

DIALOGUE



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9900 Cody Street in Coalinga, CA 93210

Comedian Ernie G to visit West Hills

Advocate for Higher Education Uses Humor to Encourage Enrollment

Reaching high school students and young adults with a message that college is a choice for them has taken a new twist at West Hills College.

Comedian Ernie G stars in the latest West Hills' television and radio spots. A young Latino entertainer with appearances on Comedy Central and HBO Latino's "Habla Again," he adds humor to a serious message that college presents opportunities. The spots aired prior to the start of the spring semester and radio spots will be on the air from March 5-19 as a reminder that short-term classes are beginning at West Hills on March 19. Students can earn a full semester's credit by enrolling in those classes. A listing of classes offered is found in this issue of Dialogue.

Ernie G will appear at three West Hills'

locations in March. He will be at West Hills College Lemoore at a youth leadership conference on Wed. March 28th at noon in the conference center. The following day he will visit West Hills College Coalinga for a 1 p.m. appearance in the theatre. That night he will visit North District Center, Firebaugh and do a show at Firebaugh Middle School at 7 p.m. The public is invited to all three appearances and there is no charge.

The series of three spots were produced by Janzen Idea Corp., according to Frances Squire, marketing director at West Hills. They are available for view under the news and events section at www.westhillscollege.com.

"Ernie G is the perfect performer to reach students in the San Joaquin Valley," Squire said. "He's young and fresh and he

makes light of some stereotypes of what happens when you don't get an education. About 45 percent of our students are Latino and he especially appeals to them.

"Ernie started college at Loyola Marymount University, dropped out, enrolled in several other colleges before finally earning a bachelor's degree in psychology from LMU. He pokes fun at his less-than-stellar early academic performance," Squire said.

His comedy routine is not only popular on English and Spanish language television but he has also become a popular speaker on college campuses around the country. He was the keynote speaker at UCLA's 32nd annual RAZAgraduation and appears weekly on Los Angeles television delivering a 90-second comedy/social commentary.



West Hills College Short-term Classes Start March 19th!