



**1st Quarter Report 2024**

**KCRS FM**



KFZX FM\*KCHX FM\*KMRK FM\*KCRS AM\*KCRS FM

1st Qtr. Report 2024

KCRS FM

Local News

KCRS FM carries:

- 4 - 1:30 minute (90 seconds) news cast each weekday morning (6a-9a) for a total of 30 minutes per week.
- 8 – 30 seconds weather updates weekdays (6a – 10a) for a total of 20 minutes per week.

Total local news and weather represents a minimum of 50 minutes per week  
airtime.

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**Danny Gonzales**  
**Program Director**



## 1st Quarter Report 2024

### KCRS FM

## Public Affairs Programming



Public Affairs Programming

KCHX FM

\_\_\_\_\_ KFZX FM

KCRS FM

\_\_\_\_\_ KMRK FM

\_\_\_\_\_ KCRS AM

Topic PDAF SCHOLARSHIP CYCLE

Date / Time / Duration 01/01/24 - 03/31/24

(If) Program / Guest \_\_\_\_\_ Title \_\_\_\_\_

Discussion: PERMIAN BASIN AREA FOUNDATION IS PLEASED TO ANNOUNCE THE OPENING OF THE 2024-2025 SCHOLARSHIP CYCLE.

(If) Event / Location ODESSA, MIDLAND, TX

Executed By [Signature]

**Permian Basin Area Foundation Opens Scholarship Application for  
the 2024-25 Academic Year**

(or PBAF)

**Midland, Texas (January 3, 2024)** – Permian Basin Area Foundation is pleased to announce the opening of the 2024-2025 scholarship cycle. Students and counselors may view eligibility and selection criteria for scholarships on the PBAF website, [www.pbaf.org](http://www.pbaf.org). The application opened January 1 and the deadline is March 31.

Permian Basin Area Foundation awarded more than one million dollars in scholarships to area students during the last academic year. Scholarship awards are made possible by numerous donors to the Foundation's scholarship funds in support of local students pursuing higher education.



Public Affairs Programming

KCHX FM  
 KCRS FM  
 KCRS AM

KFZX FM  
 KMRK FM

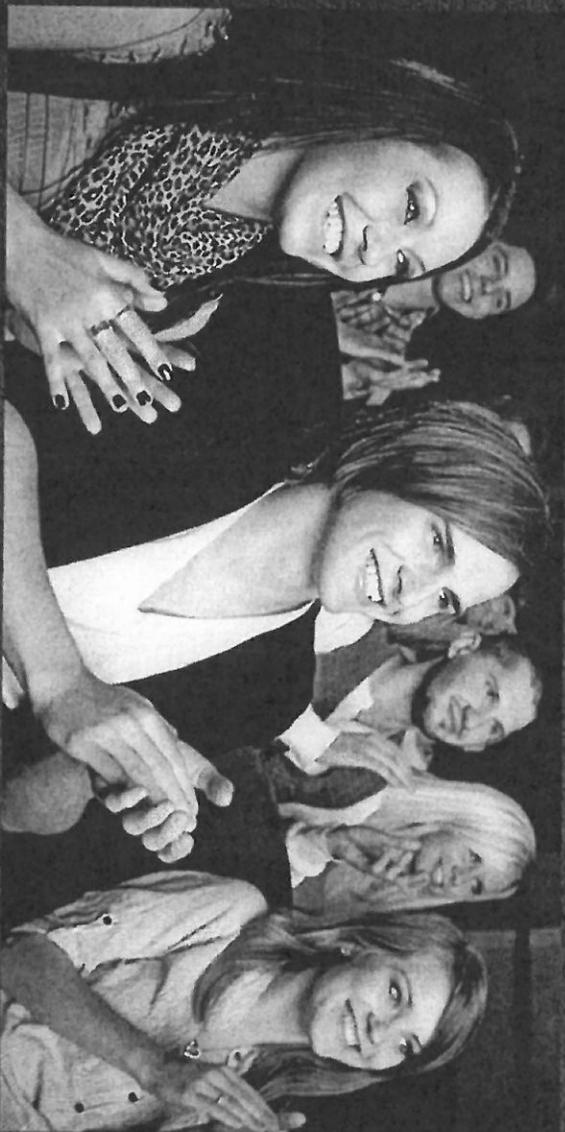
Topic WEST TEXAS SYMPHONY CONCERT "WTS SPOTLIGHT"  
Date / Time / Duration 02/03/24 7:30 PM

(If) Program / Guest \_\_\_\_\_ Title \_\_\_\_\_

Discussion: THE SYMPHONY YOUNG PROFESSIONALS GROUP OFFERS FUN SOCIAL NETWORKING OPPORTUNITIES WITH EXCLUSIVE BEHIND-THE-SCENES ACCESS, MIXERS AND OTHER EXCITING EXPERIENCES INVOLVING YOUR WEST TEXAS SYMPHONY.

(If) Event / Location ODESSA, TX

Executed By *[Signature]*



The Symphony Young Professionals group offers fun social networking opportunities with exclusive behind-the-scenes access, mixers, and other exciting experiences involving your West Texas Symphony. If you enjoy music, like to network, and want to be more connected to the Permian Basin arts scene, **SYP IS FOR YOU!**

## **JOIN US FOR TWO FUN FREE EVENTS!**

**FRIDAY, FEB 2 | 7:30PM**

### **SIT ON STAGE DURING SYMPHONY REHEARSAL + BACK STAGE MIXER**

Get exclusive access to a behind-the-scenes rehearsal by sitting on stage with the orchestral! Enjoy a mixer in the greenroom with beer, wine, and snacks!

**PLUS - RECEIVE A FREE TICKET TO THE SYMPHONY CONCERT THE NEXT DAY!**

**SATURDAY, FEB 3 | 7:30PM**

### **ATTEND WEST TEXAS SYMPHONY CONCERT "WTS SPOTLIGHT"**

**SYP SIT TOGETHER + ENJOY A FREE DRINK DURING INTERMISSION!**



**Public Affairs Programming**

✓ KCHX FM

\_\_\_\_\_ KFZX FM

✓ KCRS FM

\_\_\_\_\_ KMRK FM

\_\_\_\_\_ KCRS AM

Topic WEST TEXAS FOOD BANK EMPTY BOWLS

Date / Time / Duration 02/10/24 11A-2P

(If) Program / Guest \_\_\_\_\_ Title \_\_\_\_\_

Discussion: THE WEST TEXAS FOOD BANK, EMPTY BOWLS, TWENTY FOURTH ANNUAL. ALL PROCEEDS GO TO THE WEST TEXAS FOOD BANK.

(If) Event / Location ODESSA, TX

Executed By *[Signature]*

**THE WEST TEXAS FOOD BANK**

**EMPTY BOWLS**

**TWENTY FOURTH ANNUAL**

**02.10.24**

**ODESSA COLLEGE**

**FROM 11AM-2PM**

**ADMISSION \$15 PER BOWL**

**TABLES OF 8 AVAILABLE**

**WITH \$500 DONATION WHICH**

**ALLOWS THE TABLE TO HAVE**

**THE PICK OF THE KILN BOWLS.**

**FEATURING HAND MADE BOWLS**

**CREATED BY STUDENTS AND FACILTY.**

**BOWLS WERE MADE BY:**

• ODESSA COLLEGE

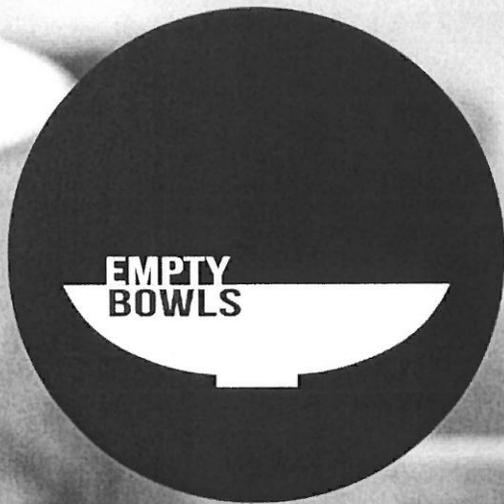
• MIDLAND COLLEGE

• THE UNIVERSITY OF TEXAS PERMIAN BASIN

• TRINITY SCHOOL OF MIDLAND

• BOYS AND GIRLS CLUB OF THE PERMIAN BASIN

• UTPB STEM ACADEMY



**MUSIC PROVIDED BY:**



**FOOD GENEROUSLY**

**DONATED BY:**



Helping Here

**WTXFB KID'S CAFE**

**ODESSA COLLEGE GRAB & GO**

**ECISD**

**ALL PROCEEDS GO TO THE WEST TEXAS FOOD BANK 432.580.6333**



Public Affairs Programming

KCHX FM

KFZX FM

KCRS FM

KMRK FM

KCRS AM

Topic VALENTINE MAKING WORKSHOP

Date / Time / Duration 02/10/24 2:30p-4:30p

(If) Program / Guest \_\_\_\_\_ Title \_\_\_\_\_

Discussion: DROP BY AND CREATE AN ORIGINAL, UNIQUE VALENTINE USING COLLAGE, PRINTMAKING AND STAMPING TECHNIQUES. JOIN US FOR A SPECIAL VISIT BY THE ECISD EARLY CHILDHOOD DEPARTMENT.

(If) Event / Location ODESSA, TX

Executed By [Signature]

Valentine  
Making Workshop

Feb 10 2:30-4:30 Free

Drop by and create an original, unique valentine using collage, printmaking and stamping techniques. Join us for a special visit by ECISD Early Childhood Department.

*All ages welcome!*



ELLEN NOËL ART MUSEUM

4919 E. University Blvd.  
Odessa, TX 79762  
noelartmuseum.org



For Immediate Release  
Media Contact:  
Autumn Bohannon  
Director of External Affairs  
West Texas Food Bank  
432-661-9660  
abohannon@wtxfoodbank.org



## **FOR IMMEDIATE RELEASE**

### **West Texas Food Bank Responds to Urgent Need, Mobilizes Support for the Panhandle**

**[ODESSA, TX] – The West Texas Food Bank announces its response to the urgent crisis unfolding in the Texas Panhandle. The Food Bank is mobilizing its resources to support its sister organization, the High Plains Food Bank. It is launching a water donation drive to provide essential relief to those affected by the fires.**

**The wildfires in the Texas Panhandle have caused widespread destruction, displacing families and threatening lives and livelihoods. In solidarity with the impacted communities, The West Texas Food Bank is taking action to alleviate some of the hardships faced by our neighbors. By collecting donations of bottled water, the Food Bank aims to ensure that residents in the affected areas have access to a vital resource during this challenging time.**

**"Our hearts go out to all those affected by the devastating wildfires in the Texas Panhandle," said Libby Stephens, CEO of the West Texas Food Bank. "In times of crisis, it is imperative that we come together to support one another. West Texans never shy away from helping our fellow Texans, and we hope to provide some relief and assistance to those who need it most."**

**Members of the public are invited to join the West Texas Food Banks' relief efforts by donating bottled water at any of their campuses.**

**Odessa Campus: 411 South Pagewood  
Midland Campus: 1601 Westcliff Drive**

#### **About West Texas Food Bank**

**The West Texas Food Bank (WTFB) is a nonprofit, non-governmental hunger relief organization that distributes donated and purchased food through a network of over 100 Partner Agencies in 19 counties throughout West Texas. The WTFB supports the nutritional needs of children, families, and senior citizens through strategic partnerships with civic and corporate groups, as well as private donors. For every 5 dollars donated, we can provide ten nutritious meals for our neighbors in need. Founded in 1985, the WTFB is a member of Feeding America ([feedingamerica.org](http://feedingamerica.org)), the nation's largest network of hunger relief organizations. In 2023, over 14 million pounds of food was distributed to hungry West Texas.**



**Public Affairs Programming**

KCHX FM

KFZX FM

KCRS FM

KMRK FM

KCRS AM

Topic BURGERS FOR BADGES

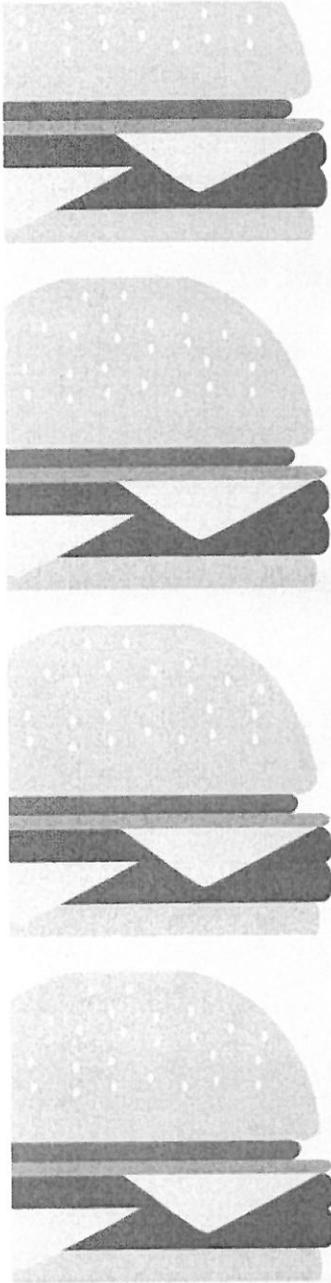
Date / Time / Duration 03/23/24 10A-4P

(If) Program / Guest \_\_\_\_\_ Title \_\_\_\_\_

Discussion: BENEFITING 6 LOCAL  
LAW ENFORCEMENT.

(If) Event / Location ODESSA / MIDLAND, TX

Executed By *[Signature]*



MEET  
US AT  
WHATABURGER IN  
MIDLAND/ODESSA  
FOR



**BURGERS**

**FOR**

**BADGES**

BENEFITING LOCAL  
LAW ENFORCEMENT

SPECIALIZED UNITS, RAFFLE TICKETS, PHOTOS WITH OFFICERS



MARCH 23 • SATURDAY

10 AM TO 4 PM

ODESSA POLICE DEPARTMENT: 3960 E. 42ND

ECTOR COUNTY SHERIFF'S OFFICE: 3716 ANDREWS HWY

MIDLAND COUNTY SHERIFF'S OFFICE: 2008 RANKIN HWY

MIDLAND POLICE DEPARTMENT: 3206 N. MIDKIFF RD.



Public Affairs Programming

KCHX FM

KFZX FM

KCRS FM

KMRK FM

KCRS AM

Topic NEIGHBORHOOD WATCH MEETING

Date / Time / Duration 03/26/24 7:00pm

(If) Program / Guest \_\_\_\_\_ Title \_\_\_\_\_

Discussion: WE WILL COVER CYBERSECURITY AWARENESS, PROVIDE INFORMATION ON HOW TO STAY SAFE ONLINE, PROTECT PERSONAL INFORMATION AND RECOGNIZE COMMON ONLINE SCAMS AND FRAUD.

(If) Event / Location ODESSA, TX

Executed By [Signature]

 THE CITY OF ODESSA POLICE DEPARTMENT

# NEIGHBORHOOD WATCH MEETING



## March 26th, 2024

## 7:00 PM

We will cover  
Cybersecurity Awareness,  
provide information on  
how to stay safe online,  
protect personal  
information, and  
recognize common online  
scams and fraud.



**OPEN TO THE PUBLIC**

**LOCATION:**

**OPD CLASSROOM**  
**205 N. GRANT AVE.**  
**ODESSA, TX, 79761**

**Odessa**





**Public Affairs Programming**

KCHX FM

KFZX FM

KCRS FM

KMRK FM

KCRS AM

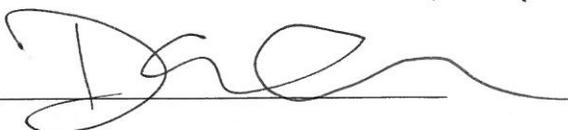
Topic OFR BADGE PINNING CEREMONY

Date / Time / Duration 03/28/24 3:30 PM

(If) Program / Guest \_\_\_\_\_ Title \_\_\_\_\_

Discussion: PLEASE JOIN OFR FOR  
OUR BADGE PINNING  
CEREMONY.

(If) Event / Location ODESSA, TX

Executed By 

Please join OFR for our Badge Pinning Ceremony on

March 28th, 2024 at 3:30 pm

located in the Central Firehouse Truckroom



**Promotions**

- Assistant Chief of Emergency Management - Oscar Menchaca
- Assistant Fire Marshal - Jeff Thomas
- Division Captain - Ben Sawyer
- Division Captain - Tyler Houchin
- Captain - Zackary Webster

**1-Year Firefighter Shields**

- Moises Cruz-Lopez
- Jesus Gonzalez
- Miguel Magallanes
- Benjamin Magallanez
- Zebulun Price
- Alison Proctor
- Xavier Trevino

**Firefighter/EMT New Hires**

- Vicente Dominguez
- Nigel Jones
- Blaine Smiley



We hope to see you there!



**Public Affairs Programming**

KCHX FM

KFZX FM

KCRS FM

KMRK FM

KCRS AM

Topic FREE EASTER EGG HUNT

Date / Time / Duration 03/30/24 9AM

(If) Program / Guest \_\_\_\_\_ Title \_\_\_\_\_

Discussion: FREE EASTER EGG HUNT,  
OPEN TO PUBLIC. MUSIC,  
CANDY, CRAFTS, FUN PRIZES,  
AND EASTER BUNNY TAKING PICTURES.

(If) Event / Location ODESSA, TX

Executed By 



FREE  
 EASTER EGG  
 HUNT

**March 30 | 10 am - 12 pm**

EASTER EGG HUNT STARTS AT 9 AM

Easter Bunny will be there for pictures  
 10 am to 12 pm

MUSIC, CANDY, CRAFTS,  
 FUN PRIZES

SHERWOOD PARK (OPEN SPACE)  
 4819 N EVERGLADE AVE  
 ODESSA, TX 79762



MORE INFO CALL  
 PARKS & REC DEPT.  
 432-368-3548



## 1st Quarter Report 2024

### KCRS FM

### West Texas Update (WTU)

**West Texas Update airs on KCRS FM KISS 103.3**

**Sundays at 6:00am**

**Weekly Program Descriptions attached / 30 min per week**



KCRS-FM  
 PO Box 610062  
 Dallas TX 75261-0062  
 432-563-9102

Date 03/31/2024  
 Sales Person House Account  
 CoOp YES

TRADE

KCRS-AM, KCRS-FM, KMRK-FM, KFZX-FM, KCHX-FM/ West Texas Update

WEST TEXAS UPDATE  
 1330 E 8TH STREET SUITE 207  
 ODESSA TX 79761

Date	Time	Length	Ad-ID	Description	Rate
03/02/2024	06:00:39	29:59	3/2/24 & 3/3/24	West Texas Update #1 / 30 Min	0.00
03/09/2024	06:00:40	29:59	3/9/24 & 3/10/24	West Texas Update #2 / 30 Min	0.00
03/16/2024	06:02:19	29:59	3/16/24 & 3/17/24	West Texas Update #3 / 30 Min	0.00
03/23/2024	06:01:28	29:59	3/23/24 & 3/24/24	West Texas Update #4 / 30 Min	0.00
03/30/2024	06:00:20	29:59	3/30/24 & 3/31/24	West Texas Update #5 / 30 Min	0.00
Subtotal (Spot:5)					0.00
Balance Due					0.00

AFFIDAVIT OF PERFORMANCE: I certify that, in accordance with the official station logs, 5 announcement(s) were broadcast as shown on this invoice.

*Grace Tijerina*  
 Station Official

The above items were broadcast within ten minutes of the times specified according to official station logs affidavit of services rendered.

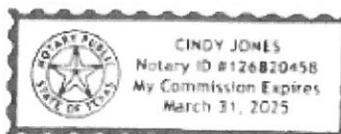
State of Texas County Of Ector

Grace Tijerina having been duly sworn deposes and states that this station in accordance with the above invoice had rendered broadcasting service.

Subscribed and sworn to before me: 04/03/2024

*Cindy Jones*  
 Notary Public

My Commission Expires: 03/31/2025





KCRS-FM  
PO Box 610062  
Dallas TX 75261-0062  
432-563-9102

Advertiser West Texas Update  
Invoice 42989-3  
Script Name West Texas Update #1 / 30 Min  
Length 1799

PROGRAM: 2024-03A  
RUN DATES: March 2-3

SEGMENT ONE GUEST: Mickey Cargile, CARGILE INVESTMENTS

TOPICS: Changes in 401K

Mickey discusses the new changes to 401K that could effect around 55% of employees who have a play with their employer. He also explains the ins and out of tax law concerning 401Ks.

SEGMENT TWO GUEST: Dr. Richard Bartlett

TOPICS: States Adding Medicines into our Foods

Dr. Bartlett discusses the concerning trend of states wanting to add vaccines into our food supply and tobacco products. By adding these without notifying the public or if children by the products unknowingly, does this violate informed consent?

---

#### Station Documentation Statement

This announcement was broadcast 1 time(s), as entered in the station's program log. The times this announcement was broadcast were billed to this station's client on our invoice number 42989-3 dated 3/31/2024 for a total of 0.00 at the earned rate of:

1 @ 0.00 = 0.00

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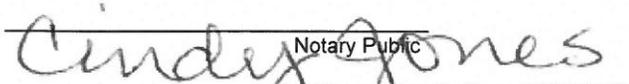
  
\_\_\_\_\_  
Station Official

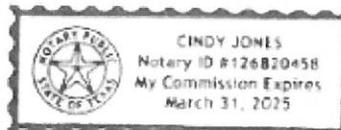
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State of Texas County Of Ector

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Subscribed and sworn to before me: 4/3/2024

  
\_\_\_\_\_  
Notary Public  
My Commission Expires: 03/31/2025





KCRS-FM  
PO Box 610062  
Dallas TX 75261-0062  
432-563-9102

Advertiser West Texas Update  
Invoice 42989-3  
Script Name West Texas Update #2 / 30 Min  
Length 1799

PROGRAM: 2024-03B  
RUN DATES: March 9-10

SEGMENT ONE GUEST: Dr. Scott Muri (ECISD Superintendent)

TOPICS: Planning and Reallocating Schools

Dr. Muri informs us of what was discussed during the weekly planning meeting with the ECISD board. During the meeting topics included reallocation of school resources that will affect some elementary and junior high with those changes taking place over the summer. He also discussed how to access school bond, progress information from ECISD to websites. And finally Dr., Muri discussed spring break, which will be coming up next week.

SEGMENT TWO GUEST: Dr. Richard Bartlett

TOPICS: States Adding Medicines into our Foods

Dr. Bartlett discusses the concerning trend of states wanting to add vaccines into our food supply and tobacco products. By adding these without notifying the public or if children by the products unknowingly, does this violate informed consent?

**Station Documentation Statement**

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*Grace Tijerina*  
\_\_\_\_\_  
Station Official

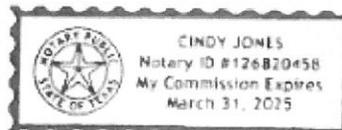
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State of Texas County Of Ector

Grace Tijerina having been duly sworn deposes and states that this station in accordance with the above invoice had rendered broadcasting service.

Subscribed and sworn to before me: 4/3/2024

*Cindy Jones*  
\_\_\_\_\_  
Notary Public  
My Commission Expires: 03/31/2025





KCRS-FM  
PO Box 610062  
Dallas TX 75261-0062  
432-563-9102

Advertiser West Texas Update  
Invoice 42989-3  
Script Name West Texas Update #3 / 30 Min  
Length 1799

PROGRAM: 2024-03C  
RUN DATES: March 16-17

SEGMENT ONE GUEST: Fix West Texas

TOPICS: Rattlesnake Shot Clinic

Beth from Fix West Texas gives details on this weekend's rattlesnake vaccination event being held at two locations. She also tells us about upcoming adoption events and what is involved in adopting a new pet.

SEGMENT TWO GUEST: Mickey Cargile

TOPICS: Money Dysmorphia

Mickey discusses about a "keeping up with the Jones's syndrome" called money dysmorphia. This effects about one third of Americans. Mickey talks about the root causes and gives advice of listeners who may be suffering from it.

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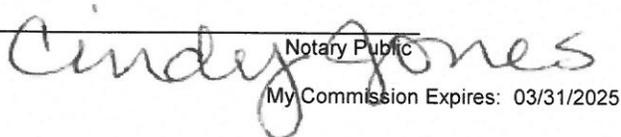
  
Station Official

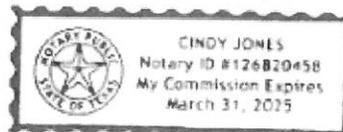
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State of Texas County Of Ector

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Subscribed and sworn to before me: 4/3/2024

  
Notary Public  
My Commission Expires: 03/31/2025





KCRS-FM  
PO Box 610062  
Dallas TX 75261-0062  
432-563-9102

Advertiser West Texas Update  
Invoice 42989-3  
Script Name West Texas Update #4 / 30 Min  
Length 1799

PROGRAM: 2024-03D  
RUN DATES: March 23-24

SEGMENT ONE GUEST: Dr. Scott Muri

TOPICS: Recovery From The Covid Shutdowns

Dr. Muri discusses ECISD's complete recovery from the Covid shutdown. He also discusses their investment in Human Capital, the progress that ECISD teacher vacancies and their new K9 officers.

SEGMENT TWO GUEST: Dr. Richard Bartlett

TOPICS: Respiratory Illness Prevention

Dr. Bartlett discusses the preventative measures that can be taken to prevent or reduce the risk of contracting respiratory illnesses.

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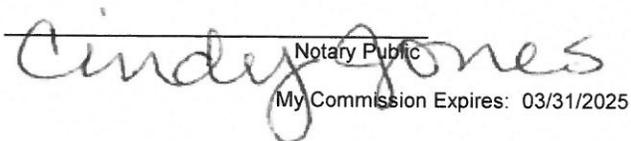
  
Station Official

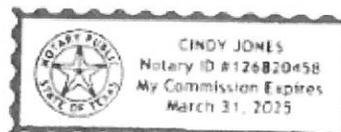
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State of Texas County Of Ector

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Notary Public  
My Commission Expires: 03/31/2025





KCRS-FM  
PO Box 610062  
Dallas TX 75261-0062  
432-563-9102

Advertiser West Texas Update  
Invoice 42989-3  
Script Name West Texas Update #5 / 30 Min  
Length 1799

PROGRAM: 2024-03E  
RUN DATES: March 30-31

SEGMENT ONE GUEST: Mickey Cargile

TOPICS: Credit Scores

Mickey Cargile discusses the fall of credit scores for the first time in a decade. With consumers struggling to make payments on time, what are some things that they can do to improve their credit scores.

SEGMENT TWO GUEST: Dr. Richard Bartlett

TOPICS: Measles Outbreaks

Dr. Bartlett discusses the reports of measles outbreaks around the country. He also counters the narrative that it is unvaccinated American children who are the problem.

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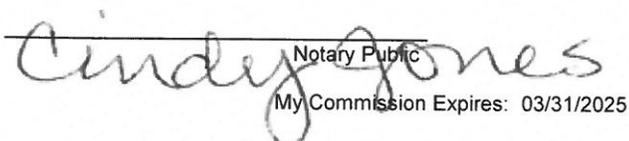
  
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My Commission Expires: 03/31/2025

