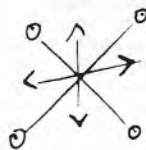




From Our House
To Your House

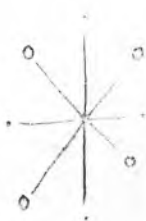




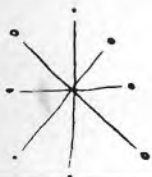
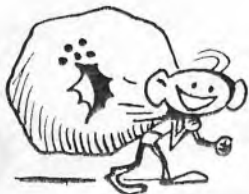
KGBT Radio
KGBT-TV 4
KELT-FM



MCHENRY TICHENOR, SR., President of the Harbenito Broadcasting Companies, reared in Hopkinsville, Pennyvile District of Ky. He is a graduate of the University of Kentucky, where he majored in engineering. Mr. Tichenor published the Valley Morning Star from 1931 to 1937 and the Nevada State Journal, Reno, Nevada from 1940 to 1941. Tichenor is married and has one son.

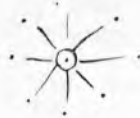


TROY R. McDANIEL — Secretary-Treasurer and General Manager of the Harbenito Broadcasting Companies. Mr. McDaniel was born and reared in East Texas, and attended school in San Marcos, Texas. He was formerly in the newspaper business in Harlingen, Texas and Reno, Nevada. Mr. McDaniel was also a former Junior High School principal.





J C. LOONEY, Vice President of the Harbenito Broadcasting Companies. Mr. Looney is a former judge of Hidalgo County. He is a graduate of Vanderbilt University Law School in Nashville Tenn. Among his many distinctions he has served as president of the Valley Chamber of Commerce for the past year. He is married and has 3 children. Judge Looney is an Attorney at Law in Edinburg, Texas.



M cHENRY TAYLOR TICHENOR — Vice President of the Harbenito Broadcasting Companies. "Mac" is in National Regional Sales. He attended Washington and Lee University and is a graduate of the University of Texas where he received his Bachelor of Arts Degree and Law Degree. He is married and the father of two child-





JIM BAKER — Announcing Staff. Jim's from Breckinridge, Texas and educated at Tarleton State College. Before coming to KGBT Jim was a staff announcer at WOAI, San Antonio and KSLA, Shreveport, La. Jim is in the 6-year Club at KGBT.

PATRICK J. ATKINSON — Engineering Dept. Pat's from Lake Charles, La. Educated at Radio Tech School, Port Arthur, Texas. Before coming to KGBT Radio, Pat was employed by KTRH, Houston and WOAI, San Antonio. Pat's a 7-year man with KGBT.



NANCY BATCHLER — Receptionist at KGBT Radio. Nancy's from Rosenberg, Texas and educated at Abilene Christian College. Nancy is also one of television's outstanding fashion models.



ALFRED R. BECK — Director of Operations. Al is from Toledo, Iowa educated at Iowa State and Chicago University. He is a 12-year man with KGBT. Part of KGBT's 1st marriage. His wife, Gene, was a former record librarian at KGBT.



CAROL BELL — Traffic Manager, KGBT-TV from Kansas City, Mo. Carol was previously in the KGBT-TV Program Department. She's part of KGBT's 2nd marriage. Husband Tom Bell is KGBT-TV Production Manager.



TOM BELL — Production Manager, from El Dorado, Ark. and educated at Tyler Commercial College. Before coming to KGBT, Tom was with KCMC Texarkana, Texas. Tom's a 9-year man with KGBT.



ANNETTE JUNE BOWDEN — Accounting Dept. "June" is from the Valley and Brownwood Texas. Before coming to KGBT June was an insurance agent in Weslaco, Texas. June is KGBT-TV's newest staff member.



EDDIE BRICE BURROUGHS — Account Executive TV. Eddie's from Austin, Texas, and was educated at the University of Texas. Has the distinction of being the sales department's only bachelor.



JOSE ACOSTA CANTU — Spanish Dept. "Pepe" is from Monterrey, Mexico. Educated at Washington Business College, Monterrey. Before coming to KGBT "Pepe" was employed by XEH, Monterrey and WEDC, Chicago, Ill. A prominent member of the Latin American Disc Jockey Association.



MANUEL CANTU — Production Dept. KGBT-TV. "Manny" is from Raymondville, Texas, and is now a student at Pan American College, Edinburg. Before coming to KGBT-TV, Manny had previous television experience in Armed Forces TV.



LION CHAPA — Maintenance. Has been with KGBT longer than any other employe. Everyone's friend, Leon is married and the proud father of nine children.



EILEEN CHOATE — Accounting Dept. Eileen is from St. Louis Mo., and educated at Searcy, Ark. Before coming to KGBT, Eileen was employed by IBM at the Harlingen Air Base. Owns KGBT's Pet Poodle "Martini".



RICHARD CLARK — Production Dept. KGBT-TV. "Dick" is from Harlingen, Texas. Attended Texas A&I College. Dick has a wide range of television experience, from sales to production at KGBT.



JAMES COOK — Account Executive KGBT-TV. "Jim" is from Amarillo, Texas, and was educated at Hardin Simmons University. Jim was program director and news director of Radio and TV in Amarillo and Weslaco, Texas before coming to KGBT. Jim has 17-years in the Broadcasting field.



JESUS DE LEON — Spanish Dept. "Chuey" is from Harlingen, Texas, and has been in the broadcast field for 11 years. "Chuey" has the distinction of "Bringing up the Curtain" each morning at 5:30 with his "Early Bird Show" on KGBT.



GEOERGE W. ELLIOTT — Sales Manager KGBT-TV. "Skip" is from Fort Worth, Texas, and is a graduate of Arlington Junior College and The University of Texas where he studied Radio and TV. George is in the 5-year Club at KGBT-TV.



LLOYD ELLIOT — Account Executive KGBT Radio. Is a Valleyite from La Feria, Texas. He attended the Schreiner Institute in Kerrville, Texas. Lloyd is also a member of the KGBT 5-year Club.



JACK GALLOWAY — News Dept. Jack is from Harlingen, Texas and is a graduate of the University of Texas. Before coming to KGBT, Jack was employed by the Houston Post. Another eligible KGBT Bachelor.



PEGGY GEISE — Accounting Dept. Peggy is from Baltimore, Md., and attended schools there. She was employed by the McLung-Logan Co. in Baltimore before coming to KGBT in 1959.



ALEX J. GEISE — Assistant Chief Engineer. Alex is from Smithville, Texas. He was employed by Pan American Airlines before coming to KGBT's Engineering Department. Has the distinction of being in the KGBT 12 year Club.



JOHN FRANCIS GOODMAN — Chief Announcer. "Johnny's" from Houston, Texas. Before coming to KGBT, John was program director at KTHT in Houston for 7 years. John is the Valley's number 1 "On the Air Personality."

IMOGENE GRAHAM — Continuity Director KGBT Radio. "Jeanie" is from Marionville, Mo., she has been writing Radio and Television continuity for 14 years. The Valley's busiest radio production writer.



EDWARD RANDALL GRAHAM — Production Dept. KGBT. "Ted" is from Buffalo, N. Y., and attended schools in Buffalo, and Los Angeles, Calif. Before coming to KGBT, Ted was with WGR-TV Buffalo, and KNX Radio, Los Angeles, Calif.



HAROLD GREENE — Engineering Dept. Harold hails from the State of Virginia and was educated at Valparaiso Technical Institute, Valparaiso, Ind., was at Harlingen Air Base during the war, liked the Valley, and made his home here.



J C. HARBIN — Auditor & Credit Manager. J. C. is from Tupelo, Miss., and is a graduate of the University of Texas. Before coming to KGBT, J. C. had 20 years of experience in the field of corporation cost, tax accounting, auditing and finance.



WILLIE HARRIS — Account Executive KGBT Radio. Willie is from Hope, Ark., and was educated in Washington, D. C., and the University of Texas in Austin. Willie is one of Harlingen's outstanding civic affairs leaders.



ELIZABETH ANN HITT — Nite Receptionist KGBT-TV. "Ann" is from Harlingen, Texas, and is a student at Harlingen High School. Ann hopes to make a career of radio and TV, her 1st experience in broadcasting is on KGBT Radio's Teen Show.



TERRY HOLMAN — Accountant Executive KGBT-TV. "Terry" is from Weslaco, Texas and was educated at Pan American College in Edinburg. Before coming to KGBT, Terry had 6 years of sales experience at KRGV, Weslaco, Texas.



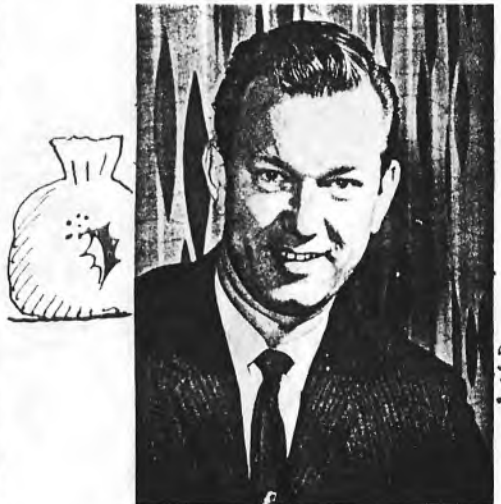
JOHAN M. HORTON — Production Dept. KGBT-TV. John is from Corpus Christi, Texas and received his education at Carsbad Jr. College, Carsbad Calif. John was in TV production at KRIS-TV, Corpus Christi and KOSA-TV, Odessa, Texas before coming to KGBT-TV.



BURT JOHNSON — KGBT Farm Director. Burt has a rich background in RFD work. He owns and operates his own farm near the Texas A&M experiment station. His experience includes many years as rural sales director for the Magic Valley Electric Cooperative. Was farm director at KGUL, Houston.



MAL KASANOFF — Program Manager. Mal is from Haverhill, Mass., and is a graduate of Tulane University, where he studied radio and television. Mal has been with KGBT-TV for 6 years.



BILL KELTNER — Announcing Staff. Bill is from Baltimore, Md. Before coming to KGBT, Bill was with one of the country's first educational stations in Indiana. Has been in the broadcast field for 10 years.



JANE KENNEDY — National Regional Sales Secretary. Jane is from San Benito, Texas. Before coming to KGBT, Jane was division manager with Sears Roebuck & Co. She's a member of KGBT-TV's "5 year Club"



JANET LANDRY — Continuity Dept. KGBT-TV. Janet is from Lockhart, Texas and Educated at Southwest Texas State College in San Marcus. Janet was local sales secretary before her present position.



DAVID DARREL LYKES — Account Executive KGBT Radio. "Dave" is from Dallas, Texas, and the newest member of the KGBT Radio Sales Staff. His wife Elaine is a well known Valley Singer who has appeared many times on KGBT-TV.



DON MALLORY — News Dept. Don is from Sherburne County, Minn., and was educated at the University of Missouri School of Journalism. Don was news editor of KRIO Radio in McAllen, Texas for 7 years before coming to KGBT as Upper-Valley Correspondent.



JAMES R. MATTISON — Studio Technical Supervisor. Jim is from Donna, Texas and attended Pan American College in Edinburg and Texas Tech in Lubbock. Been in the broadcast field for 4 years prior to coming to KGBT.



MERLIN MILLER — Engineering Dept. Jim is from Seattle Wash, and was employed in electronics service for 7 years before coming to KGBT Radio.



MARY JANE MILLS — Program Secretary KGBT-TV. "Janie" is from Virgie, Ky. Educated at Draughon's Business College in Tulsa, Okla. Janie was in the Continuity Dept., at KGBT-TV before her present position.



MARILYN MORTENSON — Receptionist KGBT-TV. Marilyn is from Harlingen, Texas and is a graduate of the Harlingen High School Class of 1960 . . . has wedding bells set for Christmas.



ROGER OLSSON — News Dept. Roger is from New York City. KGBT-TV's news film and pictures go thru "Olsson's Lab" before appearing on the air. A master photo technician.



ROSALIO ORTIZ — Art Director KGBT-TV. Rosalio comes from Cameron Texas, and has had 10 years of experience in commercial art. He was art director at KVDO-TV in Corpus Christi before coming to KGBT-TV.



JANE HUIT RABEL — TV Personality. Jane is from Spartanburg, S. C., educated at Brenau School, Gainesville, Ga. A "Show Biz" trouper, Jane had her own program on CBS Radio, before moving to the Valley.



ROBERTO RODRIGUEZ — Film Director KGBT-TV. Roberto is from Harlingen Texas, and is an exclusive member of the KGBT 7-year club. One of television's finest film editors. Roberto also doubles as Spanish TV director.



A **ARLEN ROBERTSON** — Production Dept. KGBT-TV. "Robbie" is from Burr Oak, Kan., and educated at Miltonvale, Junior College and Kansas State College in Manhattan, Kan., taught elementary school before coming to KGBT-TV.



M **MARTIN ROSALES** — Program Director, Spanish Dept. Martin is from Gonzales, Texas and educated at the Institute of Technology, Monterrey, Mex. Has been with KGBT since 1953. One of the country's outstanding Spanish speaking radio personalities. Hailed in two nations.



B **ILL LEWIS RUCKER** — Manager of KELT-FM. Bill is from Wichita Kan., where he attended the University of Wichita. Before coming to KELT Bill was on the staff of the American TV Institute, Chicago, and a Radio and TV manager in Weslaco, Texas.



L **AWRENCE RAYMOND SHUMAKER** — Announcing Staff. "Larry" is from Dayton, Ohio, and attended schools there. Larry is the newest addition of the KGBT Announcing Staff.



OTIS LEE SHUMATE — Manager of KGBT Radio. Otis is from Springfield, Ill., and attended schools in St. Louis, Mo. Otis has been in the broadcast field for 17 years, and has been manager of KGBT Radio for the past 6 year.



LLOYD F. SIGMAN — Engineering Dept. Lloyd is from Milwaukee, Wis., and has been with KGBT for two years. Lloyd is chief lieutenant at the KGBT transmitter in La Feria.



ALEXANDER C. SILVA — Engineering Dept. Alex is from Brooklyn, N. Y., and has had 15 years of Radio and Television engineering experience. Alex is also a Radar Technician.



CHARLES NORTON SLAUGHTER — Production Dept. KGBT-TV. Charlie is from Harlingen, Texas, and is a member of the KGBT 7 year club. He has been in every phase of television production and is now a KGBT Technical Director.



F RANK SULLIVAN — KGBT-TV News Director. Frank is from Bellefonte, Pa. Educated at Corpus Christi Academy and Corpus Christi Junior College. Frank has been in the broadcast field for 18 years, and was with KPRC Radio and Television before coming to KGBT-TV as news director in 1955.

P HILLIP E. STEVENS — Account executive KGBT-TV. "Phil" is from Shawnee, Okla., and was educated at Oklahoma University, where he studied advertising and marketing. Before coming to KGBT, Phil was with a Harlingen finance company.



P AUL EDWARD WAGENSCHIEIN — Engineering Dept. Paul is from Yorktown, Texas, and is a graduate of Tyler Commercial College in Tyler, Texas. Paul has been in Radio and Television engineering since 1952.

B ERNARDO TAMAYO—Production Dept. KGBT-TV. "Bernie" is from Harlingen, Texas. A Graduate of the Harlingen High School Class of 1960, "Bernie" is now attending Pan American College in Edinburg.



LARRY WAYNE — Staff Announcer. Larry is from Chicago, Ill. Educated at the University of Houston. Before coming to KGBT, Larry was employed as a staff announcer at KGUL in Galveston Texas.



JAMES H. WILLIAMS — Program Director of KGBT Radio. Jim is from Crowell, Texas, and was educated at the University of Houston. Before joining KGBT, Jim was KTRH in Houston. He has been with KGBT for 5 years.



NORMA ANN WORTMAN — Traffic Manager of KGBT Radio. Norma is from Sullivan, Ill., and attended schools in Stewardson, Ill. Before coming to KGBT, Norma was traffic manager at KTXL in San Angelo, Tex.



JOEL YOWELL — General Manager of KGBT. Joe is from Abilene, Texas and is a graduate of Abilene Christian College. He also attended St. Mary's Law School in San Antonio. Joe has been in the Broadcasting field since 1946 and with KGBT for 5 years.



MIGUEL DIAZ — Groundskeeper. "Mike" has been with KGBT since 1958 and is the man responsible for the many compliments everyone at KGBT has received on our trim, neat surroundings.



CLOONY THE CLOWN — KGBT-TV Personality that belongs to the children of the Rio Grande Valley. Charms Valley moppets with her pet skunk. This lady also answer to the name of Jane Rabel.



COLONEL ELEPHANT — KGBT-TV Personality. Montague R. Buckingham. Montague is from Bengal, India, and was educated at Oxford University, in England. Col. Elephant speaks 7 languages including Swahili, and sometimes English. He is now "bucking for" commandant of the 7th Cavalry Bengal lancers.



KGFT-TV Channel **4**

100,000 WATTS, 1,000 FT. TOWER, CBS, ABC

KGFT Radio

1530 KC., 50,000 WATTS, CBS

KELT-FM

94.5

IN THE COUNTRY'S NEWEST
METROPOLITAN AREA...
RIO GRANDE VALLEY OF TEXAS!

