, 2015
LENGTH: 30 MIN
GUEST NAMES: Amy Hendrick, Parent, and Wenda Christopher, Dean of Students
ORGANIZATION: Hillcrest School
PURPOSE OF THE ORGANIZATION: Provide education K-12 for students with special needs and special learning differences.
PROGRAM DESCRIPTION: A parent's view and the results of the school's programs and services, as experienced by her son with special learning differences.

PROGRAM: WEST TEXAS VIEW
DATE AIRED: March 15 and 22, 2015
LENGTH: 30 MIN on each of the two Sunday programs
GUEST NAMES: Stephanie Rivas, Director of Marketing
ORGANIZATION: Wagner-Noel Center for the Performing Arts
PURPOSE OF ORGANIZATION: To provide a wide variety of educational, entertainment, and program venues and genres for all ages and interests.
DESCRIPTION OF PROGRAM: A preview of upcoming shows for April and May

PROGRAM: WEST TEXAS VIEW
DATE AIRED: March 29, 2015
LENGTH: 30 MIN
GUEST NAMES: Dr. Bobby Jain, Dean of Psychiatry, TTUHSC
ORGANIZATION: Texas Tech University Health Science Center.
PURPOSE OF ORGANIZATION: Medical School (physicians, pharmacists, nurses, allied health professionals, and continuing education, plus medical clinic served by teaching doctors.
DESCRIPTION OF PROGRAM: Discuss ways parents can raise children to be kind, compassionate and unselfish.

Amanda Friday, USTA Texas

WORLD TENNIS DAY, MARCH 10TH, TUESDAY, 4:00PM-6:00PM, BUSH TENNIS CENTER, 432-620-8180,
WESTTEXASTENNIS.COM

Monday, March 9, 2015

Linda Hagler, Midland Opera Theater President TTU Music Theatre's Don Pasquale, Tuesday, March 17th (St. Patrick's Day), 7:00pm, Wagner Noel, 432-688-7777

Thursday, March 5, 2015

Gary Lewis, Conductor, Midland-Odessa Symphony Orchestra S'Wonderful, S' Marvelous, S' Gershwin, March 7th, Saturday, 7:30 p.m., Wagner-Noel Performing Arts Center, 432-552-4430, mosc.org

Wednesday, March 4, 2015

Linda Hagler, Publicity Chair of MCRW

MCRW Luncheon, Wednesday, March 11th, 11:15am buffet line - 11:40am Meeting, Midland Country Club, 432-520-3500, www.mcrw.us

Tuesday, March 3, 2015

Mandi Thompson, Dir. Marketing & Education Family Science Night, "Science Does a Body Good", Petroleum Museum, Thursday, March 5, 2015, 6:00 to 8:00 p.m., Free Admission, 432-683-4403

Thursday, February 26, 2015

LIVE in Concert Texas Mass Choir, Golf Course Road Church of Christ, Feb. 27, 2015 7:30 p.m., 432-685-3876, \$10 in advance \$15 at the door, Tickets available at Roy Nelson State Farm, 910 W. Wall

Wednesday, February 25, 2015

Gwen, Lonestar 92

St. Jude Radiothon, March 5th & 6th, 6 a.m., Townsquare Media, 432-563-9300

Tuesday, February 24, 2015

49TH DOWNTOWN LIONS PANCAKE JAMBOREE, MIDLAND DOWNTOWN LIONS BLDG., 200 PLAZA STREET, FEB. 28, 2015, 7 A.M - 7 P.M., \$7.00 AT THE DOOR, 553-5008

Tuesday, February 17th, 2015

Charlie Minn, Filmmaker

New Movie: A Nightmare in Las Cruces Part II, OPENS FEBRUARY 20TH, FRIDAY, Showtimes: 1pm, 4pm, 7pm, 10pm, Music City Mall in Odessa, bowlingmassacre.com, 646-323-0687

Thomas Tefertiller

From: smills@kwes.com
Sent: Tuesday, March 31, 2015 7:40 AM
To: Thomas Tefertiller
Cc: Victor Lopez
Subject: Morning Interviews - Second Half of Feb. & All of March

Tuesday, March 31, 2015

Kathy Harmon, CASA of West Texas

CHILD ABUSE AWARENESS, PREVENTION EVENT, APRIL 7TH, TUESDAY, 6:30PM, DOWNTOWN MIDLAND CENTENNIAL PLAZA, 432-683-1114, FREE DINNER & LIVE ENTERTAINMENT

Friday, March 20, 2015

Richard Acosta, Harmony Home CAC

Champions 4 Children, April 10, 2015 8-5 p.m., Asbury Methodist Church, Odessa, 432-333-5233, www.champions4children.eventbrite.com

Thursday, March 19, 2015

Ina Ables, RD, LD

National Nutrition Month, March 21st, 10:30 a.m.-12 p.m., March 22nd, 1p.m.-2:30 p.m., HEB in Midland, www.eatrightwesttexas.org, www.nationalnutritionmonth.org

Wednesday, March 18, 2015

Monica Tschauner, Exec. Dir. Hope House

"The Great Gatsby", Hacienda Event Center, March 20, 2015, 7:00 p.m., Tickets \$40 at the door, 432-614-9284, odessa.hopehouse@gmail.com

Tuesday, March 17, 2015

Cynthia Barker, Live Events Manager

INSANE INFLATABLE 5K, MARCH 21ST, SATURDAY, STARTS 9AM - LAST WAVE AT 12PM, SCHARBAUER SPORTS COMPLEX, 432-563-9300, WWW.INSANEINFLATABLE5K.COM

Friday, March 13, 2015

Red McWilliams, Musician

Jed Marum, Musician

SCOTTISH IRISH FAIRE, MARCH 14TH-15TH, 10AM-10PM SAT. & 10AM-5PM SUN., HORSESHOE PAVILION, 432-362-6620, WWW.CHSPB.ORG

Thursday, March 12, 2015

Cassandra Champion, Atty., TCRP, Odessa

Our Heroes and Lenders Gala, March 14th 6:30 p.m., American Legion Post 430, 2701 E. 8th, Odessa, \$35 in advance, champion@texascivilrightsproject.org, 512-853-0374

Tuesday, March 10, 2015

Cole Wardell, Marketing Dir.

SEWELL LEADERSHIP EVENT AIM 2015, APRIL 15TH, WEDNESDAY, 9:00AM-4:30PM, CROSSROADS FELLOWSHIP, ODESSA, TX, 432.498.0421 (SEWELL), GENERAL ADMISSION: \$40, WWW.SEWELLLEADERSHIPEVENT.COM

Tuesday, March 10, 2015

Thomas Tefertiller

From: acastoreno@kwes.com
Sent: Thursday, April 2, 2015 10:31 AM
To: Thomas Tefertiller
Subject: FW: Public File- Jan. & Feb.

Tom,

Here is the public file from January and February. I am working on getting you March.

Audrey Castoreno
NewsWest 9- Anchor/Reporter
acastoreno@kwes.com
Phone: (432)-567-9991

-----Original Message-----

From: acastoreno@kwes.com
Sent: Monday, March 2, 2015 3:32pm
To: "Thomas Tefertiller" <ttefertilizer@kwes.com>
Subject: Public File- Jan. & Feb.

January

1-7-2016

YMCA- Odessa

Jaclyn Gaona

Came on the show to promote their 'Big Loser' competition. They are hoping to inspire people to workout in the new year, and give them a tool to help them lose weight.

Talked about individual cost to sign up and the option of building a team.

1-9-2015

Basin Bridal Association

Paula Barnett

Came to discuss the Basin Bridal Expo on Sunday, January 11th. Expo will be a one stop shop for those looking for local wedding vendors. There will also be a fashion show to show brides the latest wedding fashion.

1-12-2015

Better Business Bureau

Tyler Patton

BBB gave advice to those looking to sign up for a new gym in the new year. They receive a number of complaints on the topic each year and are trying to be proactive.

Offered tips on how to keep yourself safe when signing a contract.

1-28-2015

Medical Center Hospital

Abby Magness- Mission Fitness

New Years Goals

Mission fitness came on to talk about new year's resolutions and how to keep them.
Discussed setting goals to see those resolutions through.
Also talked about a fitness plan to help people through the process of weight loss.

1-29-2015

Medical Center Hospital

January-National Glaucoma Month

Doctor Chase Jackson came on to talk about what exactly Glaucoma is and how to look for signs of the condition.

Also discussed treatment for it and if there was any cure. Hoping to bring more awareness of the condition to the general public.

February

2-4-2015

City of Odessa Community Development Department

Merita Sandoval

Discussed some allocated money the city of Odessa would be receiving from the community development block grant. They are wanting the community's input on how to use the funds.

Whether it be to improve parks or roads. They will be having several public meetings they wanted to let the community know about as well. There people will have a chance to voice their opinions on who should get money.

2-5-2015

Citizens for Animals of Midland/Odessa

Holly Dool

Group came on the show to promote their Valentine's fundraiser 'The Great Ball of Fur'. They are throwing a party for valentines with food and live entertainment. Money raised will go to help the Odessa Animal Shelter. Talked about where people could get tickets.

2-6-2015

Midland Panhellenic Association

Ashley Collier & Katie Marcum

Came on the show to promote their Panhellenic Fair on 2-8. They group is working to guide young people interested in greek life. They have information for parents and incoming freshman students.

2-11-2015

Big Bend Brewing Company

Matthew Kruger

Came to promote their Valentine's Day event called 'Valentine's in Valentine'. Talked about the entertainment and the beer they would be providing. Also showed us their specialty beer crafted for the event. Wanted to get word out to general public of the event and that there would be free shuttle service.

2-18-2015

Midland Independent School District

Mary Thompson- MISD Director of PEE, Health and Wellness

Came to promote upcoming March 'St. Paddy's Day Dash'. It is part of their get moving campaign. They are hoping to get students and faculty moving and in better shape. Talked about discount offered to MISD students and staff and cost for general public.

2-19-2015

Alzheimer's Association

Brad Bullock

Came on to promote their annual fundraiser event at the Petroleum Club. The event on 2-26 offers food and a guest speaker. They even had auction items. Hope is to raise money to help to find a cure.

2-25-2015

Just Between Friends

Shawna Wilfert

Came to promote their consignment sale for children and expecting mothers. The event is on 27th and 28th. Mom's could earn money by selling gently used children's items. Others could save 50-90% by shopping their consignment sale. Talked about dates and times of shopping event and recall items.

2-27-2015

Permian Basin Builders Association

Stephanie Cavazos

Came on to promote their Home and Garden show that weekend at the horseshoe arena. They discussed their guest speaker from D.I.Y. Networks 'Yard Crashers' and other various vendors. The hope is to help get people's homes ready for spring and summer.

Audrey Castoreno

NewsWest 9- Anchor/Reporter

acastoreno@kwes.com

Phone: (432)-567-9991

Thomas Tefertiller

From: acastoreno@kwes.com
Sent: Monday, April 6, 2015 1:05 PM
To: Thomas Tefertiller
Subject: March- 4:00 p.m. Live Interviews

Here are the people we had come on the show in the month of March. I have already forwarded January and February.

MARCH

3/5/2015

Medical Center Hospital- Step Out Saturday

Angie Herrington- MCH Faith & Health Navigator

MCH starting a "Step Out Saturday" event. They hope to get people moving and starting new healthy habits. They tell us anyone can come out to the Buffalo Wallow park and just walk for exercise. Free event. They will continue to have the event every Saturday at the same time.

3/11/2015

Hope House- Great Gatsby Fundraiser

Monica Tschauner- Hope House

Hope House will hold a fundraiser on March 20th at La Hacienda. They will be raising funds for those suffering from cancer. The event will have a 1920's theme. Discussed ticket prices and silent auction. They hope to raise more funds so they can support those suffering from the disease with their daily treatments.

3/12/2015

Scottish- Irish Faire and Highland Games

Red McWilliams & Jed Marum

Two local musicians came on the show to talk about the Scottish Irish Faire and Highland games taking place that weekend (3/14 & 3/15). There will be live music, food, traditional games and events for kids. The event will be held at the Horseshoe Pavilion. We discussed ticket prices and why the event is important to the Scottish -Irish community.

3/13/2015

Medical Center Hospital- Colon Cancer Awareness

Dr. Ramalinga Kedika & Dr. Robert Brenner- MCH Pro Care

Came on the show because March is National Colon Cancer Awareness Month. They discussed why it is so important for both men and women to get screened and statistics surrounding the cancer. Also discussed myths surrounding the test. Hope to get people more aware about being proactive when it comes to screenings.

3/16/2015

Odessa YMCA- Color Dash

Jaclyn Gaona- YMCA Marketing

YMCA Odessa came on the show to discuss their upcoming Color Dash -5k and fun run on March 22nd. They talked about registration and the different costs to take part. Also talked about how all the funds raised will go towards YMCA Youth Scholarships. Those will go to kids who otherwise could not afford youth sports.

3/26/2015

First Baptist Church of Midland- Alive Seminar

Dr. Staton Awtrey & Dr. Scott Stoll -Speakers

Two Doctors came on the show to discuss the Alive seminar taking place that weekend (3/27 &3/28). Dr. Awtrey talked about what would be taking place at the seminar. He told us they will help teach people to live healthier lives. Dr. Stoll was the guest speaker that weekend. He talked about what he would be touching base on with families. Seminar centered around healthier life styles that are faith based.
