

# The Communicator

TICHENOR MEDIA SYSTEM

SUMMER 1988

## TMS ACQUIRES KIWW — SELLS KELT

After months of negotiations, Tichenor Media System, Inc., has signed Agreements to trade KELT for the Valley's leading Spanish FM station, KIWW. FCC approval is anticipated by September 1st.

KELT is being sold to Cornerstone Broadcasting, Inc., a corporation with headquarters in Dallas. Joe Dickey, President of Cornerstone, has agreed to relocate the new KELT offices and studios in space recently vacated by KGBT-TV.

KIWW will remain at its current location for six months while new studios and offices are built. Chief Engineer Nathan Lindsey will oversee major remodeling of the 1519 W. Harrison building. When completed, the structure will house 14,000 sq. ft. of offices and studios for the three radio stations.

Harbenito Realty Corporation has negotiated a lease with Texas Commerce Bank for the white studio building on Tyler Street vacated by the KGBT-TV news department and the soon to be relocated KELT. The Bank will construct drive through facilities and will move a branch office to the location.

Despues de varios meses de gestiones, Tichenor Media System, Inc. ha firmado un convenio para intercambiar KELT por la principal estacion en FM en espanol del Valle, KIWW. La aprobacion de parte de la FCC se espera para el primero de septiembre.

KELT esta siendo vendida a Cornerstone Broadcasting, Inc., cuya base esta en Dallas. Joe Dickey, presidente de Cornerstone, ha convenido en reubicar los nuevos estudios y oficinas de KELT en el espacio recientemente desocupado por KGBT-TV.

KIWW permanecera en su actual ubicacion durante seis meses mientras las oficinas y estudio nuevos se construyen. El jefe de ingenieros Nathan Lindsey tendra a su cuidado la remodelacion necesaria en el edificio del numero 1519 de la calle Harrison Oeste el cual tendra la capacidad para albergar a las tres estaciones de radio, con superficie de 14.000 pies cuadrados.

Harbenito Realty Corporation ha convenido un contrato de arriendo con Texas Commerce Bank del edificio localizado en la calle Tyler que ocupara en el pasado el departamento de noticias de KGBT-TV y KELT que pronto sera reubicada. El banco construira instalaciones que comprenderan servicio bancario en su auto y una oficina ramal.

### Promotion of Ricardo Castillo to Vice President of Operations



**RICARDO CASTILLO**

McHenry T. Tichenor, Jr., President of Tichenor Media System, Inc., announced June 1, 1988, the appointment of Ricardo Alvarez del Castillo to the newly created position of Corporate Vice President of Operations. Ricardo, presently General Manager of KLAT in Houston, will assume the position effective August 15th, concurrent with the relocation of the Company's corporate headquarters to Dallas.

continued on page 3

# MANAGERS SELECT SALES PERSONS OF THE QUARTER

## TERESA BERGMAN KLAT

Teresa acquired 15 new accounts and exceeded her quota by 28%. She maintained her 60+ day accounts receivable at 10%.



## MIKE O'SHEA WOJO

Mike sold 45% over his sales projections and generated 6 new accounts. Also, his average for his 60+ day accounts receivable was 14%.



## MIKE KASANOFF WIND

Mike secured 16 new accounts for WIND and maintained his 60+ day accounts receivable at 1.06%. He also was 17% above his sales goals for the quarter.

## HASINA GANDHI KBNA

Hasina maintained a 5% average on her 60+ accounts receivable and acquired 14 new accounts for KBNA this quarter.



## ANITA SAENZ KUNO

Anita surpassed her sales projections by 105%! In addition, she generated 7 new accounts and her average 60+ day accounts receivable was 2%.

## GERARD PASTRANO KCOR

Gerard generated 22 new accounts for KCOR and exceeded his sales quota by an average of 19% for the first quarter.



## TIE WITH 8 POINTS AT KELT

## BARBARA KRPEC

Barbara surpassed her sales projections by an average of 3.3%. She acquired 11 new accounts and maintained an average 25% on her 60+ day accounts receivable.



## CISSY CARTER

Cissy cultivated 7 new accounts, met her projections in March, and her average 60+ day accounts receivable was 11%.

continued from page 1

Ricardo joined KLAT in 1980 and remained with KLAT when TMS purchased the radio station from Spanish Broadcasting Corporation in 1984. Originally from Mexico City, Mexico, Ricardo graduated from the University of Mexico with a Chemical Engineer degree. He continued his education at Southern Methodist University where he earned a Marketing degree and at University of Baltimore in Los Angeles, California where he earned an Operating Broadcast Stations degree. Ricardo is also an alumnus of Leadership Dallas and was a past Board Member of the Dallas Mexican Chamber of Commerce.

Before joining KLAT, Ricardo was Procurement Vice President for the Dallas Minority Business Center. He also worked for the Dallas Alliance for Minority Enterprise as a Business Development Specialist.

In Houston, Ricardo is a Member of the Development Board of Citizens Bank, and he was a past member of the Houston Association of Radio Broadcasters. He and his wife Madeline have two boys Sebastian 10 and Maximilian 6.

McHenry T. Tichenor, Jr., presidente de Tichenor Media System, Inc., hizo el anuncio el primero de junio de 1988 de la designacion de Ricardo Alvarez del Castillo a la recién creada posición de vicepresidente corporativo de operaciones. Ricardo, actualmente gerente general de KLAT en Houston, asumirá la posición a partir del 15 de agosto de manera concurrente con la reubicación en Dallas de la oficina principal corporativa de la compañía.

Ricardo entro a KLAT en 1980 y permanecio en ella cuando TMS la adquirio de Spanish Broadcasting Corporation en 1984. Originario de la Ciudad de Mexico, Ricardo se graduo en la Universidad de Mexico con un grado en ingeniería química. Continuo sus estudios en la Universidad Southern Methodist en la cual obtuvo un grado en mercadotecnia, y en la Universidad de Baltimore en Los Angeles, California, de la que recibió un grado en operación de radiodifusoras. Ricardo también es miembro de Leadership Dallas y fue miembro de la directiva de la Cámara de Comercio Mexicoamericana de Dallas.

Antes de entrar a KLAT, Ricardo fue vicepresidente de gestiones del Dallas Minority Business Center. También trabajo en la Dallas Alliance for Minority Enterprises como especialista en el desarrollo de empresas.

En Houston Ricardo es miembro de la Development Board of Citizens Bank y fue miembro de la Asociación de Radiodifusores de Houston. Con su esposa Madeline tiene dos hijos Sebastian, de 10 y Maximilian, de 6.



MANUEL ESCALANTE

Manuel Escalante, TMS Marketing Director, will be promoted to General Manager of KIWW following FCC approval of the license transfer. He has been with the company since 1986. Manuel earned a MBA in Marketing and a BS in Economics from the University of Illinois. His work experiences encompass teaching, advertising, marketing, public relations, and management consulting. During his two years with TMS, he has successfully founded the corporation's marketing department and has made great gains in promoting Tichenor Spanish Radio.

Manuel Escalante, director de mercadotecnia de TMS, será ascendido al puesto de gerente general de KIWW en cuanto la FCC dicte su aprobación para la transferencia de licencia. Él ha estado con la compañía desde 1986. Manuel obtuvo su MBA en mercadotecnia y un B.S. en economía en la Universidad de Illinois. Su experiencia abarca la docencia, publicidad, mercadotecnia, relaciones públicas, y consultoría gerencial. Durante sus dos años con TMS ha instituido con gran éxito el departamento de mercadotecnia de esta corporación y ha tenido grandes logros en la promoción de Tichenor Spanish Radio.

## MBO

### Review



For the first quarter of the new fiscal year ending May 31, 1988, the company is 9% under its operating profit goal, and 8% above last year.

# TMS Officers and Managers Meet in Houston



*Attendees of the Tichenor Spanish Radio Group Managers and Sales Managers Meeting: 1st row: Athena Sofios, General Manager WOJO; Gail Durham, Interim General Manager KELT; Donna Beneke, Assistant Vice President TMS; Maura Donahue, General Sales Manager WOJO; Adria Hillebrand, General Sales Manager KLAT; Inger Caceres, Traffic Manager KLAT. 2nd row: Warren Tichenor, General Sales Manager KCOR; Mac Tichenor, Jr., President TMS; Luis Munoz, General Manager KUNO; Juan Montenegro, General Sales Manager WIND; Sam Murray, Station Manager KCOR; Nathan Safir, General Manager KCOR; David Lykes, Senior Vice President Sales and Marketing TMS; Art Palacios, Chief Accountant TMS; Al Herrera, General Sales Manager KUNO. 3rd row: Chuck Brooks, General Manager WIND; Tony Solis, General Manager KGBT; Jose Luis Munoz, Station Manager KGBT; Lazaro Megret, General Sales Manager KBNA; Gary Stone, Station Manager KLAT; Ricardo Castillo, General Manager KLAT; Charles Reininger, Senior Vice President of Finance TMS; Dan Wilson, General Manager KBNA.*

*Estos fueron los asistentes a la junta de gerentes de departamento de Tichenor Spanish Radio Group: en la primera fila, Athena Sophios, gerente general de WOJO; Gail Durham, gerente general interina de KELT; Donna Beneke, vicepresidente asistente de TMS; Maura Donahue, gerente general de ventas de WOJO; Adria Hillebrand, gerente general de ventas de KLAT; Inger Caceres, gerente de trafico de KLAT; segunda fila, Warren Tichenor, gerente general de ventas de KCOR; Mac Tichenor, Jr., presidente de TMS; Luis Munoz, gerente general de KUNO; Juan Montenegro, gerente general de ventas de WIND; Sam Murray, gerente de estacion de KCOR; Nathan Safir, gerente general de KCOR; David Lykes, senior vicepresidente de ventas y mercadotecnia de TMS; Art Palacios, contador en jefe de TMS; Al Herrera, gerente general de ventas de KUNO; tercera fila, Chuck Brooks, gerente general de WIND; Tony Solis, gerente general de KGBT; Jose Luis Munoz, gerente de estacion de KGBT; Lazaro Megret, gerente general de ventas de KBNA; Gary Stone, gerente de estacion de KLAT; Ricardo Castillo, gerente general de KLAT; Charles Reininger, senior vicepresidente de finanzas de TMS; Dan Wilson, gerente general de KBNA.*

KLAT hosted the company's Quarterly Managers' Meeting at the Guest Quarters in Houston May 16th, 17th, and 18th. Corporate officers shared plans and ideas for the future growth of the company. Managers and sales managers exchanged sales, programming, and promotional strategies. Guests at the meeting included Stu Olds, President, and Gene Bryan, Vice President of Katz New York, and Bob Elliott, the company's new programming consultant.

KLAT sirvió como anfitriona de la junta trimestral de gerentes de la compañía en el Guest Quarters en Houston los días 16, 17 y 18 de mayo. Los funcionarios de la corporación compartieron planes e ideas acerca del futuro crecimiento de la compañía. Los gerentes de los diferentes departamentos intercambiaron estrategias en ventas, programación y promociones. Entre los invitados a esta junta se encontraban Stu Olds y Gene Bryan, presidente y vicepresidente, respectivamente, de KATZ, de New York, y Bob Elliot, quien es el nuevo consultor en programación de la compañía.



# RADIO AMBIENTE FM 105 · WOJO

Western Playland Amusement Park was the site of KBNA's Cinco De Mayo Festival on Friday, May 6th. Entertainers on Friday were Lorenzo de Monteclaro, Julia Palma, and Felipe Arriaga. Saturday's festivities began with Jimmy Edwards and his band, Selena y Los Dinos, Gary Hobbs, and Nick Villarreal. The grande finale of the Cinco de Mayo Festival was a spectacular fireworks display.

On Mother's Day KBNA honored all mothers with a concert featuring Grupo Amanecer, Aida Cuevas, Lorenzo Antonio and special guest, "Braulio." Individual businesses, clubs, and organizations had food booths serving Mexican specialties, hotdogs, hamburgers, and other local and ethnic foods.

El parque de diversiones Western Playland fue el sitio donde se llevo a cabo el Festival de Cinco de Mayo de KBNA el viernes 6 de mayo. Los artistas que actuaron el viernes fueron Lorenzo de Monteclaro, Julia Palma y Felipe Arriaga. Las festividades del sabado comenzaron con Jimmy Edwards y su banda, Selena y los Dinos, Gary Hobbs y Nick Villarreal. La gran final del Festival del Cinco de Mayo fue una espectacular exhibicion de juegos pirotécnicos.

En el Dia de la Madre KBNA honro a todas las madres con un concierto a cargo del Grupo Amanecer, Aida Cuevas, Lorenzo Antonio y como invitado especial, Braulio. Negocios individuales, clubes y otras organizaciones tuvieron puestos de comida en los que sirvieron especialidades mexicanas, perros calientes, hamburguesas y otras variedades de comida asi locales como foraneas.



**TERESA MODESTO**

Teresa Modesto joins KBNA's sales team. She has been in sales for twenty years and before joining KBNA, Teresa was the top sales person for KINT TV. She and her three children, Lisette, Edgar, and Alli are natives of El Paso.

Teresa Modesto ha entrado al equipo de ventas de KBNA. Ella ha trabajado en ventas durante 23 anos y antes de llegar a KBNA fue la vendedora principal de KINT-TV. Con su esposo tiene tres hijos, Lisette, Edgar y Alli, todos nativos de El Paso.

April 15th opened the Chicago Cubs season with WOJO's Leon Martinez and Hector Armando Molina broadcasting live for the eighth consecutive season. Later on July 15th, WOJO will host its third annual Chicago Cubs Spirit Day at Wrigley Field. Over 1,000 tickets will be given away to listeners and community organizations.

WOJO treated their clients to an elegant luncheon in the VIP room at the Sportsman's Park on April 30th. After lunch, the clients were invited to watch the horse races from the balcony. There was a special exhibition of Charros prior to the races during which WOJO's announcers broadcast live from the winner's circle.

On May 1st Radio Ambiente sponsored a Say No To Drugs program at La Iglesia de Monte Carmelo in Joilet with Mr. Ernesto Pujals, director of the Latino Intervention Center, as guest speaker. Children and their parents were educated on the importance of living a drug/alcohol free life.

WOJO sponsored Emmanuel's concert at the Chicago Theatre on May 7th. Emmanuel was the first Hispanic to perform at the elegant and monumental theatre. Program Director Guillermo Prince served as Master of Ceremonies.

The annual Primavera Musical started the summer festival season May 27th - 30th with record crowds attending. WOJO's Mr. Ambiente, Carlos Rojas, was Master of Ceremonies for a concert featuring Yuri, Flans and Lorenzo Antonio.

WOJO sponsored an autograph session at Rose Records prior to Julio Iglesias' concert. Julio performed June 4th at Poplar Creek, an outdoor theatre in Chicago.

Miller Genuine Draft Maquina Musical came to Chicago to participate in the WOJO sponsored Fiestas Patronales June 11th and 12th. WOJO announcer Hector Armando Molina was Master of Ceremonies for this two day concert featuring Tito Puente, Tommy Olivencia and Brenda K Starr.

El 15 de abril se inicio la temporada de los Cachorros de Chicago y Leon Martinez y Hector Armando Molina de WOJO comenzaron a transmitir su octava campana consecutiva. Mas tarde, el 15 de julio, WOJO tendra su tercer evento anual Dia del Animo para Los Cachorros de Chicago en Wrigley Field. Mas de mil boletos seran obsequiados entre los radioescuchas y organizaciones comunitarias.

WOJO agasajo a sus clientes con una elegante comida en la sala especial en el Parque Sportsman el 30 de abril. Despues de la comida los clientes fueron invitados a presenciar las carreras de caballos desde los balcones. Antes de las carreras hubo una exhibicion especial de charreria la cual fue transmitida en vivo por los locutores de WOJO desde el circulo de los ganadores.

El primero de mayo Radio Ambiente patrocino un programa denominado Di No a las Drogas en la Iglesia del Monte Carmelo en Joliet, con Ernesto Pujals, director del Centro Latino de Intervencion, fungiendo como orador invitado. Hijos y padres fueron instruidos acerca de la importancia de una vida libre de drogas y alcohol.

WOJO patrocino el concierto de Emmanuel en el Teatro Chicago el 7 de mayo. Emmanuel fue el primer hispano en actuar en el elegante y monumental teatro. El director de programas, Guillermo Prince, sirvio como maestro de ceremonias.

El evento anual Primavera Musical dio principio al festival veraniego los dias 27 a 30 de mayo con asistencia record de personas. Carlos Rojas, el Mr. Ambiente de WOJO, fue el maestro de ceremonias en el concierto en el que actuaron Yuri, Flans y Lorenzo Antonio.

WOJO patrocino una sesion de autografos en Rise Records con antelacion al concierto de Julio Iglesias llevado a cabo el 4 de junio en el Poplar Creek, un teatro al aire libre en Chicago.

La Maquina Musical de la Autentica Cerveza de Barril Miller vino a Chicago para participar en las fiestas patronales de junio auspiciadas por WOJO los dias 11 y 12. El locutor de WOJO Armando Molina fue el maestro de ceremonias en este concierto de dos dias con la actuacion de Tito Puente, Tommy Olivencia y Brenda K. Starr.

# WIND

WIND and Taco Bell celebrated the third annual Cinco de Mayo Festival at the O'Hare Exposition Center with an all-star line-up of internationally known celebrities including: Fernando Allende, Gerardo Reyes, Carmen del Valle, Salvador's, Carla de Leon, Los Pekadores, Grupo Konga, and Los Suspiros de Salamanca. The festival was from 12 noon until 8 p.m., April 30th through May 1st. There was also a trade show with local and national company participation.

WIND hosted a three day Radio Marathon fundraiser to raise money for the construction of a new building for "El Hogar del Nino," a day-care center for small children of working parents. Currently, there are over 100 children on a waiting list to enter the day-care center.

May 30th was the opening day of Radio Racetrack, WIND's new on-air promotion sponsored by 7-Up. Twenty five races are held Monday-Friday, with prize-winners of \$25 and \$50 for Daily Double winners.

WIND, Miller Beer, and Supermercado El Rey held a Tailgate Party during the Brewers/White Sox baseball game. The party began at 11 a.m. before the game and WIND broadcast live during the game. The party featured live mariachi music, food, drink, and a raffle with a grand prize of a 5 night trip for two to Puerto Vallarta, Mexico.

WIND y Taco Bell celebraron el tercer Festival Anual del Cinco de Mayo en el Centro de Exposiciones O'Hare con un elenco de autenticas estrellas compuesto de reconocidas celebridades a nivel internacional que incluyeron a: Fernando Allende, Gerardo Reyes, Carmen del Valle, Salvador's, Carla de Leon, Los Pekadores, Lucha Villa, Grupo El Tiempo, Hector Montemayor, Los Tikas, Grupo Konga y Los Suspiros de Salamanca. El festival fue de 12 mediodia hasta las 8:00 p.m. los dias 30 de abril y primero de mayo. Tambien se llevo a cabo una exhibicion comercial a cargo de companias locales y a nivel nacional.

Alberto August, locutor de WIND, se ocupa con la "Maquina de Dinero" de la Tremenda durante el festival del Cinco de Mayo.

WIND auspicio una recaudacion de fondos de tres dias en un maraton radiofonico para la construccion de un edificio nuevo para "El Hogar del Nino", una guarderia infantil para aquellos padres que trabajan. Actualmente hay una lista de espera de mas de 100 ninos para ser aceptados en la guarderia.

El 30 de mayo se lanzo al aire Pista de Carreras Radial, la mas nueva promocion de WIND, patrocinada por 7-Up. 25 carreras se desarrollan de lunes a viernes con premios de \$25 para los ganadores y \$50 para los ganadores dobles diariamente.

WIND, la cerveza Miller y el Supermercado El Rey tuvieron una Tailgate Party durante el juego de beisbol entre los Cerveceros y los Medias Blancas. La fiesta comenzo a las 11:00 antes del partido y WIND transmitio en vivo durante el mismo. El entretenimiento incluyo musica de mariachi, comida, bebida y una rifa cuyo premio principal fue un viaje a Puerto Vallarta, Jalisco, para dos personas con cinco noches de estancia.



*La Tremenda and City Colleges awarded four \$1,000 scholarships at a special City College banquet. Pictured above is Maria G. Gutierrez receiving a check for \$1,000 from Isabel Muniz Arrambide, Director of Public Relations. Also pictured are Teresa Esquivel, Queen, Mexican Civic Society; Arturo Velasquez, Jr., awarded Man of the Year; and Frank Zimmerman, President of Illinois Bell.*

*La Tremenda y City Colleges otorgaron cuatro becas de \$1.000 en un banquete especial de City College. En la grafica aparece Maria G. Gutierrez al recibir un cheque por \$1.000 de manos de Isabel Muniz Arrambide, directora de relaciones publicas. Tambien aparecen Teresa Esquivel, Reina de la Sociedad Civica Mexicana; Arturo Velasquez, Jr., reconocido como Hombre del Año; y Frank Zimmerman, presidente del Illinois Bell.*



KCOR's Cinco de Mayo celebration was held at La Villita on May 1st. Jose Rosario was the featured attraction singing his Top 40 hit. Lola Beltran, special guest star from Mexico known as the Queen of Musica Ranchera, was the finale. Over 11,500 attended her show and demanded several encores. Colgate sponsored a drawing for television sets and other prizes. Over 100 participants registered their names at local stores, and winners were selected at the celebration.

An estimated 12,000 people attended KCOR's annual Mother's Day Festival. Festivities started in the afternoon and lasted until 11 p.m. with dancing, food, and drinks. Tropical singer Patricia Santos and the great lady of song Maria Victoria were live performers. Pepto Bismol appropriately sponsored a Fajita Cook Off with a \$500 first prize.

La celebracion de KCOR del Cinco de Mayo se llevo a cabo en La Villita el primero de mayo. Jose Rosario fue la atraccion principal al cantar varios de sus exitos incluidos entre los primeros 40. Hacia el gran final vino la actuacion de la Reina de la Musica Ranchera, Lola Beltran, quien estuvo como invitada especial. Mas de 11.500 personas asistieron a su actuacion y le pidieron muchas interpretaciones. Colgate patrocino un sorteo de televisores y otros premios. Mas de cien participantes inscribieron sus nombres en las tiendas de la localidad y los ganadores fueron seleccionados durante la celebracion.

Una multitud calculada en 12.000 personas asistio al Festival del Dia de la Madre de KCOR. Las festividades comenzaron por la tarde y terminaron a las 11 p.m. con baile, comida y bebidas. La cantante de musica tropical Patricia Santos y la gran dama de la cancion Maria Victoria fueron las interpretes. Pepto Bismol, de manera muy apropiada, patrocino un Asado de Fajitas que otorgo un primer premio de \$500.

Congratulations to Lupita Imperial Salinas and Oscar Salinas on the birth of Victoria Marie Salinas born May 25th weighing 7 1/2 pounds. Lupita is KCOR's Administrative Assistant.

Felicitaciones para Lupita Imperial Salinas y Oscar Salinas por el nacimiento de Victoria Marie Salinas, de 7 libras y media, el 25 de mayo. Lupita es la asistente administrativa de KCOR.



**VICTOR RIVERA**

Victor Rivera has joined KCOR's News Department. He was an official reporter for Mexico's President Luis Echeverria, and was also general manager for Sun Vision Entertainment Network in El Paso.

Victor Rivera ha entrado en el departamento de noticias de KCOR. El era reportero oficial del expresidente de Mexico Luis Echeverria y fue tambien gerente general de Sun Vision Entertainment Network en El Paso.



**MARY LOU ELIZONDO**

Mary Lou Elizondo is KCOR's new Sales Secretary. Before joining KCOR, she was the broadcasting secretary for the San Antonio Spurs, a local professional basketball team.

Mary Lou Elizondo es la nueva secretaria de ventas en KCOR. Antes de entrar en KCOR, era la secretaria de transmisiones de los Spurs en San Antonio, el equipo local de basquetbol profesional.



## KCOR Helps Locate Kidney Recipient Patient

Through a recent plea made by KCOR, Guadalupe Gatica received a new kidney — after he was found at an ice house socializing with friends. Since November, Gatica had been in need of a kidney transplant. On May 12th a donor was found, but Gatica could not be located. After fruitless efforts by the hospital and relatives, Hoel Jones, transplant coordinator, called KCOR and asked for help. Within 30 minutes of the all points bulletin, Jones received about 15 calls. Within an hour and a half, Gatica was located and surgery was performed at 9:30 p.m. that night.

Mediante una reciente peticion hecha por KCOR, Guadalupe Gatica recibio un rinon nuevo—luego que fue encontrado en compania de unos amigos. Desde noviembre Gatica habia tenido la necesidad de un transplante de rinon. El 12 de mayo un donante fue encontrado pero Gatica no pudo ser localizado. Despues de esfuerzos infructuosos de parte de parientes y del hospital, Hoel Jones, coordinador de transplantes, llamo a KCOR y solicito ayuda. Luego de treinta minutos a partir del boletin Jones recibio 15 llamadas telefonicas. En una hora y media Gatica fue localizado y la operacion quirurgica requerida fue llevada a cabo esa misma noche.



Warren Tichenor and Mrs. Yolanda C. Vasquez, winner of the Cinco de Mayo Colgate drawing on May 1st.

En la grafica aparecen Warren Tichenor y la senora Yolanda C. Vasquez, ganadora del sorteo de la Celebracion del Cinco de Mayo de Colgate el primero de mayo.



Tropical singer Patricia Santos performing in the Mother's Day Festival May 8th.

La cantante de musica tropical Patricia Santos aparece durante su actuacion en el Festival del Dia de la Madre el 8 de mayo.

**K° LITE 94½**  
KELT-FM  
*Lite Rock*

To celebrate the grand opening of Sea World of Texas, K-Lite, Southwest Airlines, the Marriott Riverwalk in San Antonio, and Sea World presented the Search for Shamu. Clues to Shamu's mythical location in the Valley were announced on the air regularly and listeners mailed in their guesses. Theresa Sprowls of Mission located Shamu at Laguna Atascosa Wildlife Refuge and won a trip for four to Sea World!

Over 100 Valley secretaries received special edition K-Lite Secretary's Day '88 coffee cups with floral arrangements for Secretary's Day. Boss nominations were put in a hat and the winners of the floral arrangements were drawn.

During the past few months, KELT has given away thousands of dollars in cash during its Winning Sweepstakes Coupons campaign. Listeners check their Southwestern Bell phone book for their winning ticket number. The numbers are announced on the air at 7:00 a.m., 10:20 a.m., and at 4:20 p.m. When listeners hear their number announced, they have to call the station within 15 minutes to claim their cash.



**ANNETTE CAVAZOS**



KGBT/KELT McAllen sales office's new part-time Receptionist is Annette Cavazos. She is currently enrolled full-time at Pan American University. Her major is Mass Communications with a minor in Education/Music.



**MONICA CRUZ**

Monica Cruz is KELT's new part-time Producer. She is currently a freshman studying Broadcasting/Journalism at the University of Texas in San Antonio.

Lois Reyman is a new part-time Receptionist for the KGBT/KELT McAllen sales office. A native of Alice, Texas, Lois recently worked for Draper Communications before joining the McAllen sales office. She and her husband Richard have two sons, Ronnie Dee and Doug.



**LOIS REYMAN**

Laura Martinez has joined KELT as a part-time Producer. A Pan American University graduate with a BA in Communications, she has been a reporter for student newspapers at Pan American University and Texas Southmost College.



**LAURA MARTINEZ**



**JOYCE JOHNSTON**

Joyce Johnston is KELT's new Account Executive. A graduate from St. Louis University, Joyce has had extensive and successful experience in sales, property management, planning, and marketing.



**JOE KELLY**

Joe Kelly is KELT's new midday Announcer. He joins KELT from KRIX in Brownsville where he was program director.

New Account Executive, Lori Tabor, joins KELT from KTEX-FM where she worked in radio sales. Previously, she had worked in banking. Lori and her husband Dennis reside in Mission.



**LORI TABOR**

# KGBT

1530 RADIO PANAMERICANA

Sixty-five hundred Valley residents attended KGBT'S Cinco de Mayo promotion held at the Mercedes fairgrounds on May 4th. The large crowd was entertained by La Sombra, Tam y Tex, Grupo Zaaz de Victor Hugo Ruiz, Los Cachorros, Topazio, Los Mujikas and Ruben Naranjo y Los Gamblers.

"A key being taken off a key ring?" asked a KGBT listener when trying to guess the station's mystery sound. No, sorry they were told. But the next day when Juanita Guerra of Edinburg guessed "A key being put on a key ring?", she won \$7,000 prize money! Congratulations Juanita Guerra!

6.500 residentes del Valle asistieron a la promocion del Cinco de Mayo patrocinada por KGBT en los terrenos de la exposicion ganadera de Mercedes el 4 de mayo. La multitud se divirtio con grupos tales como La Sombra, Tam y Tex, Grupo Zaaz de Victor Hugo Ruiz, Los Cachorros de Juan Villarreal, Topazio, Los Mujikas y Ruben Naranjo y Los Gamblers.

"Al sacar una llave del aro de un llavero?" dijo una radioescucha de KGBT al tratar de adivinar el sonido misterio de la estacion. No, lo siento, se le respondio. Pero dias despues cuando Juanita Guerra, de Edinburg, dijo: "Al meter una llave en el aro de un llavero?", se gano \$7.000 en efectivo como premio! Felicitaciones, Juanita Guerra!



**JOE ESPINOZA**

Joe Espinoza ha entrado a KGBT como ingeniero de remotos. Nativo de San Benito, Joe asistio al Texas State Technical Institute en donde su area principal de estudios fue comunicacion de datos. Joe participo en el programa de internado del departamento de ingenieria mientras asistia a la escuela.

Joe Espinoza has joined KGBT as a Remote Engineer. A native of San Benito, Joe attended Texas State Technical Institute where he majored in Data Communications. He participated in the Engineering Department's internship program while attending school.



**OFELIA ALVAREZ**

Ofelia Alvarez es una nueva agente de ventas en KGBT. Ella es graduada de la Universidad Panamericana. Ella tiene su grado de Bachillerato en Artes con especializacion en comunicaciones.

Ofelia Alvarez is a new Account Executive for KGBT. She is a graduate of Pan American University. She has a BA degree in Communications.

KGBT's new Account Executive is Joseph Clemente. He attended Suffolk University in New York. He has had work experience as a communications consultant for a long distance company.



**JOSEPH CLEMENTE**

Un nuevo agente de ventas en KGBT es Joseph Clemente. El asistio a la Universidad Suffolk en Nueva York. Su experiencia de trabajo incluye el haber sido consultor de comunicaciones para una compania de larga distancia.



**MARIA ZEPEDA**

Maria Zepeda ha entrado a KGBT como nueva agente de ventas. Recientemente ella se graduo de la Universidad Sam Houston State con estudios principales en radio y television y con aplicacion secundaria en comercio.

Maria Zepeda joins KGBT as a new Account Executive. She recently graduated from Sam Houston University where she majored in Radio/Television with a minor in Business.



*Grupo Zaaz de Victor Hugo Ruiz performed at KGBT's Cinco de Mayo celebration held at the Mercedes Rodeo Arena.*

*El Grupo Zaaz de Victor Hugo Ruiz actuo en la celebracion del Cinco de Mayo auspiciada por KGBT el 4 de mayo.*



*Los Cachorros de Juan Villarreal interpret regional music at the Cinco de Mayo celebration sponsored by KGBT at the Rodeo Arena in Mercedes.*

*Los Cachorros de Juan Villarreal interpretaron musica regional en la celebracion del Cinco de Mayo patrocinada por KGBT en la Rodeo Arena de Mercedes.*



*KGBT Program Director Rogelio Botello and General Manager Tony Solis are pictured above presenting Mystery Sound Winner Juanita Guerra of Edinburg with a check for \$7,000.*

*El director de programacion de KGBT Rogelio Botello y el gerente general Tony Solis aparecen en la grafica al entregar a la ganadora del sonido misterio Juanita Guerra, de Edinburg, un cheque por \$7.000.*



*Emmanuel, the international music star, visited the KGBT studios May 12 and took a moment to pose with KGBT Announcer Hugo de la Cruz. Over 200 fans stopped by the station to get Emmanuel's autograph.*

*Emmanuel, el estrella de la musica internacional, visito los estudios de KGBT el doce de mayo y tomo un momento para posar al lado del locutor de KGBT Hugo de la Cruz. Mas de 200 admiradores se dieron cita en la estacion para obtener un autografo de Emmanuel.*

# KUNO

KUNO introduced a new six week promotion this Spring called "Buenos Dias Estudiantes" to encourage a younger audience to start listening. They sent letters to the principals of all Corpus Christi elementary schools and announced that they would send \$100 to the PTA of the school which sent in the most letters. The letters immediately started pouring in, and students and parents started listening to KUNO on Friday mornings before and on their way to school to see who the week's winner would be. Winning students were given soccer balls and other such prizes. Crockett Elementary School won the \$100, but four other schools were sent checks because of their high number of student participation!

KUNO introdujo una nueva promocion de seis semanas denominada "Buenos Dias, Estudiantes," a fin de impulsar a una audiencia mas joven a ser escuchas. La estacion envio cartas a los directores de todas las escuelas primarias de Corpus Christi y aviso que enviaria \$100 al PTA de la escuela que enviara mas cartas. Estas comenzaron inmediatamente a llegar y padres y estudiantes comenzaron a escuchar a KUNO los viernes por la manana antes y durante su viaje a la escuela a fin de saber quien seria el ganador de la semana. Los estudiantes ganadores recibieron un balon de futbol soccer y otros premios. La escuela primaria Crockett gano los \$100, pero otras escuelas recibieron cheques dado el alto numero de estudiantes participantes.

## KUNO Personnel Changes Cambios en el Personal de KUNO



**LINDA JOHNSTON**

Linda Marie Johnston has joined the KUNO sales department as an Account Executive. She has been selling for KCRG Radio in Cedar Rapids, Iowa. Linda studied communications at the University of Northern Iowa. She has also worked as a hair stylist and as a color consultant. Linda has two children, Angie 12 and Mark 6.

Linda Marie Johnston ha entrado en el equipo de ventas de KUNO como vendedora. Ella ha estado en este ramo en Radio KCRG en Cedar Rapids, Iowa. Linda estudio comunicaciones en la Universidad de Northern Iowa. Tambien ha trabajado como estilista del cabello y como consultora de color. Tiene dos hijos, Angie, de 12 anos, y Mark, de 6.

A local talent and KUNO produced a record entitled "Shy Elmo" and have proceeded to make the song a big hit in the Corpus Christi area. The humorous ballad is sung "Gloria Stefan style," half English/half Spanish. It is currently sold for \$2 at the station and at KUNO events. The station is also using the record to sell remote packages and is giving it away through drawings at the remotes.

Una artista local y KUNO produjeron un disco intitulado "Shy Elmo" el cual ha llegado a ser todo un exito en el area de Corpus Christi. La balada humoristica es interpretada en el estilo de Gloria Estefan: mitad en ingles y mitad en espanol. Actualmente se vende por \$2.00 en la estacion y en los eventos de KUNO. La estacion asimismo utiliza el disco para vender paquetes promocionales y lo regala mediante sorteo en los remotes.

KUNO held a Cinco de Mayo Polka Festival on May 1st in conjunction with the city's Buccaneer Days. The annual event drew a large crowd from noon until 8 p.m

KUNO auspicio un Festival del Cinco de Mayo el primero de mayo conjuntamente con los Dias de Bucanero de la ciudad. El evento anual atrajo una gran multitud desde el mediodia hasta las 8:00 p.m.

KUNO sponsored its 23rd Annual Mother's Day Show at the Memorial Coliseum May 8th. The free entertainment included two bands, a ventriloquist, and a variety show. Games honoring the mothers were played throughout the four hour event, and prizes were awarded.

KUNO patrocino su 23er Espectaculo Anual del Dia de la Madre en el Coliseo Memorial el 8 de mayo. La diversion incluyo dos bandas, un ventrilocuo y variedades. Algunos sorteos en honor de las madres tuvieron lugar durante el evento de cuatro horas cuyos premios fueron entregados.

## Gary Stone to be New General Manager of KLAT



**GARY STONE**

Gary Stone has been promoted to General Manager of KLAT effective August 15th when Ricardo Castillo moves to Dallas.

As Station Manager, Gary has shown leadership, professionalism, enthusiasm, and creativeness.

Gary first worked for KLAT as General Sales Manager from 1979 to 1980. He worked at KIKK as Manager/Account Executive and as Sales Manager at KMJQ, one of Houston's top billing stations, before returning to KLAT in 1985.

Gary has two children, Gary Bryan 14 and Brandon 10. He and his wife Debbie have one child, Garrett 1.

## Gary Stone es el Nuevo Gerente General de KLAT

Gary Stone has sido ascendido a gerente general de KLAT a partir del 15 de agosto cuando Ricardo Castillo se muda a Dallas.

Como gerente de estacion Gary a mostrado liderazgo, profesionalismo, entusiasmo y creatividad.

Gary trabajo al principio en KLAT como gerente general de ventas de 1979 a 1980. Trabajo en KIKK como gerente/vendedor y gerente de ventas en KMJQ, una de las estaciones de Houston con mas facturacion antes de regresar con KLAT en 1985.

Gary Tiene dos hijos, Gary Bryan, de 14, y Brandon, de 10. Con su esposa Debbie tiene un hijo, Garrett, de un ano.

An enthusiastic crowd of 28,000 filled to capacity Hall D of the Brown Convention Center during KLAT's celebration of the Victory of Puebla. Ronald McDonald performed for the young children, and the adults were entertained by Maria Sorte, Rosenda Bernal and Tono Infante, Los Huracanes de Norte, Los Ruinsenores, Elsa Garcia and Company, and Konga. KLAT's Armando Reyna Rendon, Martha Pruneda, Samuel Perez Cordoba, and Vennie Renovato acted as Master of Ceremonies. The Silver Gloves also sponsored an amateur boxing exhibition during the celebration.

Una entusiasta multitud de 28.000 personas lleno a toda su capacidad el salon D del Centro de Convenciones Brown durante la celebracion de la Victoria de Puebla auspiciada por KLAT. Ronald McDonald actuo para los ninos en tanto los adultos admiraron a Maria Sorte, Rosenda Bernal, Tono Infante, Los Huracanes del Norte, Los Ruinsenores, Elsa Garcia y Compania y Konga. Los locutores de KLAT Armando Reyna Rendon, Martha Pruneda, Samuel Cordoba y Vennie Renovato fueron los maestros de ceremonias. Los Guantes de Plata montaron asimismo una exhibicion de boxeo de aficionados durante la celebracion.



*Ranchero star Tono Infante dancing with an audience participant during KLAT's Victory of Puebla festival.*

*La estrella de ranchero Tono Infante baila con un miembro de la audiencia durante el festival de la Victoria de Puebla auspiciado por KLAT.*



**LUIS RODRIGUEZ, JR.**

Luis Rodriguez, Jr. has joined KLAT as a new Account Executive. He graduated with honors from the University of Houston at Clear Lake City with a degree in Marketing Management and has marketing experience in beverage insurance and in apartment management industries.

Luis Rodriguez, Jr. ha entrado en KLAT como agente de ventas. Se graduo con honores en la Universidad de Houston en Clear Lake City con un grado en Administracion de Mercadotecnia y tiene experiencia en el ramo en industrias tales como la refresquera, seguros y administracion de apartamentos.

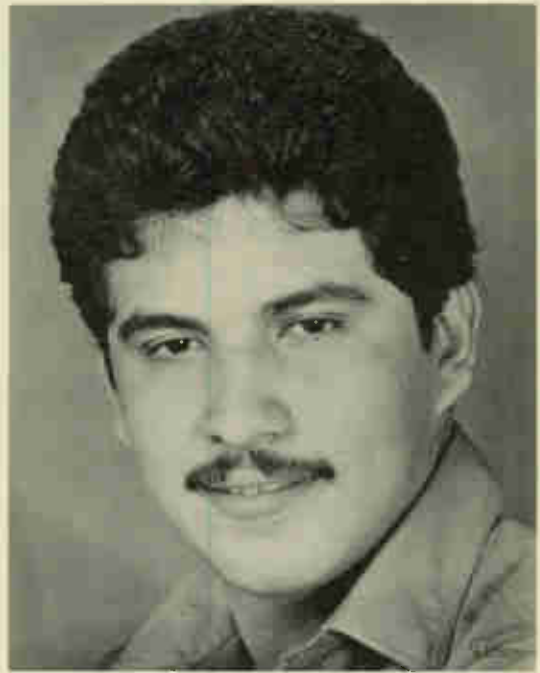


**JOE M. PEREZ**

Joe Perez is KLAT's new account executive. Originally from south Texas, Joe attended Pan American University and has an electronics degree from Texas State Technical Institute. He has had seven years experience in every area of the radio industry from announcing to his present position of Account Executive.

Joe Perez es el nuevo agente de ventas de KLAT. Originario del sur de Texas, Joe asistio a la Universidad Panamericana y tiene un grado en electronica del Texas State Technical Institute. Tiene una experiencia de siete anos en cada area de la industria radiofonica desde la locucion hasta su actual posicion de agente de ventas.

*"We are continually faced by great oportunitites brilliantly disguised as insoluble problems."*



**VENNIE RENOVATO**

Vennie Renovato has been promoted to Production Director. Vennie has worked at KLAT since 1982. He has been an announcer, a newscaster, a translator for KLAT simulcast for Channel 2 News and has worked at the transmitter. Vennie is also an actor for television and has had a minor role in two Mexican movies.

Vennie Renovato ha sido ascendido a director de produccion. Vennie ha trabajado con KLAT desde 1982 en posiciones tales como locutor, tanto de cabina como de noticias, traductor en emision simultanea con Channel 2 News y ha trabajado en el transmisor. Vennie es tambien actor de television y ha desempenado papeles menores en dos peliculas mexicanas.

## Communicator

Published quarterly by the Tichenor Media System, Inc.  
McHenry T. Tichenor, Jr., President  
Editor ..... Tracey Medley  
Translator ..... Ramon Tellez  
Contributing Editors ..... Sandra Bojorques, KCOR  
Dr. Arturo Sanchez, KLAT; Isabel Muniz Arrambide, WIND; Al Herrera, KUNO; Tad Griffin, KELT; Lazaro Megret, KBNA; Florrie Riera, WOJO; Tony Solis, KGBT