

COMMUNICATOR

QUARTERLY

TICHENOR MEDIA SYSTEM

SPRING 1991

RICARDO ALVAREZ DEL CASTILLO VISITS WITH PRESIDENT BUSH

On Wednesday, February 27, 1991, just hours before he declared the cease fire in the Persian Gulf war, President George Bush joined a group of key Spanish-language media executives for a luncheon meeting at The White House. The meeting was to discuss those issues most important to the U.S. Hispanic community.

One of the major concerns to the President was how he could more effectively communicate The White House's efforts on behalf of Hispanics through Spanish-language radio. Representing Tichenor Media System, Ricardo Alvarez del Castillo offered the cooperation of Tichenor Spanish Radio and suggested that the President might attend more of its Hispanic heritage events. The President expressed great interest in this idea.

According to Mr. Castillo, The White House meeting was very beneficial. "It was indeed a great honor for me, as representative of Tichenor Media System, to be invited to share insights and knowledge of the Hispanic community with the President. I am confident of the President's commitment to our community, which, I believe he has shown once again by hosting this meeting."

El viernes 27 de febrero de 1991, solamente unas horas antes de declarar el cese del fuego en el Golfo Pérsico, el Presidente George Bush reunió en un almuerzo en La Casa Blanca a un grupo



Ricardo Alvarez del Castillo with President George Bush.

clave de ejecutivos de Medios Hispanos. El propósito de la reunión fue el de discutir los puntos más importantes para la Comunidad Hispana.

Una de las preocupaciones del Presidente era cómo poder comunicar en forma más efectiva los esfuerzos de

La Casa Blanca a favor de los Hispanos a través de la radio en Español. Representando a Tichenor Media System, Ricardo Alvarez del Castillo ofreció la cooperación de Tichenor Spanish Radio y sugirió que el Presidente asistiera a un mayor número de eventos Hispanos. El Presidente expresó gran interés en esta idea.

Según el Sr. Castillo, La reunión en La Casa Blanca fue de gran beneficio. "Fue ciertamente un gran honor para mí, como representante de Tichenor Media System, el ser invitado a compartir detalles y conocimientos de la Comunidad Hispana con el Presidente. Confío en el compromiso del Presidente Bush con nuestra comunidad, el cual, creo que ha mostrado una vez más al convocar esta reunión."

RADIO STATION KCOR HOSTED MANAGERS' MEETING IN FEBRUARY

Radio Station KCOR hosted Tichenor Spanish Radio Managers' Meeting at the Wyndham Hotel in San Antonio. The managers reviewed the financial performances of the stations in 1990 and analyzed the projections for 1991. In addition, the Marketing Department presented several new programming and marketing ideas as possible sources of revenue.

Tichenor Spanish Radio also hosted a *Continued on page 2.*



WHAT'S NEWS

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WOJO - FM WINS FOUNDER'S TROPHY FOR 1990 AS STATION OF THE YEAR



Irma Muñoz, TMS Sales Person of the Year; Chuck Brooks, General Manager of WOJO, Station of the Year; McHenry T. Tichenor, Jr., President; and McHenry T. Tichenor, Vice-Chairman shown with the Founder's Trophy.

McHenry T. Tichenor, Jr., was pleased to announce that radio station WOJO was named Station of the Year

and received the Founder's Trophy for 1990. Mr. Tichenor stated that it was a tight race, but WOJO had the strongest overall performance. For the year, gross revenues for WOJO bettered projections by 1.1% and surpassed 1989 by 7.8% while maintaining operating costs. Net Operating Income topped projections by 1.9%, but totally eclipsed 1989's performance by 24.9%. Upon receipt of the Trophy, WIND/WOJO General Manager Chuck Brooks expressed, "I was very happy to accept the Founder's Trophy on behalf of the staff at WOJO. Everyone worked together for a strong push at the end of the year to accomplish WOJO's sales and programming goals."

McHenry T. Tichenor Jr., tuvo el gusto de anunciar que la Estación de Radio

WOJO fué nombrada la Estación del Año y recibió el Founder's Trophy de 1990. El Sr. Tichenor mencionó que había sido una competencia apretada, pero que WOJO había presentado la más completa y sólida actuación. Por el año, los ingresos brutos de WOJO mejoraron las proyecciones en un 1.1% y sobrepasaron 1989 por 7.8% manteniendo los costos de operación. El ingreso neto, mejoró las proyecciones en un 1.9%, pero eclipsó completamente la actuación de 1989 por un 24.9%. Al recibir el Trofeo, Chuck Brooks, Gerente General de WIND/WOJO expresó, "Estoy feliz de recibir el Founder's Trophy a nombre del personal de WOJO. Todos trabajaron juntos con un fuerte empuje al final del año para lograr los objetivos de venta de WOJO".

KCOR

From page 1.



reception honoring the San Antonio advertising community. Although the weather was ominous, the reception was very well attended. A trio entertained the guests with ballads and Mexican favorites as Tichenor station managers, corporate personnel, officers, and KCOR personnel mixed and mingled with representatives from Sosa, Bromely, Aguilar, and Associates; Montemayor y Asociados; Cisneros Communications; Hispano Southwest; Anderson Advertising; and Atkins and Associates. Also present were emissaries from the city government of San Antonio and the advance team for President Salinas de

Gortari of Mexico.

La Estación de Radio KCOR, patrocinó la Reunión de los Gerentes de Tichenor Spanish Radio en el Hotel Wyndham de San Antonio. Los gerentes revisaron la actuación financiera de las emisoras en 1990 y analizaron las proyecciones para 1991. Además, el Departamento de Mercadotecnia presentó varias ideas de nuevos programas y su comercialización como posibles fuentes de ingreso.

Tichenor Spanish Radio patrocinó también una recepción para honrar a la Comunidad Publicitaria de San Antonio. A pesar del mal tiempo la recepción se

vió muy concurrida. Un trío amenizó a los invitados con baladas musicales y populares canciones Mexicanas mientras los gerentes de las emisoras, personal de la empresa, ejecutivos y personal de KCOR conversaban con representantes de Sosa, Bromley, Aguilar and Associates; Montemayor y Asociados; Cisneros Communications; Hispano Southwest; Anderson Advertising; y Atkins and Associates. También estuvieron presentes representantes del Gobierno de la Ciudad de San Antonio y el comité de avanzada del Presidente de México, Carlos Salinas de Gortari.



RADIO STATION KLAT WON FOUNDER'S TROPHY FOR 4th QUARTER OF 1990

Radio station KLAT won the Founder's Trophy for the fourth quarter of 1990 due to its outstanding performance. KLAT exceeded its gross revenue projections by 6.2% and the previous year's revenue by 11.6% while reducing total operating costs 11.8% against projections and 1.5% less than the previous year. Net Operating Income for KLAT eclipsed its projections by 7.2% and beat the previous year's performance by 4.4%. In addition to its financial and sales successes, KLAT also had its best rating period since Summer '88. Gary Stone, KLAT General Manager, stated: "Through tremendous cooperation of all department heads, specifically the Promotions Department, we were able to increase sales and cut costs and have the best rating period since 1988. I am extremely proud of our staff and the hard work they have

done. We're looking forward to an even better 1991."

La Estación de Radio KLAT ganó el Founders Trophy del último trimestre de 1990 por su destacada actuación. KLAT excedió la proyección de su



McHenry T. Tichenor, Vice-Chairman; Gary Stone, General Manager KLAT; and McHenry T. Tichenor, Jr., President.

ingreso bruto en un 6.2% y un 11.6% sobre el ingreso del año anterior, reduciendo los costos de operación en un 11.8% contra la proyección y 1.5% menos contra el año anterior. El ingreso neto de KLAT, eclipsó sus proyecciones en un 7.2% y superó la actuación del año anterior en un 4.4%. Además de sus éxitos financieros y de ventas, KLAT tuvo también su mejor período de ratings desde el verano del '88. El Gerente General de KLAT, Gary Stone dijo: "Debido a la tremenda cooperación de todos los Jefes de Departamento y específicamente del Departamento de Promociones, pudimos alcanzar los aumentos en ventas, cortar costos y obtener el mejor período de 'ratings' desde 1988. Estoy sumamente orgulloso de nuestro personal y del duro trabajo que han realizado. Esperamos tener un 1991 aún mejor."

MANAGERS SELECT SALES PERSONS OF THE QUARTER



**JUAN MENDEZ
KCOR**

Juan produced 5 new accounts, exceeded his projections by 47%, and maintained his 60+ day accounts receivable at 2%.



**ENRIQUE "HENRY" GARCIA
KUNO**

Henry generated 8 new accounts, maintained a 7% average on his 60+ day accounts receivable, and bettered his sales goals by 12%.



**COURT STROUD
KLAT**

Court solicited 6 new accounts for KLAT, preserved a 9% average 60+ day accounts receivable, and achieved 95% of his sales projections.



**JOSE "PEPE" SALDIVAR
WOJO**

Pepe topped his first quarter goal by 10%, enlisted 9 new accounts for WOJO, and managed to preserve his 60+ day accounts receivable at 22%.



**LAURA DE LA MATA
WIND**

Eclipsing her first quarter goal by 39%, Laura gained 6 new accounts and had a 30% average for her outstanding accounts receivable for 60+ days.



**LUIS DE LA GARZA
KGBT**

Luis landed 4 new accounts and averaged 4% on his 60+ day accounts receivable. Luis also surpassed his first quarter projections by 16%.



**JOSE CHAPA
KIWW**

Passing his first quarter projections by 12%, José placed 11 new accounts with KIWW and has a 24% average for his 60+ day accounts receivable.



**LALO ORDAZ
KBNA**

Obtaining 7 new accounts, Lalo maintains his 60+ day accounts receivable at 0%.



**TOMAS MARTINEZ
WQBA-AM**

Tomás achieved 12% above his goal and generated 10 new accounts for WQBA.



**ARMANDO COLOSIMO
WADO**

Armando solicited 9 new accounts, sustained a 19% average on his 60+ day accounts receivable, and passed his goal by 24%.



**BRIAN BARBER
WQBA-FM**

Brian passed his first quarter goal by 9%, and he acquired 5 new accounts for WQBA-FM. His 60+day accounts receivable averaged 20%.



MARCY TUCKER

Marcy Tucker joined the Accounting Department in the Dallas corporate offices as Accounting Assistant. A native of Hot Springs, Arkansas, Marcy previously worked in the accounting department at Saint Joseph's Hospital in Hot Springs. Marcy attended a community college in Arkansas where she studied Accounting.

Marcy Tucker entró al Departamento de Contabilidad en las Oficinas de la Corporación en Dallas como Asistente de Contabilidad. Originaria de Hot Springs, Arkansas, Marcy trabajó antes en el departamento de Contabilidad en Saint Joseph Hospital de Hot Springs. Marcy asistió a un colegio de la comunidad en Arkansas en donde estudió contabilidad.

KBNA NEWS

In February, KBNA hosted the Tejano Music Awards Nominee Dance. Featured artists included: Ram Herrera, Joe Lopez and Grupo Mazz, Shelly Lares, Laura Canales, Jimmy Edwards, and Ray Camacho.

On February 2, KBNA celebrated its fifth anniversary with a free dance for its listeners. Entertainment was by Los Huracanes del Norte and local groups. On February 15, Julio Iglesias visited El Paso, and KBNA was the official station for his concert.

KBNA received Gold and Silver Addy Awards for Spanish production. It was the first time that the Advertising Federation included Spanish production in its ceremony. General Sales Manager Kathy Clark was a member of the Addy Committee and had the committee fly in a judge from San Antonio to judge the entrants in the Spanish-language category.

"Vamos a Miami" was the theme for an on-air contest giving away an all expense paid trip to Miami for that city's Calle Ocho celebration. KBNA's morning show duo Lalo and Mario did live calls from Miami and interviewed the winner as well as various artists such as José José, Celia Cruz, Grupo Menudo. The mayor of Miami was also interviewed. KBNA thanks its sister station WQBA for all its hospitality and a special thanks to WQBA employees Lazaro Megret, Josie Cano, and Mauricio.

The Winter International Truck Show rolled into El Paso March 10. KBNA gave away a "Feast on a Beast," which was dinner at Taco Bell for the winner and four guests and a ride on the Monster truck.

KBNA Announcer Chuy Salcido participated in a "Jock Jog" benefitting the

American Heart Association. Chuy took 1st place!

En febrero, KBNA patrocinó el Tejano Music Awards Nominee Dance. Entre los artistas participantes estuvieron: Ram Herrera, Joe López y el Grupo Mazz, Shelly Lares, Laura Canales, Jimmy Edwards y Ray Camacho.

El 2 de febrero, KBNA celebró su 5º aniversario con un baile gratuito para sus radioescuchas. El evento fue amenizado por Los Huracanes del Norte y grupos locales. El 15 de febrero, Julio Iglesias visitó El Paso y KBNA fue la emisora oficial para su concierto.

KBNA recibió los Addy Awards de oro y plata en la ceremonia de entrega de premios por su producción en Español. Fue la primera vez que la Advertising Federation incluye producción en Español en esta ceremonia. La Gerente General de Ventas Kathy Clark, como miembro del Addy Committee logró que el Comité mandara en avión a un juez de San Antonio para calificar los materiales en la categoría en idioma Español.

"Vamos Miami" fue el tema para un concurso al aire obsequiando un viaje con todos los gastos pagados a Miami a la celebración de La Calle Ocho en esa ciudad. Lalo y Mario del programa matutino de la KBNA hicieron llamadas en vivo desde Miami y entrevistaron al ganador así como a varios artistas, entre ellos José José, Celia Cruz, Grupo Menudo. El Alcalde de Miami también fue entrevistado. La KBNA agradece a su estación hermana WQBA por toda sus atenciones y muy especialmente a sus colaboradores Lazaro Megret, Josie Cano y Mauricio.

El Winter International Truck Show estuvo en El Paso el 10 de marzo. La

KBNA ofreció un "Feast on a Beast" que fue una cena en Taco Bell para el ganador y cuatro invitados y un paseo en el Monster Truck. El Locutor de KBNA Chuy Salcido, participó en un "Jock Jog" a beneficio del American Heart Association. ¡Chuy quedó en 1er. lugar!

HIDALGO AWARD RECIPIENTS FOR KBNA FOR JANUARY, FEBRUARY, AND MARCH WERE ROSA GUERRERO, CARMEN FELIX, AND PETE DUARTE.

Rosa Guerrero owns and operates a dance studio specializing in cultural arts and folkloric dance. Rosa feels that her most important mission is to spread the beauty of the Hispanic culture and its values. Her honors include: selection as one of the Outstanding Hispanics in the Southwest by the Adolph Coors Company and recipient of the Gannet National Giver Award for volunteer service to the El Paso community. In addition, she has raised thousands of dollars for student scholarships, and her Folkloric Ballet has performed for President Ronald Reagan.

Carmen Felix as Director of the Southside Low-Income Housing Development Corporation has dedicated the past seventeen years of her life to improving the quality of life for the low income population of El Paso. The Hispanic community primarily has received Carmen's selfless dedication to improving community conditions and assisting those with the most needs.

Pete Duarte is the Executive Director of La Fe Clinic. His responsibilities are the supervision of an interdisciplinary medical staff of nearly 100 physicians, nurses, pharmacists, and health professionals that treat over 90,000 indigent

patients a year. Pete has also served as Director of the International Development Agency, the U.S. Census, the U.S. Office of Education, the Department of Health and Human Services, the National Urban Coalition, Vista, and the Peace Corps.

Rosa Guerrero es dueña y operadora de un estudio de danza especializado en Artes Culturales y Danza Folclórica. Rosa considera que su misión más importante es el dar a conocer la belleza y valores de la cultura Hispana. Entre otras distinciones se incluye el ser elegida como una de las Hispanas más destacadas en el Suroeste por la compañía Adolph Coors y ser ganadora del Gannet National Giver Award por servicio voluntario a la comunidad de El Paso. Además, ella ha recaudado miles de dólares para becas de estudiantes y su Ballet Folclórico ha actuado para el Presidente Reagan.

Carmen Félix, Directora de Southside Low-Income Housing Development Corporation ha dedicado los últimos 17 años de su vida a mejorar la condiciones de vida de la población de bajos ingresos en El Paso. La Comunidad Hispana principalmente, se ha beneficiado de la dedicación sin egoísmo de Carmen para mejorar su situación y ayudar a los más necesitados.

Pete Duarte es el Director Ejecutivo de la Clínica La Fe. Sus responsabilidades son la supervisión de un personal médico interdisciplinario de casi 100 doctores, enfermeras, farmacéuticos y profesionales de la medicina. Pete ha servido también como Director de la Agencia Internacional de Desarrollo, el U.S. Census, la Oficina de Educación, el Departamento de Salud y Servicios Humanos, la Coalición Nacional Urbana, Vista y el Cuerpo de Paz.



KBNA General Manager Dan Wilson, Hidalgo Award Recipient Rosa Guerrero, and Hidalgo Award Selection Committee Member Fred Ortiz.

RODOLFO RANGEL

Rodolfo Rangel joined KBNA as Production Director. Rodolfo has been in the radio industry for a number of years in various locations such as Albuquerque, New Mexico, and Georgia.

Rodolfo Rangel se unió a KBNA como Director de Producción. Rodolfo ha estado en la industria de la radio por algunos años en varios lugares como Albuquerque, New Mexico y Georgia.

MARIO GALDOS

New Account Executive Mario Galdos has recently joined KBNA's sales team. Mario has been in sales all his life but considers the radio industry a professional challenge.

El Nuevo Ejecutivo, Mario Galdós, recientemente ingresó al Equipo de Ventas de KBNA. Mario ha estado en ventas toda su vida pero considera la industria de la radio como un desafío profesional.



KBNA has a new morning show hosted by Lalo Hayen, former KBNA Production Director, and Mario Castillo, former KBNA afternoon drive Announcer. The show includes trivia, horse races, mind games, jokes, horoscopes by an eccentric character called Hermana Cassandra, and the show clown "Matute." Listener response has been very positive.



On March 15, the El Paso County Coliseum was packed for the performance of Fito Olivares and his group "La Pura Sabrosura." Over 5,000 attended the sold-out dance which KBNA promoted exclusively. Pictured are KBNA Public Relations Director José Luis García, Fito Olivares, and Chuy Salcido.



KBNA's new "Que Buena!" billboard.



Pictured left to right are Dan Wilson, KBNA General Manager; Kathy Clark, KBNA General Sales Manager; Jackie Nespral of the program "TV Mujer" which airs on Univision; and Ofelia Muñoz, KBNA Receptionist.

BIRTHDAY GREETINGS!!

Carlos Tarango	January 22
Griselda Caribai	February 18
Lyndora Valdez	March 1
Chuy Salcido	March 2
Irmgard DiMery	March 13
Dan Wilson	March 15
José Luis García	March 19

WADO NEWS

On Friday, March 1, the A.C.E. (Asociación de Cronistas del Espectáculo de Nueva York) held its annual award show at New York's Lincoln Center. The quality of WADO's programs and the professionalism of its personalities were recognized at the ceremony. Radio WADO won the following A.C.E. awards:

El viernes 1º de marzo, la Asociación de Cronistas del Espectáculo de Nueva York, tuvo su ceremonia anual de entrega de premios en el Lincoln Center. La calidad de los programas de WADO así como el profesionalismo de sus personalidades fueron reconocidos en esta ceremonia. Radio WADO ganó los siguientes premios A.C.E.:

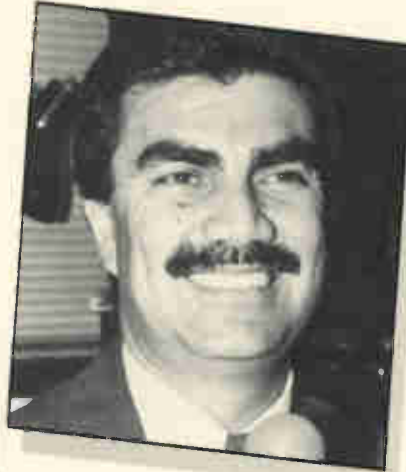
Additional WADO programs and personalities that received nominations included:

Otros programas de WADO y personalidades que fueron nominados incluyeron:

BEST NEWS PROGRAM WADO RELOJ Alfredo Zayas



SPECIAL AWARDS/SPORTS Edgar Andaur Galvez



BEST MALE ANNOUNCER Pedro Vizcaíno

BEST FEMALE ANNOUNCER Gisela García

BEST NEWS PROGRAM WADO a las Seis

BEST FEMALE ANNOUNCER Malín Falú



WADO's popular voice, Malín Falú of the morning show "Hablando Con Malín," traveled to her native Puerto Rico to receive the coveted Paoli Award. The award recognized Malín as The Best Latin Voice in New York Radio. Shown are Herb Levin, WADO General Manager, and Malín Falú.



Spanish Journalist Jaime Leal broadcast live from the beautiful region of Valencia during the world renowned "Las Fallas Valencianas" celebration.



WADO celebrated the Dominican Republic's Independence Day with broadcasts of "Hablando Con Malin" by Program Host Malin Falú from Santo Domingo. Shown in Santo Domingo are Malin Falú surrounded by Adriana Grillet, Coordinator of "Hablando Con Malin;" Oscar Polo, Noche a Noche; Lou Cabrera, ACE Advertising; and Jack Mardach, WADO General Sales Manager.

KUNO NEWS

KUNO held its 8th Annual Easterfest in conjunction with the Corpus Christi Boys and Girls Club. The event was free, and hundreds of children enjoyed the Easter egg hunt, refreshments, and door prizes. Sponsors of the event were American Airlines and Chevron. (picture caption)

KUNO tuvo su 8º. Easterfest anual junto con el Club de Boys and Girls de Corpus Christi. El evento fue gratuito, y cientos de niños disfrutaron la búsqueda de los huevos de Pascua, refrescos y premios. Los patrocinadores del evento fueron American Airlines y Chevron.



NEW ACCOUNT EXECUTIVES JOIN KUNO SALES DEPARTMENT

GONZALO SARABIA

Gonzalo Sarabia, a native of Chile, recently joined the Sales Department at KUNO as an Account Executive. Previously, Gonzalo worked in radio and advertising in Chile and as General Manager of Monumental Radio in San Jose, Costa Rica. Gonzalo is married to Ximena Sarabia.

Gonzalo Sarabia, nacido en Chile, se unió recientemente al Departamento de

Ventas de KUNO como Ejecutivo de Ventas. Anteriormente, Gonzalo trabajaba en radio y publicidad en Chile y como Gerente General de Monumental Radio en San José, Costa Rica. Gonzalo está casado con Ximena Sarabia.

FREDDIE CAVAZOS

Previously a part-time Account Executive for La Voz Latina. Freddie

Cavazos was promoted to a full-time Account Executive. Freddie is married to Carol Cavazos, has one son, and enjoys being active in civic affairs.

Anteriormente Ejecutivo de parte de tiempo para La Voz Latina. Freddie Cavazos fue nombrado Ejecutivo de tiempo completo. Freddie está casado con Carol Cavazos, tiene un hijo y disfruta estar activo en asuntos cívicos.

KCOR's Bingo Promotion was a tremendous success with daily winners receiving \$250 cash. The promotion lasted for 13 weeks. Pictured are several of the winners with Homer Fowler, President of Thriftee Foods, and Jimmy Jiménez, General Manager of KCOR.



KCOR Announcer Paco Lara participated in the annual 1991 Celebrity Cookie Crunch. The Cookie Crunch, sponsored by the San Antonio Area Council of Girls Scouts, took place on Saturday, February 23, and kicked off the direct cookie sale. Paco ate 40 cookies in 60 seconds to tie with another announcer. To break the tie, Paco had to eat an additional 20 cookies and finally won second place!

Paco Lara, locutor de KCOR, participó en el Celebrity Cookie Crunch de este año. Cookie Crunch, patrocinado por el Council of Girl Scouts del área de San Antonio, se celebró el sábado 23 de febrero, señalando el inicio de la venta de galletas. Paco comió 40 galletas en 60 segundos para empatar con otro locutor. Para romper el empate, Paco tuvo que comer 20 galletas más y finalmente ganó ¡el 2o. lugar!

Over 250 people attended the 15th consecutive Media Seminar sponsored by radio station KCOR. The seminar was held at the Mexican American Unity Council. The focus of the seminar was the effective writing of press releases and public service announcements and the utilization of radio and newspapers to publicize a non-profit organization's activities. Guest panelists included: María Elena Torralva, Community Relations Director, San Antonio Light; Amparo Ortiz, Community Relations Director, KWEX-TV; Patricio Espinoza, News Director, KVDA-TV; and Mary Jo Massara, Community and Special Events Director, San Antonio Light. KCOR panelists at the Seminar were General Manager Jimmy Jiménez, Community Relations Director Frank Cortez, Program Director Eleazar García, News Director Ramiro Sánchez Córdoba, and Promotions Director Martha Cuellar.

Más de 250 personas asistieron al 15º. consecutivo Seminario de Medios

Publicitarios, patrocinado por KCOR. El Seminario se llevó a cabo en el Mexican American Unity Council. El enfoque del Seminario fue la efectividad de la Prensa escribiendo impactantes gacetillas y anuncios de servicio público así como el uso de la Radio y de la Prensa anunciando las actividades de organizaciones sin fines lucrativos. Entre los panelistas invitados estaban: María Elena Torralva Directora of Relaciones Comunitarias del San Antonio Light; Amparo Ortiz, Directora de Relaciones

Comunitarias de KWEX-TV; Patricio Espinoza, Director de Noticias de KVDA-TV y Mary Joe Massara, Directora de Relaciones Comunitarias y de Eventos Especiales del San Antonio Light. Los panelistas de KCOR en el Seminario fueron el Gerente General, Jimmy Jiménez, el Director de Relaciones Comunitarias, Frank Cortez, el Director de Programación, Eleazar García, el Director de Noticias, Ramiro Sánchez Córdoba y la Directora de Promociones, Martha Cuéllar.



Attendees of KCOR's 15th consecutive Media Seminar.



KCOR General Manager Jimmy Jiménez at the Media Seminar.

Radio station KCOR recently received a group of reporters from Haiti who had been invited to the United States for "Rights and Responsibilities of the Media in a Democracy," a program under the auspices of the International Visitor Program of the United States Information Agency. The program was coordinated by Juraj Slavik and Erick Wolf both of the Visitor Program Service of Meridian House International. The group was

also accompanied by Donald McMahon, United States Government Escort-Interpreter. The Haitian group toured the United States to study the roles and responsibilities of journalists in democracy. KCOR News Director Ramiro Sánchez Córdoba answered questions and gave them a tour of KCOR's studios.

KCOR recibió recientemente a un grupo de reporteros de Haiti quienes

habían sido invitados a los Estados Unidos por el programa "Rights and Responsibilities of the Media in a Democracy," bajo los auspicios del Programa Internacional de Visitas de la Agencia de Información de los Estados Unidos. El programa fue coordinado por Jurag Slavik y por Erick Wolf ambos del Visitor Program Service of Meridian House International. Acompañando al grupo estuvo Donald McMahon, Guía-intérprete del Gobierno de los Estados Unidos. El grupo Haitiano visitó los Estados Unidos para estudiar el papel y la responsabilidad de los periodistas en una Democracia. El Director de Noticias de la KCOR, Ramiro Sánchez Córdoba (center) con reporteros de Haití.



KCOR News Director Ramiro Sánchez Córdoba (center) with reporters from Haiti.



Hidalgo Award Recipient Esther Muñoz and KCOR Community Relations Director Frank Cortez.

Esther Muñoz, Registered Nurse and Clinic Director of the Good Samaritan Center Clinic, was presented the Hidalgo Award for the month of December. Ms. Muñoz has been the Clinic Director at Good Samaritan since 1971 and has devoted her time to helping underprivileged communities. She coordinates all clinic activities, implements health education programs, and recruits doctors to volunteer their services. For the past fifteen years, Ms. Muñoz has coordinated free pap smears and breast cancer screenings for women that cannot afford to pay for doctors' visits. In addition, she has contributed time, energy, ideas, and guidance as a volunteer for the American Cancer Society. In her limited recreation time, Ms. Muñoz enjoys reading, swimming, biking, and listening to music.

Esther Muñoz, Enfermera Certificada

y Directora del Good Samaritan Center Clinic, fue merecedora del Hidalgo Award del mes de diciembre. La Sra. Muñoz, ha sido Directora del Good Samaritan desde 1971 y ha dedicado su tiempo a ayudar a las comunidades poco afortunadas. Ella coordina todas las actividades de la clínica, implementa programas educativos de salud y recluta médicos voluntarios. PoDurante los últimos 15 años, la Sra. Muñoz, ha coordinado servicios de "pap smears" (papa Nicolau) y mamografías gratis para mujeres que no pueden pagar la visita al médico. Además, ha contribuido con su tiempo, energía, ideas y consejo como voluntaria para el American Cancer Society. En su limitado tiempo libre, la Sra. Muñoz disfruta leer, nadar, andar en bicicleta, y escuchar música.

JOSEPH BEST



New Account Executive Joseph Best joined KCOR after working for American Stamp and Marketing Products as Sales Manager. Joseph attended Sam Houston State University, on a four-year tennis scholarship and was varsity team captain. A native of Laredo, Texas, Joseph and his wife enjoy all sports.

El nuevo Ejecutivo de Cuenta, Joseph Best, ingresó a KCOR después de

trabajar para "American Stamp and Marketing Products" como Gerente de Ventas. Joseph fue al "Sam Houston State University", con una beca de tenis de cuatro años y fue Capitán del "Varsity Team". Originario de Laredo, Texas, Joseph y su esposa disfrutaron todos los deportes.

LEE PITLUK



Lee Pitluk joined KCOR's sales department as an Account Executive. A native of San Antonio, Lee received a degree in Business Administration from Southern Methodist University. Prior to joining KCOR, Lee worked for Pitluk Enterprises and brings to KCOR combined experience in outdoor advertising and television and agency advertising. Lee and his wife have two children.

Lee Pitluk ingresó al Departamento de Ventas de la KCOR como Ejecutivo de Cuenta. Nacido en San Antonio, Lee recibió su diploma en Administración de Empresas de Southern Methodist University. Antes de llegar a KCOR, Lee trabajó para Pitluk Enterprises y trae a KCOR su experiencia en Agencias de Publicidad, Anuncios Exteriores y Televisión. Lee y su esposa tienen dos niños.

THREE KINGS PARADE AND FESTIVAL

WQBA celebrated its 20th Three Kings Parade, one of the nation's ten largest parades. The parade traveled down Miami's southwest 8th Street with 39 floats, 14 school bands, and a total of 139 clients, entities, and famous personalities from the entertainment and political world.



More than 300,000 people attended the event and Channels 51 and 23, two of Miami's Spanish television stations, covered the parade in its entirety.

For the first time, prizes for the best Marching Bands were awarded. First place was \$5,000 and was awarded to Miami Southridge Senior High School; second place was \$3,000 and was awarded to Miami Coral Park Senior High School; and third prize was \$2,000 and was awarded to Miami Senior High School.

Special thanks go to Julio Méndez,



WQBA AM & FM Station Manager and creator/producer of the parade, and his assistant Rosie Quintero who was head organizer. The entire staff of WQBA AM & FM delivered a top-ranked production of music, color, and entertainment.

For the first time, The Three Kings



Festival was held at Miami's Bayfront Park at the end of The Three Kings Parade on Sunday, January 6. Over 100,000 people had fun at the AMOCO-sponsored free carnival, skating rink, music, food and free show at the amphitheater featuring top names Menudo, Kiara, Hansel la Orquesta Calle Ocho, Guillermo Davila, and Rudy L'Scala. The highlight of the evening was the performance given by the famous stand-up comedian from the Dominican Republic, Carlos Alfredo.



WQBA celebró su 20º Desfile de los Tres Reyes, uno de los diez desfiles más grandes de la nación. El desfile que recorrió la calle 8 del Suroeste de Miami, contó con 39 carros alegóricos, las bandas de 14 escuelas y un total de 139 clientes, entidades así como famosas personalidades del mundo político y del espectáculo.

Más de 300,000 personas asistieron al evento y tanto el Canal 51 como el Canal 23, dos de las principales estaciones de televisión de Miami, cubrieron el desfile en su totalidad.

Por primera vez, se otorgaron premios a las mejores bandas participantes. El

primer lugar de \$5,000 fue otorgado a la escuela Miami Southridge Senior High School; el segundo lugar de \$3,000 a Miami Coral Park y el tercer premio de \$2,000 se otorgó a Miami Senior High School.

Gracias especiales a Julio Méndez, Gerente de la estación WQBA AM & FM,



creador/productor del desfile y a su asistente Rosie Quintero, quien encabezó la organización. Todo el personal de WQBA AM & FM transmitió una producción de música, colorido y entretenimiento de primera clase.

Por primera vez, al finalizar el Desfile, se celebró el domingo 6 de enero El Festival de los Tres Reyes en el Bayfront Park de Miami. Más de 100,000 personas gozaron del festival gratuito patrocinado por AMOCO, la pista de patinaje, música, antojitos, y el espectáculo gratuito en el Anfiteatro, en donde se presentaron grandes estrellas como: Menudo, Kiara, Hansel la Orquesta Calle Ocho, Guillermo Dávila y Rudi L'Scala. Lo más sobresaliente de la noche fue la actuación del famoso comediante de la República Dominicana, Carlos Alfredo.

CALLE OCHO



Miami's event of the year, "Open House/Calle Ocho," was held on Sunday, March 10. Calle Ocho, as it is referred to, is the festivity held in the Spring on 8th Street between 4th and 27th Avenue. Eighth Street turns into a party filled with live performances, food, arts and crafts, and promotional giveaway stands. WQBA AM & FM sponsored four musical stages with top-ranked singers and orchestras performing all day. Entertainment included stars such as Menudo, El Gran Combo, Milly y Jocelyn, Andy Montanez, Las Chicas del Can, Bonnie Cepeda, Izisa, Joe Arroyo, Oscar de Leon, Kiara, Alejandro Jaen, La Banda Blanca, Ruben, and Willy Rosario. WQBA personalities Tomás García Fusté, Mario Martín, and Lucy Pereda as well as announcers Agustín Acosta, Julio Vergara, Nancy Suarez, Fideas Carrera, and Fernando Checa all did a wonderful job of entertaining the audience. WQBA transmitted the show live with narration provided by Arnaldo Roza and Ricardo Valledares and with production provided by Silvio Rodríguez.

El evento del año de Miami, "Open House/Calle Ocho", tuvo lugar el domingo 10 de marzo. Calle Ocho, como se le conoce, es el festival que se celebra en primavera en la calle 8, entre

las avenidas 4 y 27. La calle ocho, se convierte en una fiesta llena de actuaciones en vivo, comida, artesanías y rifas promocionales. WQBA AM & FM, patrocinaron todo el día con cuatro escenarios musicales, con famosos cantantes y orquestas. Se presentaron estrellas como Menudo, El Gran Combo, Milly y Jocelyn, Andy Montañez, Las Chicas del Can, Bonnie Cepeda, Izisa, Joe Arroyo, Oscar de León, Kiara, Alejandro Jaen, La Banda Blanca, Ruben

y Willy Rosario. Todas las personalidades de WQBA, como Tomás García Fusté, Mario Martín y Lucy Pereda, así como los locutores Agustín Acosta, Julio Vergara, Nancy Suárez, Fideas Carrera y Fernando Checa, hicieron una magnífica labor entreteniendo al auditorio. WQBA transmitió en vivo el espectáculo, estando la narración a cargo de Arnaldo Roza y Ricardo Valledares y siendo la producción provista por Silvio Rodríguez.

Mark Blank, President of Radio WADO, Inc., and Warren Tichenor, Vice President and WQBA AM & FM General Manager, shown receiving a plaque of appreciation during Calle Ocho from Xavier Suarez, Mayor of Miami.



Francisco Vasquez, Mayor of La Coruña which is the capital of Galicia in northwestern Spain, visited KLAT and was interviewed by Dr. Arturo Sánchez during the program "En Houston." Shown left to right are: Nancy Thompson, Institute of International Education; Dr. Arturo Sánchez, KLAT Director of Public Affairs; the Honorable Francisco Vasquez; and Delfin Gurri, interpreter.



Elsa García, host of "La Voz del Pueblo," interviewed Oscar Gonzalez and Mando Lichtenberger, members of the famous group "La Maffia" during their visit to KLAT.



Program Host Martha Pruneda shown with Jackie Nespral of the program "TV Mujer" which airs on Univision. Ms. Nespral was in Houston recently and was interviewed on the morning show "Tio Pancho" by Tio Pancho and Martina.



PROMOTIONS

MARTHA PRUNEDA

Miguel Delgado, Program Director, announced the promotion of Martha Pruneda as Assistant to the Program Director. Martha will continue as "Martina," co-host of the morning talk show "Tio Pancho" with Alberto Collazo. Martha joined KLAT in 1982 as an Announcer and is a very popular air personality.



Miguel Delgado, Director de Programación, anunció el ascenso de Martha Pruneda como Asistente a la Dirección de Programación. Martha continuará como "Martina", co-anfitriona del programa matutino "Tío Pancho" con Alberto Collazo. Martha ingresó a KLAT en 1982 como Locutora y es una personalidad radiofónica muy popular.

AMANDA VARGAS

General Manager Gary Stone announced that Amanda Vargas was promoted to Office Manager. Amanda joined KLAT as an Executive Secretary in 1984 after her move from New Jersey. A native of Colombia, Amanda graduated from Kennedy High School and Sawyer Secretarial School in New Jersey. She is married and has two children, Jennifer, age 10, and Alexander, age 6.



Gary Stone, Gerente General de KLAT, anunció que Amanda Vargas fue ascendida a Gerente de Oficina. Amanda se unió a KLAT como Secretaria Ejecutiva en 1984 después de llegar de New Jersey. Nacida en Colombia, Amanda se graduó en el Kennedy High School y de la Sawyer Secretarial School ambas en New Jersey. Está casada y tiene dos hijos, Jennifer de 10 años y Alexander de 6.

ADELA GARCIA

Adela García has been promoted to

Accounting Assistant. Previously, Adela was the Sales Assistant.



Adela García ha sido ascendida a Asistente de Contabilidad. Anteriormente, Adela era Asistente de Ventas.

PATRICIA PAREDES

Patricia Paredes has been promoted to full-time Receptionist at KLAT. Patricia joined KLAT in 1990 as a part-time employee.



Patricia Paredes ha sido ascendida a Recepcionista de tiempo completo en KLAT. Patricia ingresó a KLAT en 1990 como empleada de tiempo parcial.

GLORIA REGIL

Gloria Regil joined KLAT's Programming Department as an Announcer. Gloria is an experienced and well-known Announcer, and since 1981 has been in Houston on the air. Gloria earned a professional radio announcer certificate from the Communications Ministry in Guatemala where she worked for a number of years in the radio industry. Gloria is the host for the program "Entre Amigos" which airs Monday through Friday, 4 p.m. to 7 p.m.



Gloria Regil llegó al Departamento de Programación de KLAT como Locutora. Gloria es una experimentada y bien conocida Locutora y ha estado en la radio de Houston desde 1981. Gloria tiene un Certificado de Locutora de Radio del Ministerio de Comunicación de Guatemala en donde trabajó por varios años en la industria de la radio. Gloria es la anfitriona del programa "Entre Amigos" que sale al aire de lunes a viernes de 4 a 7 de la tarde.

KLAT NEWS

RAUL FELICIANO SANCHEZ

Raul Feliciano Sánchez has returned to KLAT as a full-time Newscaster. A native of Chile, Raul has extensive experience as News and Public Affairs Director and has worked for several companies such as Cadena Radio Centro and radio station KESS in Dallas, Texas.



Raul worked as a part-time Announcer for KLAT in 1984.

Raúl Feliciano Sánchez ha regresado a KLAT como Locutor de

Noticias de tiempo completo. Originario de Chile, Raúl tiene gran experiencia como Director de Noticias y Relaciones Públicas y ha trabajado para varias compañías tales como Cadena Radio Centro y la Estación de Radio KESS en Dallas, Texas. Raúl fue locutor de tiempo parcial para KLAT en 1984.

WIND & WOJO NEWS

TOP SELLERS FOR 1990 HONORED



WIND SALES PERSON OF 1990

Left to right: WIND Local Sales Manager Carol Barnes, WIND/WOJO General Manager Chuck Brooks, Honoree Laura de la Mata, and TMS Senior Vice President David Lykes.



WOJO ROOKIE AND TOP SALES PERSON AND TICHENOR TOP SALES PERSON FOR 1990

WIND/WOJO General Manager Chuck Brooks, Honoree Irma Muñoz, WOJO General Sales Manager Mike O'Shea, and TMS Senior Vice President David Lykes.



ROOKIE SALES PERSON OF 1990

WIND/WOJO General Manager Chuck Brooks, WIND Local Sales Manager Carol Barnes, Honoree Jim Pagliai, and TMS Senior Vice President David Lykes.



On February 6, Mrs. Edelmira García of Chicago received a \$1,000 J.C. Penney gift certificate from Procter & Gamble and WIND/WOJO. Mrs. García participated in the stations' Santa Claus Raffle and registered for the contest at La Merced Supermarket. Shown are Edelmira García, WIND/WOJO National Sales Manager Lucy Díaz, and Alicia Gutierrez, owner of La Merced Supermarket.

Pictured are: Joseph Clemente, KGBT Account Executive; lucky winner of the Free Groceries for a Year Contest Mrs. Marta Rodriguez; and two officials of Carl's Supermarket. Over 8,000 names were submitted during the contest.



Mexican actress and singer Veronica Castro was the honorary "Mr. Amigo" during KGBT's Charro Days festivities held in Brownsville.



Radio station KGBT, Procter & Gamble - Paper Division, Carl's Supermarkets, and Bert Ogden Chevrolet co-sponsored the "Great Escape" promotion during the month of February. Mrs. Maria H. Villarreal of Weslaco received the keys to a 1991 Chevrolet S-10 pickup truck.

KGBT Announcer Hugo de la Cruz, also known as "Mr. Crisp," gave away cash prizes and Tostitos during live remotes at local HEB grocery stores. KGBT and Frito Lay Tostitos gave away \$20,000 in cash prizes during the 13-week promotion.





Ramon Tellez, KGBT Announcer, was selected as a member of the prestigious "Who's Who in American Colleges and Universities." Ramon is currently a student at University of Texas - Pan American at Brownsville and has a 3.8 grade point average.

KIWW NEWS

Little Joe y La Familia, Johnny Hernandez, and their brother Rocky Hernandez were presented on the popular television show Johnny Canales. Shown left to right are Little Joe Hernandez, KIWW Business Manager Blanca Fradera, and Johnny Hernandez.



KIWW Announcer Armando San Roman will represent KIWW on The Johnny Canales Show. Johnny Canales, Television Host, and Armando San Roman, KIWW Announcer.



The first winner of KIWW's Bumper Sticker Give-Away Oscar Ramirez shown receiving \$96.00 cash from KIWW Program Director Teofilo Garcia.

TWO NEW ACCOUNT EXECUTIVES JOIN KIWW



ROBERT PEMELTON



XAVIER "X" GONZALEZ

KGBT in Harlingen has begun rebuilding portions of its tower. Director of Engineering Marvin Fiedler and KGBT Chief Engineer Sergio Pizzano have made extensive measurements in all directions from the six-tower and antenna system. The present arrangement of the bottom section of each tower made it susceptible to rust. A tower crew will replace the bottom part of each of the towers making the towers as "good as new."

KBNA AM & FM, El Paso, received their license renewal, as did other Texas stations. There was a delay in the renewals due to the FCC's Radio Frequency Radiation standards. These standards require fencing around the bottom of the tower to protect the public, engineers and tower crews from exposure to excessive radiation.

KLAT, Houston, had a surprise visit from a FCC field inspector and received

a clean bill of health. The station has planned to paint its towers to improve their visibility, but in all other ways, was in compliance with regulations. The inspectors have also been in the Corpus Christi area recently and have stated that they intend to inspect all AM stations with directional antennas and any stations that have not been inspected in the last few years.

KGBT en Harlingen ha empezado a reconstruir segmentos de su torre. Marvin Fiedler, Director de Ingeniería de la Corporación y Sergio Pizzano, Ingeniero de KGBT, midieron extensamente desde todas las direcciones del sistema de antenas de seis torres. El diseño actual de la sección de la base de cada torre, la hace vulnerable a la oxidación. Un equipo de especialistas reemplazará la parte inferior de cada torre dejándolas "como nuevas".

KBNA AM & FM de El Paso, así como otras emisoras de Texas, recibieron la renovación de sus licencias. Hubo un retraso en las renovaciones, debido a los estándares de la FCC para Radiación de Frecuencia de Radio. Estos estándares requieren una barda alrededor de la base de la torre para proteger al público, ingenieros y técnicos de las torres contra la excesiva radiación

KLAT Houston, tuvo una visita de sorpresa de un inspector del FCC y obtuvo aprobación. La estación tenía planeado pintar sus torres para mejorar su visibilidad, pero en todas las otras áreas, estuvo de acuerdo con los reglamentos. Los inspectores han visitado recientemente también el área de Corpus Christi y mencionaron que van a inspeccionar todas las estaciones AM con antenas direccionales y cualquier emisora que no haya sido inspeccionada en los últimos años.

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