



www.texaspbs.org

www.aarp.org/TX

CONTACTS:

Kierstan Schwab
512-413-4421
kschwab@texaspbs.org

Rafael Ayuso
(512) 480-2432
rayuso@aarpp.org

FOR IMMEDIATE RELEASE:

September 22, 2014

Texas PBS and AARP Partner to Bring Texans Election Debates

The Texas PBS stations today announced a partnership with [AARP Texas](#) to help bring awareness to the fall election season. This AARP awareness campaign includes sponsorship of the 2014 Gubernatorial Debate and local sponsorship around the Lieutenant Governor's debate. AARP has developed a guide to help Texas voters learn about the gubernatorial candidates' positions.

[KERA](#), the North Texas public television and radio stations, will host Attorney General Greg Abbott and State Senator Wendy Davis in *The Texas Debates: The Race for Governor*. The live, one-hour debate is a co-production with [NBC 5/KXAS-TV](#) and [Telemundo39/KXTX-TV](#), [The Dallas Morning News](#) and [Texas Association of Broadcasters](#) (TAB). The program will be broadcast on Tuesday, Sept. 30, 2014, at 8 p.m. CT on television, radio and online.

[KLRU](#), Austin's PBS station, will host state Senator Dan Patrick and State Senator Leticia Van de Putte in *The Texas Lieutenant Governor Debate 2014*. The live, one-hour debate is a co-production with the Texas Tribune, Univision and [Texas Association of Broadcasters](#) (TAB). The program will be broadcast on Monday, Sept. 29, 2014, at 7 p.m. CT on television, radio and online.

AARP Texas, a non-partisan membership organization, developed a 2014 Voters' Guide focused on what the candidates for governor are saying about health and financial security. AARP will provide information to debate viewers about the guide. The 30-second sponsorship message lets viewers know they can visit the AARP web site for more information at: aarp.org/TX.

"We're proud to partner with Texas PBS to bring Texas voters important information that can help them cast more informed votes on Election Day," said Bob Jackson, state director of AARP in Texas. "Our nonpartisan voter guide helps voters cut through the political clutter to see where the candidates stand on lifeline issues like planning for a secure retirement, family caregiving, nursing facility care and curbing payday lending abuses."

The AARP sponsorship helps PBS stations bring voters more information about the candidates for Texas Governor.

“We know that Texans and particularly Texas PBS viewers are active in their communities and take their civic responsibility very seriously,” said Kierstan Schwab, executive director of Texas PBS. “Partnering with AARP provides us with the opportunity to give our viewers more information at an important time for our state.”

The nonpartisan AARP does not support, oppose, or contribute to any candidates for elected office.

--more--

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse.

A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. Learn more at www.aarp.org/tx.

About Texas PBS

The mission of Texas PBS is to build a vibrant public broadcasting platform throughout Texas by:

- *Cultivating financial resources for local affiliates,*
- *Spearheading collaborations among stations,*
- *Illuminating public issues through relevant program content, and*
- *Advocating for policies that support robust public media.*

For more information about Texas PBS go to: www.texaspbs.org.

###