

The Communicator

TICHENOR MEDIA SYSTEM

FALL, 1986

GENERAL SALES MANAGERS NAMED FOR KELT AND KDXX/KBNA



JOHN CHAPMAN

Tichenor Radio of El Paso, Inc. has hired John Chapman as General Sales Manager for KDXX and KBNA. Chapman is a veteran El Paso broadcaster with a career in radio which spans 33 years. Chapman says "I decided on a career in radio when I was six years old and I've done everything except engineering". He has sold MOR, CW and beautiful music formats. He feels Spanish radio will be a new and exciting challenge.

The Indiana native came to El Paso in 1955. He is widely known for his community involvement, civic work, church work and is respected as a competent teacher. He has taught 14 years at the University of El Paso, New Mexico State University and the El Paso Community College. He says he is looking forward to teaching men and women how to sell, while at the same time, making a good investment by Tichenor into a better one.

Chapman and his wife Betty have been married 31 years. They are the parents of seven children ranging in age from 30 to 16.



GAIL DURHAM

Harbenito Radio Corporation has promoted Gail Hagen Durham to the position of General Sales Manager of KELT K-Lite 94½ FM. Durham joined KELT in August 1984 as an Account Executive and was promoted to Lower Valley Sales Manager in March of 1985.

As General Sales Manager, Durham will be responsible for managing local advertising sales and supervising the sales and sales management staff for KELT. She says "I believe in setting goals above my comfort zone and then reaching those goals as fast as possible so new ones can be set and met. It is exciting developing profitable business in a time when others have been predicting gloom and doom. My job is to help sales people believe in the fact that they can do what they really want to do. The secret is believing."

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Durham holds an Associate Degree in Commercial Art from Indiana Vocational Technical Institute. She is also a graduate of Indiana University where she earned a B.A. Degree in Speech and Theatre, and she has completed one year of course work towards a Masters Degree in Communications. She has worked as a commercial artist for Allen-Martin Productions and Doninger and Doninger, Inc. in Louisville, Kentucky. Her prior radio experience includes working as an account executive for KXVW in Jeffersonville, Indiana.

Durham and her husband Charles live in Brownsville. She has two children, Eric W. Smith, who is employed in Clarksville, Indiana, and Lara Gail Smith, who is a Freshman at Texas A & I University.

El Gerente General De Ventas Es Nombrado Para KDXX/KBNA

Tichenor Radio de El Paso, Inc. ha contratado a John Chapman como gerente general de ventas para KDXX/KBNA. Chapman es un veterano de la transmisiones en El Paso con una carrera en radio que abarca 33 años. Chapman dice, "Me decidí por una carrera en la radio cuando tenía seis años de edad y he hecho de todo excepto en el departamento de ingeniería." El siente que la radio en español será un nuevo y emocionante desafío.

El nativo de Indiana llegó a El Paso en 1955. Es ampliamente conocido por su participación en su comunidad, trabajo cívico, actividades de su iglesia y es respetado como un maestro competente. Ha dado clases por 14 años en la Universidad de El Paso, New Mexico State University y El Paso Community College. Dice que quisiera enseñar a hombres y mujeres como vender, y al mismo tiempo hacer de una buena inversión de Tichenor una mucho mejor.

El señor Chapman y su esposa Betty han estado casados por 31 años y son padres de siete hijos cuyas edades fluctúan entre 16 y treinta años.

Harbenito Radio Corporation ascendió a Gail Hagen Durham al puesto de gerente general de ventas de KELT K-Lite 94½ FM. Durham entró a KELT en agosto de 1984 como vendedora y fue ascendida a gerente de ventas para el bajo valle en marzo de 1985.

Como gerente general, Durham tendrá bajo su responsabilidad la administración de las ventas de publicidad locales y la supervisión del departamento administrativo y equipo de ventas de KELT. Dice ella: "Yo creo en fijarme metas más allá de mi zona de confort y alcanzar entonces esas metas tan pronto como sea posible a fin de fijar las nuevas y alcanzarlas a su vez. Es emocionante desarrollar un negocio remunerativo en un tiempo en el que los demás han estado prediciendo obscuridad y ruina. Mi trabajo es ayudar al personal de ventas a creer en el hecho de que ellos pueden hacer lo que realmente quieren hacer. El secreto es tener confianza."

Durham posee un diploma en arte comercial obtenido del Indiana Vocational Technical Institute. Asimismo, se graduó de la Universidad de Indiana de la que obtuvo un grado de bachillerato en Lenguaje y Teatro, y ha completado un año de trabajo para obtener una maestría en Comunicaciones. Ha trabajado como artista publicitaria para Allen-Martin Productions y Doninger and Doninger, Inc. en Louisville, Kentucky. Su experiencia anterior en radio incluye haber trabajado como vendedora en WXVW en Jeffersonville, Indiana.

Durham y su esposo Charles viven en Brownsville. Ella tiene dos hijos, Eric W. Smith, quien trabaja en Clarksville, Indiana, y Tara Gail Smith, quien es estudiante de primer ingreso en la Universidad Texas A & I.



For the quarter ending November 30, 1986, the company is 19% under its operating profit goals.



K-Lite brought the Lottery to Texas. K-Lite mailed over 100,000 K-Lite/Curtis Mathes Texas lottery brochures throughout the Valley in September. Listeners were asked to listen for their number to win hourly prizes that included VCRs, stereo systems, trips to Ixtapa, Mexico and a ton of "K-Lite Kash". Response to the direct mail promotion was excellent!

K-Lite and Southwest Airlines teamed up to bring the second annual "Holiday Homecoming" to the Valley. Listeners mailed in cards to K-Lite telling where they would like to go for the holidays and who they'd like to see and how long it had been since they had seen them. K-Lite selected three winners and announced them all day December 18th.

K-Lite welcomes Announcer Paul Davis to the afternoon show with Tony Crockett. Paul now handles the afternoon drive news.

K-Lite welcomes Julio Iglesias to the Valley. Listeners call K-Lite when they hear any Julio Iglesias song to register for tickets to the concert which is being held January 3, 1987, at the Pan American University Fieldhouse. Winners will be drawn and announced during the upcoming "K-Lite Classic New Year's Countdown".

Operations Manager Tad Griffin planned an 18-hour Christmas extravaganza of songs and stories for K-Lite listeners December 25. Morning Man Kenny Garcia, Evening Personality Chris Eric Michael and he hosted the program this year with special features contributed by Announcers Tony Crockett and Paul Davis.

K-Lite Classic Countdown 1986 is something never before done in the Valley. K-Lite will play five of the top ten songs from each year 1960-1970 prior to counting down the Valley's top 10 of 1986. The program will air between 7:00 PM and midnight on New Year's Eve.

K-Lite's conversion to compact disc has begun, and thanks to Chief Engineer Nathan Lindsey and Staff Engineer Steve Cantu, the addition of this state of the art mastering feature will further enhance K-Lite's already market-leading technical sound.

Tichenor Spanish Radio Names "Salesperson of the Quarter"



Offering congratulations to Hope Villarreal, KCOR Account Executive, for being named "the best of the best" are KCOR Station Manager Sam Murray; Chairman of the Selection Committee Warren Tichenor; KCOR General Manager Nathan Safir; Sr. Vice President of Sales David Lykes; and KCOR Sales Manager Michelle Sanders. Winners of the honor of being named "Outstanding Salesperson" are given an all expense paid three day vacation and Hope has chosen Las Vegas as her prize destination.

Al ofrecer sus felicitaciones a Hope Villarreal, vendedora de KCOR, por haber sido nombrada "la mejor de los mejores", aparecen en la foto el gerente de la estacion, Sam Murray; el presidente del comite selectivo, Warren Tichenor; el gerente general de KCOR, Nathan Safir; el vice presidente superior de ventas, David Lykes; y la gerente de ventas de KCOR, Michelle Sanders. Los ganadores del honor de ser nombrados "Vendedores Sobresalientes" reciben tres días de vacaciones con todos los gastos pagados y Hope ha escogido a Las Vegas como destino de su premio.

Felicitaciones a Hope Villarreal, vendedora a KCOR Radio, quien ha sido nombrada "Vendedora del Trimestre" durante el segundo trimestre del año fiscal de la compañía. Hope se graduó de la escuela secundaria Nuestra Señora del Lago y asistió a una universidad para estudiar administración de empresas. Entró a trabajar en KCOR en 1955 como secretaria de Nathan Safir y posteriormente fue la recepcionista de la estación. En 1976 se unió al equipo de vendedores de KCOR como agente de ventas en donde se ha distinguido por los pasados diez años. Hope está casada con Jose Madoz quien es consejero en la secundaria Memorial. Hope tiene una hija, Anna Marie Iturrabalbe, la cual asiste a la universidad Incarnate Word.

Congratulations to Hope Villarreal, Account Executive for KCOR Radio, who has been named "Salesperson of the Quarter" for the second quarter of the company's fiscal year. Hope graduated from Our Lady of the Lake High School and attended business college. She went to work for KCOR in 1955 as secretary to Nathan Safir and later became the station's receptionist. In 1976 she joined the KCOR sales staff as an account executive, where she has excelled for the past 10 years. Hope is married to Jose Madoz, a Counselor at Memorial High School. She has one daughter, Anna Marie Iturrabalbe, who is attending Incarnate Word College.

TSR
TICHENOR SPANISH RADIO

Has everyone noticed Tichenor Spanish Radio has been making recurring appearances in media publications such as "Television Radio Age", "Advertising Age", and "Hispanic Business"? These magazines have been reprinting articles written by the company's Marketing Director Manuel Escalante. Watch for more.



FERNANDO PEREZ-DEL-RIO



Fernando Perez-del-Rio ha entrado a KDXX/KBNA como Director de Noticias y Servicio Publico. Fernando tiene veinte años de experiencia en el negocio, la cual incluye periodismo escrito y televisivo y es mejor conocido en Texas por su trabajo con Servicio Informativo en Espanol que el inicio para la Texas State Network en Dallas.

Durante su carrera, Perez-del-Rio ha trabajado en diferentes ramos para varias organizaciones. En San Antonio, KXET-AM, KCOR-AM, WOAI-TV, "The Sun" (Express News), KWEX-TV y Cable Channel 23 (SUN). En Laredo, KGNS-TV, KLAR-AM, KVOZ-AM y "The Laredo Times". En la ciudad de Mexico con XHNOE-FM y "El Ciudadano". En Tampico, Tamaulipas, con "El Mundo". En Fort Worth con KTIA-AM y TSN. Y en Houston con KKKX-FM y KHOU-TV.

Tambien ha sido corresponsal de AP, UPI, Mutual, CBS y NBC asi como de The Voice of America y Radio Marti. El Departamento del Trabajo de los Estados Unidos, LULAC, GI Forum y la Camara Junior de Comercio de Laredo le han concedido reconocimientos y fue parte de un selecto grupo de periodistas hispanos de todos los Estados Unidos invitado a la Casa Blanca para estar con el presidente Carter y miembros de su administracion.

"Mi meta en El Paso es usar la experiencia obtenida a traves de los años asi como los contactos, anadir las fuentes de Juarez y Nuevo Mexico, mezclar deportes, el clima y otros temas; combinar el colorido local y dejar que todo esto tome punto con los comentarios del auditorio. El resultado final debe ser una credibilidad de calidad, para hacer de KDXX/KBNA la fuente informativa para El Paso", concluyo Perez-del-Rio.

Fernando Perez-del-Rio has joined KDXX/KBNA as News and Public Affairs Director. Fernando has twenty years experience in the business, which includes print and television journalism. He is best known in Texas for his work with Servicio Informativo en Espanol, which he initiated for the Texas State Network in Dallas.

During his career, Perez-del-Rio has worked in various capacities with a number of organizations. In San Antonio, KXET-AM, KCOR-AM, WOAI-TV, "The Sun" (Express News), KWEX-TV and Cable Channel 23 (SUN). In Laredo, KGNS-TV, KLAR-AM, KVOZ-AM, and "The Laredo Times". In Mexico City with "Novedades", in Nuevo Laredo, Mexico with XHNOE-FM and "El Ciudadano". In Tampico, Mexico with "El Mundo", in Fort Worth with KTIA-AM and TSN, and in Houston with KKKX-FM and KHOU-TV.

He has also been a correspondent with AP, UPI, Mutual, CBS and NBC, as well as the Voice of America and Radio Marti. The U.S. Department of Labor, LULAC, GI Forum and Laredo Jr. Chamber of Commerce have bestowed awards on him, and he was part of a select group of Hispanic journalists from throughout the United States invited to the White House to meet with President Carter and members of his administration.

"My goal in El Paso is to use the experience gained throughout the years, as well as the contacts, add the Juarez and New Mexico sources, mix-in the sports, weather and features; blend the local color, and let all this simmer with audience input. The end result should be quality credibility, making KDXX/KBNA the source of information for El Paso," he concluded.



FM Program Director Raul Oscar Gomez and AM Program Director Jose Luis Garcia pose with two listeners who came by the station to donate money for the March of Dimes November 20. Each person who donated monies was given a product from Procter and Gamble or an LP.

El director de programas de FM, Raul Oscar Gomez, y el director de programas de AM, Jose Luis Garcia, posan con dos radioescuchas que pasaron por la estacion a donar dinero para la March of Dimes el 20 de noviembre. Cada donante recibia un producto de Procter and Gamble o un LP.



Lupita Imperial made a beautiful bride. Wed to Oscar Salinas at 3:00 p.m. on Saturday, October 18 at St. Anthony de Padua, Lupita and Oscar's relatives and many friends danced until midnight at their reception. The couple honeymooned in Acapulco.

Lupita Imperial lucio bellissima como novia. Su matrimonio con Oscar Salinas ocurrio el sabado 18 de octubre a las tres de la tarde en la iglesia St. Anthony de Padua. Todos los parientes y amigos de Lupita y Oscar bailaron hasta la medianoche en su recepcion. La pareja fue de luna de miel al puerto de Acapulco.



Inside, Local Sales Manager Michelle Sanders donned her annual ghost costume and haunted unsuspecting employees.

En el interior, la gerente de ventas locales, Michelle Sanders, lucio su disfraz anual de fantasma y asusto a todos los empleados que no estuvieron alerta.

The "Dollar Contest" is causing the phones to go crazy at KCOR. Each morning and afternoon the Announcers invite listeners who have a dollar with a certain letter and the numbers 1350 (KCOR's frequency) to call in. The first person who calls in that has the correct letter wins \$25.

Congratulations to Hillary Calderon, Account Executive, who gave birth to a beautiful baby girl December 1. Amber Louise weighed 7 lbs. 8 oz and was 19 inches long.

On October 31, 500 San Antonio children tricked or treated at the KCOR studios and were given bags filled with candy and Pepsi during the station's Halloween promotion which lasted from 5 PM to 7 PM.

KCOR hosted their annual employee's Christmas party at the Wyndam Hotel December 21. Employees and their spouses enjoyed an evening of dining and dancing.

El "Concurso del Dolar" esta volviendo locos a los telefonos de KCOR. Cada manana y tarde los locutores invitan a los radioescuchas que tengan un dolar con una letra determinada y los numeros 1350 (la frecuencia de KCOR) a llamarles. La primera persona en llamar y que tenga la letra correcta gana \$25.

Felicitaciones para Hillary Calderon, agente de ventas, quien dio a luz una hermosa nina el primero de diciembre. Amber Louise peso 7 libras, 8 onzas y midio 19 pulgadas.

El 30 de octubre 500 ninos de San Antonio fueron a los estudios de KCOR para recibir bolsas llenas con dulces y Pepsi durante la promocion de Halloween de la estacion que duro de 5 P.M. a 7 P.M.

KCOR ofrecio su fiesta anual de navidad para los empleados en el hotel Wyndham el 21 de diciembre. Los empleados y sus conyuges disfrutaron una velada de cena y baile.



Program Director Federico Rodriguez Alarcon is keeping the "Corrido" alive through his afternoon program entitled "Yo Soy El Corrido" The corrido is a song that tells a story and is sung from generation to generation.

El director de Programas Federico Rodriguez Alarcon mantiene vivo el corrido atraves de su programa difundido por la tarde entitulado "Yo Soy El Corrido". El corrido es una cancion que cuenta en relato y se ha cantado y pasado de generacion a generacion.

WIND

560 AM/CHICAGO

When WIND La Tremenda listeners answered their telephones "Yo Escucho La Tremenda" this Fall they won \$56. Listeners registered at 20 participating stores throughout Chicago and each day WIND announcers drew names and placed eight to ten telephone calls listening for the magic words. The names of the money winners were placed in a separate barrel for the grand prize drawing — \$5,600 of furniture from Grand Home Furnishings.

Arturo De La Cruz shares his morning program with his buddy "Chi Chi" the squirrel. "Chi Chi" is quite a lady's man and is in love with Announcer Luisa Torres. He fills the morning with jokes and off the wall comments. "Chi Chi" has recently started making personal appearances with Arturo when they are scheduled for remotes.

Popular Ranchero Singer Vicente Fernandez was in town for a concert and Announcer Margarita Vazquez had her lifetime dream come true when she was able to interview him on her evening program.

WIND La Tremenda hosted their Grand Anniversary Dance December 13 at the Aragon Ballroom in Chicago. Music for the evening was provided by Los Hermanos Teran, Los Baron, Los Baron de Apodaca, Los Reyes Locos, Tinta Blanca and Kalua. Tickets were distributed at the station's remotes throughout the month and only those individuals with tickets to the dance were allowed entrance.

A reception was held on September 22 to introduce new WIND Announcers Filiberto Prieto, Arturo De La Cruz and Armando Perez y Martinez to the press and clients. Food and drinks were served at the evening affair held at La Fonda del Recuerdo.



Maria Elena Estrada was grand prize winner of WIND's "Yo Escucho La Tremenda". She is pictured above with her family sitting on their new livingroom furniture.

Maria Elena Estrada fue quien gano el gran premio en la promocion "Yo escucho La Tremenda" de WIND. Aqui aparece en la foto con su familia sentada en su nuevo mobiliario de sala.

Quando los radioescuchas de WIND, La Tremenda respondian su telefono con "Yo escucho La Tremenda" este otono, ganaban \$56. Los escuchas se inscribieron en 20 tiendas participantes en todo Chicago y cada dia los locutores de WIND extraian nombres y llamaban a ocho o diez diferentes y esperaban sus palabras magicas. Los nombres de los que ganaban el dinero eran colocados en un barril aparte para la gran rifa cuyo premio mayor consistia de muebles con un valor de \$5,600 de parte de Grand Home Furnishings.

Arturo de la Cruz comparte su programa matutino con su camarada "Chi Chi" la ardilla. "Chi Chi" anda siempre tras las damas y esta enamorado de la locutora Luisa Torres. El se encarga de los chistes y comentarios chispeantes por la mañana. Recientemente "Chi Chi" ha hecho presentaciones personales con Arturo cuando tienen programado algun remoto.

Vicente Fernandez, el popular cantante de ranchero, estuvo en la ciudad para un concierto y la locutora Margarita Vazquez vio su sueno de toda la vida realizado cuando tuvo la oportunidad de entrevistarle en su programa vespertino.

Mientras visitaba la estacion, uno de los mas populares cantantes de ranchero de Mexico, Vicente Fernandez, se tomo un poco de tiempo para cantarle a la encantadora Margarita Vazquez, de WIND.

WIND, La Tremenda, tuvo su Gran Baile de Aniversario el 13 de diciembre en el Salon Aragon de Chicago. La musica estuvo a cargo de Los Hermanos Teran, Los Baron de Apodaca, Los Reyes Locos, Tinta Blanca y Kalua. Los boletos fueron distribuidos en los remotos de la estacion durante diciembre y solo personas con boleto tuvieron acceso al local.

En una recepcion que tuvo lugar el 22 de septiembre fueron presentados ante la prensa y clientela los nuevos locutores de WIND, Filiberto Prieto, Arturo de la Cruz y Armando Perez y Martinez. Comida y bebida fueron servidas en la velada en La Fonda del Recuerdo.



Announcer Arturo De La Cruz and Account Executive Mike Kasanoff pose with "Chi Chi" outside Steven's Bedding where the three were holding a remote.

El locutor Arturo de la Cruz y el vendedor Mike Kasanoff posan al lado de "Chi Chi" en el exterior de Steven's Bedding en donde los tres intervinieron en un remoto.

LA TREMENDA®



Mexican Movie Stars The Almada Brothers sang with a lot of feeling at the Houston Astrodome.

Los estrellas del cine mexicano, Los Hermanos Almada, cantaron con mucho sentimiento en el Astrodome de Houston.



Beatriz Adriana was enthusiastically applauded at the Festival of the Super Stars.

Beatriz Adriana fue aplaudida con entusiasmo en el Festival de las Super Estrellas.



Popular DJ's Carlos del Rio and Martha Pruneda sing a Happy Birthday song to a member of the audience during KLAT's Mexican Independence Celebration.

Los populares locutores Carlos del Rio y Martha Pruneda cantan una cancion de feliz cumpleaños a un miembro del auditorio durante la Celebracion de la Independencia Mexicana de KLAT.

A crowd estimated at over 20,000 attended the Mexican Independence Celebration sponsored by KLAT Radio in the Albert Thomas Convention Center in Houston September 14. Included in the free program were performances by ranchero stars Cruz Infante and Hector Montemayor, Licha Canchola, a new rising star with a great future, Rosenda Villa, and "Norteno Bolero" singer Agustin Justo. Musical groups included "Los Conquistadores and Rosendo Cantu", "La Potencia", "Los Suspiros de Salamanca", "Carlos Maldonado y Sus Aguilas", "Tabaco", "Sonora Santa Ana" from El Salvador and "Tierra Firme". There were more than 100 exhibition booths and the public received free samples of many products.

Una multitud de mas de 20,000 personas asistio a la Celebracion de la Independencia Mexicana patrocinada por radio KLAT en el Centro de Convenciones Albert Thomas en Houston el 14 de septiembre. El programa, gratuito, incluye las actuaciones de la estrellas de ranchero Cruz Infante y Hector Montemayor, Licha Canchola, una estrella naciente con un gran futuro, Rosenda Villa y el cantante de Bolero Norteno Agustin Justo. Los grupos musicales fueron "Los Conquistadores y Rosendo Cantu", "Los Suspiros de Salamanca", "Carlos Maldonado y sus Aguilas", "Tabaco", "Sonora Santa Ana" de El Salvador y "Tierra Firme". Se conto con mas de cien puestos de exhibicion y el publico recibio muestras gratis de muchos productos.



ADRIA HILLEBRAND and FERNANDO GONZALEZ

Local Sales Manager Adria Hillebrand presented Senior Account Executive Fernando Gonzalez with a plaque for establishing a new sales record for the station during the month of September. This is the third time Fernando has won this award. Congratulations Fernando and keep up the good work!

La gerente de ventas locales Adria Hillebrand, entrego una placa al mas antiguo vendedor, Fernando Gonzalez, por haber establecido un nuevo record de ventas para la estacion en el mes de septiembre. Esta es la tercera vez que Fernando gana este reconocimiento. Nuestras felicitaciones para el y que siga adelante!

KLAT News, Continued



KLAT entered an award winning float in the Fiestas Patrias Parade on September 20 that was held in downtown Houston. In Chiapanecas typical costume, KLAT Announcer Elsa Garcia is surrounded by the mariachi of David Gallegos. Dressed in Adelita's costume is Claudia Garcia of KLAT's accounting department.

KLAT participo con un carro alegorico que resulto premiado en el desfile de la Fiestas Patrias el 20 de septiembre en la zona centro de Houston. Ataviada con un tipico vestido de chiapaneca, la locutora de KLAT Elsa Garcia se ve rodeada por el mariachi de David Gallegos. Con vestido de Adelita aparece Claudia Garcia del departamento de cantabilidad de KLAT.



Cesar Chavez, the legendary Mexican-American farm leader, was interviewed by Announcer Elsa Garcia on "La Voz del Pueblo", KLAT's noon program. Mr. Chavez talked about his renewal of the boycott against vineyard owners and the claims that the vineyard workers have regarding the harmful effects of the insecticides used on the grapes.

Cesar Chavez, el legendario lider agrario Mexico-Americano, fue entrevistado por la locutora Elsa Garcia en el programa del mediodia de KLAT, "La Voz del Pueblo". El senor Chavez hablo acerca de su renovado boicot en contra de los cultivadores de la uva y de lo que tienen que decir los trabajadores acerca de los daninos efectos de los insecticidas utilizados en las uvas.



ADELA GARCIA

Adela Elizabeth Garcia is KLAT's new receptionist. Adela is a graduate of Scarborough High School and is a native Houstonian. Welcome Adela.

Adela Elizabeth Garcia es la nueva recepcionista de KLAT. Adela se graduo de la secundaria Scarborough y nacio en Houston. Bienvenida, Adela.



OLIVA ESTEVES

Oliva Esteves has joined KLAT's sales staff as an account executive. She was born and attended elementary and high school in Medellin, Colombia. Oliva moved to New York where she graduated with a B.A. degree in International Marketing and Spanish from Queens College. She has been working in the petroleum industry in Texas.

Oliva Esteves se ha unido al equipo de ventas de KLAT como vendedora. Nacio en Medellin, Colombia, ciudad en la que asistio a la escuela primaria y secundaria. Se cambio a Nueva York en donde obtuvo su bachillerato en mercadotenia internacional y en espanol en el Colegio Queens. Oliva ha trabajado en la industria petrolera en Texas.

Have a bit of news you would like to see printed in The Communicator? Tell your station's contributing editor or send the information with any accompanying pictures to newsletter editor Donna Beneke in Harlingen.

General Manager Gus Perez was arrested, sent to jail and the citizens of El Paso came by the station in droves to donate money to bail him out. All a plan of the March of Dimes, Gus spent a little time in a mock jail at the Bassett Shopping Center while the Announcers at KDXX and KBNA drummed up some interest for the March of Dimes campaign and raised \$316.52 for the worthy cause through their afternoon drive thru.

KDXX and KBNA co-sponsored the El Paso Parent and Child Reading Conference which was held at the Bowie High School from 10 AM to 3 PM October 4. Each of the ten workshops were offered once in English and once in Spanish. The conference was a wonderful opportunity for parents to better learn how to share the reading experience with their own children.

An El Paso listener provided a home cooked meal for KDXX/KBNA's employee Halloween party October 31 at the studios. Most of the employees came in costume and had a spooking good time.

During the four weeks of November, KDXX played a Mystery Sound for their listeners. If the first caller guessed incorrectly, \$9.20 was added to the kitty. Over \$3,000 was given away during this promotion.

KDXX gave away Christmas cash throughout December. Listeners could register at ten sponsor locations and when their form was drawn and the announcers called their name, listeners had nine minutes and seven seconds to call the station to win \$97.

El Paso employees celebrated the Holiday Season with a Christmas party at the Holiday Inn December 18. Drinks, a buffet and live music by the "Pueblo" made the evening a joyous one.

El Paso employees are already planning and working on the Home and Food Fair the station's will be sponsoring at the El Paso Civic Center in February.

El gerente general Gus Perez fue arrestado, puesto en la carcel y la ciudad de El Paso se llevo hasta la estacion en gran numero para donar dinero para pagar la multa. Todo era un plan de la March of Dimes y Gus paso un corto tiempo en una carcel de utileria en el Centro de Compras Bassett mientras los locutores en KDXX y KBNA animaban el interes en la March of Dimes en su campana y reunieron \$316.52 para la noble causa en su turno de la tarde.

KDXX y KBNA copatrocinaron una Discusion de Lectura para Padres e Hijos de El paso la cual se llevo a efecto en la escuela secundaria Bowie de 10 A.M. a 3 P.M. el 3 de octubre. Cada uno de los diez talleres fue en ingles una vez y otra en espanol. La discusion fue una gran oportunidad para los padres para aprender mejor como compartir la experiencia de la lectura con sus propios hijos.

Un radioescucha de El Paso obsequio una comida casera para los empleados de KDXX/KBNA con motivo de su fiesta de Halloween el 31 de octubre en los estudios. La mayoria de los empleados asistio en disfraz y hubo una "espantosa" diversion.

Durante las cuatro semanas de noviembre KDXX tuvo el Sonido Misterio para sus oyentes. Si el primero en llamar no acertaba, \$9.20 se acumulaban. Mas de \$3,000 se regalaron en esta promocion.

KDXX obsequio efectivo para navidad en diciembre. Los oyentes se habian de inscribir en diez locales de patrocinadores y cuando su forma era extraida y los locutores mencionaban su nombre, esa persona tenia nueve minutos con siete segundos para llamar a la estacion y ganar \$97.

Los empleados de El Paso celebraron la temporada festiva con una fiesta navidena en el Holiday Inn el 18 de diciembre. Bebidas, un bufet y musica en vivo a cargo de "Pueblo" hicieron una velada muy agradable.

Los empleados de El Paso trabajan y planean ya la Feria de Hogar y Comida, que la estacion patrocinara en el Centro Civico de El Paso en febrero.



What Kind of Gang is This? "Real Biker" Phil Brown (Business Manager), "The KDXX Strangler" Jose Luis Garcia (AM Program Director), "50's Girl" Sandi Armendariz (Traffic Manager), "Sayonara Girl" Yvonne Orona (Executive/Sales Secretary), "Hail Caesar" Manny Lopez (Operations Manager), "Harem, Scarem" Grace Adame (Receptionist) and last but not least, "Alfalfa" Albert Calvo (Production Manager).

KGBT Radio News

During the high school football season Announcer Hugo de la Cruz, the very popular "Mister Ni Fu, Ni Fa", captured the audience with his broadcast "Football Scoreboard", which is on the air every Friday immediately following the game. "Football Scoreboard" has become a Valley tradition, as has Hugo's accurate "Mr. Ni Fu, Ni Fa" comments.

General Manager Tony Solis and Program Director Rogelio Botello Rios took to the streets in their search for KGBT Panamericana bumper stickers. Listeners were invited to pick up free KGBT bumper stickers from the station and to display them on their cars. Once Mr. Solis and Mr. Botello located a bumper sticker in the community, they would stop the car and give the driver an opportunity to choose an envelope from a box. The envelopes contained \$20, \$50 and \$100 bills. The amount of money won was pure chance, but you couldn't be stopped if you didn't have the bumper-sticker, so Valley residents will see the colorful bumper stickers everywhere as a result of the promotion!

Durante la temporada de futbol a nivel de secundaria el locutor Hugo de la Cruz, el popularisimo "Mister Ni Fu, Ni Fa", cautivo al auditorio con su programa "Football Scoreboard" transmitido los viernes inmediatamente despues de que termina el juego que haya ido al aire en KGBT. "Football Scoreboard" se ha convertido en una tradicion en el Valle al igual que los acertados comentarios de Hugo, "Mr. Ni Fu, Ni Fa".

El gerente general, Tony Solis, y el director de programas, Rogelio Botello Rios, se lanzaron a la calle en busca de quien trajera las calcomanias de KGBT Radio Panamericana. Los radioescuchas recibieron la invitacion de colocar una calcomania de KGBT en sus vehiculos. Una vez que los senores Solis y Botello localizaban a un conductor cuyo transporte lucio la calcomania lo detenian para que esa persona tuviera la oportunidad de escoger de entre varios sobres contenidos en una caja. Los sobres contenian billetes de \$20, \$50 y \$100. La suerte determinaba que cantidad ganaba el participante, pero para ser detenido habia que portar la calcomania, de modo que los residentes del Valle ven ahora las llamativas calcomanias por todas partes como resultado de la promocion.

THIRD FESTIVAL OF THE SUPER STARS IN THE ASTRODOME OF HOUSTON DEEMED A GREAT SUCCESS



Eulalio Gonzalez got the crowd laughing with his humorous songs.

Eulalio Gonzalez hizo reir a la multitud con sus canciones humoristicas.

KLAT La Tremenda coordinated the Third Festival of the Super Stars November 30 in the Astrodome and thousands were entertained. The show was introduced by Raquel and it featured ranchero singers like Beatriz Adriana, Chelo, the frontera Duett, Yesenia Flores, Viviana, "Los Broncos de Reynosa"; modern singers like Yuri, Franco and Lisa Lopez; comedians like El Piporro and Los Polivoces; and movie and TV stars Maribel Guardia and the Almada Brothers. Also performing were groups "Los Plebeyos", "Los Diablos" and "El Tiempo". The public received each performance with enthusiasm and the crowd completely enjoyed all 18 artistic acts brought from Mexico.

KLAT DJs Carlos del Rio, Elsa Garcia, Mariano Garcia, Samuel Perez Cordoba, Marta Pruneda, Armando Reyna Rendon, Armando Salazar, Jesus Soltero and Vennie Renovato acted as Masters of Ceremony.

Sponsors of the 1986 Festival of the Super Stars were Tecate Beer, Houston Coca Cola, Russell and Smith Ford, Aero-Mexico as official airline, Channel 2 Television and Kwik Wash.



Yuri, a representative of the new wave.

Yuri, la representante de la nueva ola.

KLAT, La Tremenda, coordino el Tercer Festival de las Super Estrellas el 30 de noviembre en el Astrodome y miles se divirtieron. El espectaculo fue presentado por Raquel y conto con la actuacion de las cantantes de ranchero Beatriz Adriana, Chelo, Dueto Frontera, Yesenia Flores, Viviana y "Los Broncos de Reynosa"; cantantes de musica moderna como Yuri, Franco y Lisa Lopez; comicos como El Piporro y Los Polivoces; y estrellas de cine y television Maribel Guardia y los Hermanos Almada. Tambien se presentaron los grupos "Los Plebeyos", "Los Diablos" y "El Tiempo". El publico recibio a cada participante con entusiasmo y disfruto las 18 actuaciones artisticas traidas desde Mexico.

Los locutores de KLAT Carlos del Rio, Elsa Garcia, Mariano Garcia, Samuel Perez Cordoba, Marta Pruneda, Armando Reyna Rendon, Armando Salazar, Jesus Soltero y Vennie Renovato fungieron como maestros de ceremonias.

Los patrocinadores del Festival de Las Super Estrellas 1986 fueron Cerveza Tecate, Coca Cola de Houston, Russell and Smith Ford, AeroMexico como la linea aerea oficial, el Canal 2 de Television y Kwik Wash.

Sales Training Program

During October KGBT and KELT began using the Greenwood Sales Performance System. This was the company's first step to installing a formal sales training program for Tichenor Media System.

David Lykes, Senior Vice President and supervisor of Corporate Sales, outlines the program for easy understanding:

The Purpose is to provide both novice and experienced sales people with new insights into the process of selling radio.

The Objectives, as a result of completing the sales training, are for our sellers to have an indepth understanding of the sales process from the buyer's point of view. It will deepen their knowledge of what a buyer is thinking ... their fears, concerns, expectations and above all their reasons for buying. The sellers will develop a new proficiency in how they approach prospects, discover needs, present solutions and help prospects make decisions.

The program teaches sellers how to develop the attitude of a consultant and acquire the ability to lead buyers where they want to them to go. It allows them to see themselves as agents of change, motivated to reach new levels of sales performance.

The Content of the Sales Training asks the participants to look at selling from two points of view — making a sale and solving a problem.

1. The Versatile Sales Person. This provides a blue print for identifying individual motives and for structuring specific strategies for individual clients or buyers.



Jim and Jeanine Rhea conducted the three day Greenwood Sales Training Program in Harlingen October 29, 30 and 31 for KGBT and KELT sales personnel.

2. The Sales Performance System. A one year in house sales training system, Sales Performance System includes "Basic Radio" for the person new to radio and "Selling Radio" which has two different sales techniques illustrated, explained and role played.
3. Performance Based Interviewing. A process for improving productivity through more effective selection and placement discussion. Finding the right person for the right job. At the heart of the performance based interview is the use of "mini simulations" during the interview that are designed specifically for radio sales jobs.

The Benefits

For Sales People:

- * Greater self confidence on sales calls.
- * Greater understanding of ourselves, our prospects and the whole process of buying and selling.
- * How to critique our own performance in working with buyers and how to make necessary adjustments.

For Sales Managers:

- * More confidence in communicating with sales people due to common understanding of the sales process.
- * Less frustration because sales people are more open to change and can be motivated to high performance.
- * Enjoy working with sales people who are more confident and more productive.

For Tichenor Media System:

- * More effective and productive sales people.
- * More customers with a stronger relationship with our company.

Mr. Lykes explained "The above may seem over-whelming, but I have visited personally with a number of stations that have used the Greenwood Sales Performance System and, based on their comments, want you to be assured that nothing is overstated."

Adria Hillebrand, Local Sales Manager at KLAT in Houston, is a graduate of Greenwood and is a strong supporter of the system.

During the January Managers/Sales Managers meeting in Corpus Christi, plans will be discussed to roll this new training program into the entire company.



Valley employees that participated in the Sales Training Program are from left to right (sitting), Gail Durham, Charles Durham, Lindi Landry, Henry Cantu, (standing first row) Manuel Escalante, Barbara Krpec, Luis De La Garza, Margo Mocygamba, Belinda Hinojosa, Pam Hale, (standing second row) Pedro Suarez, Oliver Avila, Tony Solis, Jose Luis Munoz, Dan Wilson, and Chuck McKasson.

KCOR held a turkey and beer give away over the three days of the Thanksgiving holiday, November 24, 25 and 26. Discjockeys passed out eight packs of beer to the first 100 cars that drove through KCOR's parking lot. Each car was given the opportunity to draw from a box, and if the slip of paper they drew read "Give Away a Turkey", the driver also won a turkey. Twenty-five turkeys were given away each day.

KCOR tuvo una sesion de regalos de pavo y cerveza durante los tres dias de la celebracion del Dia de Thanksgiving, noviembre 24, 25 y 26. Los locutores obsequiaron paquetes de ocho cervezas a los primeros cien automovilistas que pasaran por el estacionamiento de KCOR. Cada uno tuvo oportunidad de sacar un papelito del interior de una caja, y si el papel decia "Regale un Pavo", el automovilista recibia tambien un pavo. Cada dia fueron regalados veinticinco pavos.



KCOR Announcers are giving away turkeys and beer during their Thanksgiving promotion.

Los locutores de KCOR aparecen aqui al regalar pavos y cerveza durante su promocion del Dia de Dar Gracias.



GERARD R.C. PASTRANO

Gerard R.C. Pastrano is KCOR's new Account Executive. Gerard is a native of San Antonio and is a 1978 graduate of St. Edward's University where he received a BBA in marketing. He has been working in sales and marketing for Accutronics.

Gerard R.C. Pastrano es el nuevo agente de ventas de KCOR. Es nativo de San Antonio y se graduó en 1978 de la Universidad de St. Edward de la que obtuvo un Bachillerato en Administración de Empresas con especialidad en Mercadotecnia y ha trabajado en ventas y mercadotecnia para Accutronics.



News Reporter Hector Rodriguez Lerma is back and we're glad he is. Hector's authoritative and distinctive voice has been identified with KCOR for the past 10 years.

El reportero Hector Rodriguez Lerma esta de regreso y nos alegramos de ello. La voz autorizada y distinguida de Hector se ha identificado con KCOR por los ultimos diez años.

The Parks and Recreation Department of the city of San Antonio presented a plaque to KCOR in appreciation for the support they have received through the station's festivals. The plaque reads:

THANKS FOR HELPING US GROW!
PRESENTED IN GRATEFUL ACKNOWLEDGMENT OF YOUR
SIGNIFICANT CONTRIBUTION TO THE CITY OF SAN ANTONIO
KCOR RADIO, NOVEMBER 25, 1986

From the festivals that KCOR has sponsored, the Parks and Recreation Department has collected over \$200,000 which they have used to remodel Travis Park, the oldest park in San Antonio.

El director de programas, Federico Rodriguez Alarcon, mantiene el corrido vivo en su programa vespertino titulado "Yo Soy el Corrido". El corrido es una cancion que cuenta una historia y es cantada de generacion a generacion.

El Departamento de Parques y Recreacion de la ciudad de San Antonio otorgo una placa a KCOR en apreciacion por el apoyo que ha recibido mediante los festivales de la estacion. La placa dice lo siguiente:

GRACIAS POR AYUDARNOS A CRECER!
OTORGADA EN AGRADECIDO RECONOCIMIENTO
DE SU SIGNIFICANTE
CONTRIBUCION A LA CIUDAD DE SAN ANTONIO
KCOR, NOVIEMBRE 25, 1986

De los festivales que ha patrocinado KCOR el Departamento de Parques y Recreacion ha obtenido mas de \$200,000, dinero que ha utilizado para remodelar el Parque Travis, el parque más antiguo en San Antonio.



While visiting the station, one of Mexico's most popular Ranchero Singers, Vicente Fernandez, took time to sing to WIND's lovely Margarita Vazquez.

Mientras visitaba la estacion, uno de los mas populares cantantes de ranchero de Mexico, Vicente Fernandez, se tomo un poco de tiempo para cantarle a la encantadora Margarita Vazquez, de WIND.

WADO New York Closing Delayed

Tichenor Media System's purchase of WADO in New York has been postponed due to a problem affecting the Seller's ability to transfer clear title to the transmitter property. It is hoped that the problem will be resolved so that the closing can take place shortly.



CHRISTINA GAMEZ

KUNO welcomes Christina Gamez as the station's new Receptionist/Sales Secretary. Christina is a freshman at Del Mar College and is working toward a career in broadcasting.

KUNO da la bienvenida a Christina Gamez, la nueva recepcionista y secretaria de ventas de la estacion. Christina es estudiante de nuevo ingreso en el colegio Del Mar y busca una carrera en locucion.



General Manager Luis Munoz presents a check for \$2,000 to representatives from Del Mar College and Claudio Herrera, sponsor of the annual KUNO Scholarship Golf Tournament.

El gerente general, Luis Munoz, entrega un cheque por \$2,000 a representantes del Colegio Del Mar y a Claudio Herrera, organizador del Torneo Anual de Golf para Becas de KUNO.



JUAN CARDENAS

Juan Cardenas has joined the KUNO sales staff. A graduate of Northridge University in Southern California, Juan has been employed as a journalist for both the Los Angeles Times and the Corpus Christi Caller.

Juan Cardenas se ha unido al equipo de ventas de KUNO. Graduado de la Universidad de Northridge en el sur de California, Juan ha trabajado como periodista para Los Angeles Times y el Corpus Christi Caller.



KUNO employees are proud of Corpus Christi's largest Christmas tree which lives in their front yard.

Los empleados de KUNO estan orgullosos del arbol navideno mas grande de Corpus Christi el cual vive en su patio frontal.

The holiday season was particularly festive at KUNO with the presence of their 35 foot Douglas Fir Christmas tree. Beautifully decorated and illuminated each year, the tree attracts thousands of passerbys. Several choirs and church groups sang Christmas carols around its lovely base during the month of December.

KUNO hosted its annual Christmas party at Janie's Restaurant on December 20. Employees and their spouses had a great time eating from the buffet, drinking and dancing to "Los Sabios".

La temporada festiva lo fue en especial en KUNO con su arbol navideno Douglas Fir, de 35 pies de altura. Bellamente decorado e iluminado cada ano, el arbol atrae a miles de transeuntes. Varios coros y grupos de iglesias cantaron villancicos navidenos alrededor de la base durante el mes de diciembre.

Los empleados de KUNO estan orgullosos del arbol navideno mas grande de Corpus Christi el cual vive en su patio frontal.

KUNO tuvo su fiesta de navidad anual en el restaurante Janie's el 20 de diciembre. Los empleados y sus conyuges se divirtieron en grande con el bufet, las bebidas y el baile con musica de "Los Sabios".

The Communicator

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