



Season's
Greetings
from All of Us
To All of you





In our twenty-sixth year of broadcasting, we are mindful of the one true measure of human endeavor: good will. We hope we've had and will continue to have yours.

**KGBT-TV
KGBT-RADIO
KELT (FM)**

1967



McHENRY TICHENOR

Chairman of the Board, Harbenito Companies. Reared in Hopkinsville, Pennyryle 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. Married and has one son.



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J. C. LOONEY

Vice President of the Harbenito Broadcasting Companies. Mr. Looney is a former Judge of Hidalgo County. A graduate of Vanderbilt University Law School in Nashville, Tenn., he is married and has 3 children. Judge Looney is an Attorney at Law in Edinburg, Texas.



McHENRY T. TICHENOR

President of the Harbenito Broadcasting Companies. "Mac" 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 four children.



WILLIE HARRIS, JR.

Nat'l. Sales Manager, KGBT Radio. Willie is from Hope, Arkansas. He attended the University of Texas and Pan American College, Edinburg...a Colonel in the Confederate Air Force and thank goodness Hollywood is on the Pacific coast instead of the Gulf Coast! He's a 10-yr. Club member with KGBT.



MAL KASANOFF

Vice President and General Manager, KGBT-TV. Mal is from Haverhill, Mass., and is a graduate of Tulane University where he studied radio and television. Has been with KGBT-TV for 12 years. Married and has 2 children.



OTIS SHUMATE

Vice President and General Manager, KGBT Radio. Otis is from Springfield, Ill., and attended schools in St. Louis, Mo. Otis has been in broadcasting for 23 years...has been manager of KGBT Radio for the past 10 years. Married and has 2 children.



GEORGE W. ELLIOTT

Vice-President, KGBT-TV. George is from El Paso, Texas and is a graduate of Texas University where he studied Radio and TV. George is an 11-year man with KGBT.



LLOYD C. ELLIOTT

Sales Manager, KGBT Radio. Lloyd is a Valleyite from La Feria, Texas. He attended Schreiner Institute in Kerrville, Texas, also a member of KGBT's 10-year Club. Likes to fish, golf and enjoys people.



DAVID LYKES

Commercial Manager, KGBT-TV. David is from Dallas, Texas and attended school in the Valley. He is a member of KGBT's 8-yr. Club. He and his wife Elaine have two children.



JOSE "PEPE" ACOSTA

Staff Announcer, KGBT Radio. "Pepe" is from Monterrey, Mexico, educated at Nuevo Leon University. He has been in the broadcasting field for 15 years... has been with KGBT for 3 years and is an "aficionado" of the Fiesta Brava!



PATRICK J. ATKINSON

Transmitter Chief Engineer, KGBT Radio. Pat's from Kerrville, Texas, educated at Radio Tech School, Port Arthur, Texas. He has been in the technical field of broadcasting since 1932. Pat is a 12 year man with KGBT.



ROBIN BARD

Receptionist. Robin is from McAllen, Texas. She is the pleasant voice that greets you when you call KGBT... also does fashion modeling for television and was Miss Confederate Air Force, 1966.



LARRY BARNUM

Account Executive, KGBT Radio. Larry is from Horton, Kansas and educated at Pan American College. Prior to joining KGBT he was a pharmaceutical salesman. His hobby - "the horses" ... riding that is!



HECTOR BARRERA

Staff Announcer, KGBT Radio. Hector is from Piedras Negras, Mexico - attended school in Eagle Pass, Texas and the University of Texas. He was Program Director at KUNO Radio, Corpus Christi, Texas for 14 years before joining KGBT.



RUBEN BENAVIDES

Staff Announcer, KGBT Radio. Ruben is from Nuevo Leon, Mexico. Has been in "show biz" for the past 16 years having worked in Laredo, San Antonio and the Valley. His latest caper...the Valley's most famous "charro" ride from Rio Grande City to Brownsville.



WILLIAM BIRCH

News Department Photographer. "Bill" hails from Detroit, Michigan but attended Valley schools. He is presently attending Pan American College where he also does photography work for the college.



BILL BIBLE

Account Executive, KGBT-TV. Bill is from Roscoe, Ohio, attended Ohio State and graduated from Denver University majoring in advertising. Bill previously worked for KUBC, Montrose, Colo. and KHOW, Denver, Colo.



LES BRECHT

TV & Radio Announcer. Les is from Pittsburgh, Pa., attended Carnegie Tech. Is a veteran of 13 years in Radio and 10 years in TV. He presents the very popular "10:00 P.M. Weathercast" on KGBT-TV and occasionally, a "bulletin" for the moon watchers.



LARRY BROOK

Continuity Director, KGBT-TV. Larry is from Corpus Christi, Texas, attended A & I College in Kingsville. He worked at KPSO Radio, Falfurrias, Texas before joining the KGBT staff. He's an "ace" copywriter and a "jack-of-all-trades!"



CARLOS CANTU

Account Executive, KGBT Radio. Carlos is from Hebbronville, Texas but attended Valley schools. He worked for a local supermarket for 9 years before joining KGBT. He also plays the saxophone in a local combo, which may very well be an "orchestra" before long!



FELIX CANTU

Maintenance. Felix is from Monterrey, Mexico. He is the man responsible for the many compliments KGBT receives on our trim, neat surroundings. Is a baseball and football fan. goes to the Astrodome every chance he gets.



IGNACIO CANTU

Engineering Dept. "Iggy" is from Amarillo, Texas. He attended schools in Monterrey, Mexico and the Valley. Iggy is also responsible for the fine photography seen throughout this book and commercial photography you see on Channel 4.



ELIZABETH CARD

Bookkeeping Dept. Elizabeth is from Midland, Texas but has seen the Valley grow. She attended Texas U and the University of Mexico City. studied electrical engineering while at Texas. She is a member of KGBT's 5-year Club.



JAMES A. CASON, JR.

TV Sportscaster. "Jim" is from Sondheimer, La. and attended LSU. Jim was a pro football player for 9 years, having played with the San Francisco 49'ers and Los Angeles Rams. . .does pretty well with the golf clubs too.



SERGIO CHAPA

Engineering Dept. "Tono" is from Monterrey, Mexico but attended Valley schools. He is presently attending Pan American College, Edinburg. During his off-school hours he works as a cameraman, projectionist and film developer.



JOHAN CHAPMAN

Art Department. "Jack" is from Chicago, Illinois. He attended Loyola University and is a graduate of the University of Houston majoring in Journalism. He has been in the broadcasting industry for 12 years...and an avid "Hemmingway" fan.



JUANITA DAVIS

Traffic Dept. Juanita is from Dallas, Texas. She attended San Benito High School and Durham's Business School. Soon to be an "Air Force" mother when son graduates from A & I, Kingsville.



JESUS DE LEON

Staff Announcer, KGBT Radio. "Chuey" is from Harlingen, Texas and has been in the broadcast field for 17 years. He's the morning man" on KGBT Pan American Radio and a pioneer in Spanish broadcasting in the Valley.



LEONEL DE LA FUENTE

Muzak Division. "Leo" is from Santa Rosa, Texas and attended Valley schools. He was a Navy radioman before joining the Muzak sales and service department at KGBT.



ROBERT Q. DICKSON

News Department. "Bob" is from Indiana Harbour, Indiana and attended Wharton Jr. College and Pan American College, Edinburg. Has been in broadcasting for 15 years and winner of the "best on scene coverage" for a single news story. An ex-Marine!



LEROY A. FUQUA

Engineering Dept. Leroy is from Dexter, Missouri and attended Valley schools. He works as a director and projectionist... works the night-time control room shift.



LUPITA GARCIA

Is from Matamoros, Mexico. Her position as evening receptionist, gives her time to study her Medical Technology courses at Pan American College, Edinburg. She's not more than 5 feet tall... but then TNT comes in small packages too.



GARY GARRISON

Associated Press. Gary hails from Springfield, Mo., attended University of Tulsa. He holds down the AP office located in the KGBT building... has been with the AP Valley bureau since September.



MANUEL H. GARZA

Engineering Dept. Manuel is a Valleyite from Donna, Texas. He's a cameraman in the TV studio...tall, dark and bashful! -- Oh -- and married!



AALEX J. GIESE

Transmitter Chief Engineer, KGBT-TV. Alex is from Burton, Texas and attended Port Arthur College. He piloted for Pan American Airlines before joining KGBT and has the distinction of being in the KGBT 16-year Club....and compliments the girls at KGBT with roses from his garden.



OPAL GINSBACH

Program Secretary, KGBT-TV. "Op" is from Steamboat Springs, Colo. A veteran in Radio and Television having worked in various phases of the industry for 27 years. She is secretary to Mal Kasanoff, General Manager, KGBT-TV...is the "mama" of an Aggie!



JOHNN FRANCIS GOODMAN

Production Manager, KGBT-TV. "Johnny" is from Houston, Texas. Before coming to KGBT, Johnny was Program Director at KTHT, Houston for 7 years. He is a member of KGBT's 8-yr. Club. Hopes to retire in "Llano County."



JEANIE GRAHAM

KGBT Radio. Jeanie is from Marionville, Mo. Jeanie has been writing radio continuity for 19 years. At present she does continuity for KELT-FM in addition to being Muzak secretary. She is a 9-yr. Club member. She and husband, Sammy, have three little Graham's.



MARIA ELENA GUERRERO

Continuity, KGBT Radio. "Mary Helen" is from Harlingen, Texas. Her delightful voice is heard on KGBT Radio and TV. Is active in many civic organizations, loves to travel and is quite an expert on travels in Mexico. Our problem is to get her married, after all, she's been with us for 550 years!



LEE HARR

News Department. Lee is from Cotulla, Texas and attended Southwest Texas State, San Marcos, Texas. He has been in the news field for 12 years having received numerous newspaper awards.



BILL HEYMAN

Account Executive, KGBT-TV. Bill is from Tulsa, Okla. and attended the University of Oklahoma. Before joining the staff he worked at KRGV-TV, Weslaco, Texas and KGNS-TV, Laredo, Texas. He's brand new at Channel 4 - welcome Bill!



LARRY JAMES

TV Announcer ... is from Lafayette, La. and attended the University of Southwestern in Lafayette. Larry has varied experience in the broadcasting field having worked in Radio and TV in Louisiana, Florida and Texas...and you should hear his "cajon" joke collection.



GEORJEAN JOHNSON

KGBT-TV. "Miss Jean" as she is better known, is our TV Romper Room teacher. She is from McAllen, Texas and attended Pan American College in Edinburg. Before joining KGBT she was a kindergarten teacher...and still is.



HAROLD JOHNSON, JR.

Engineering Dept. "Bud" is from San Antonio, Texas. He attended Texas U and is presently attending Pan American College. Before coming to KGBT he was employed at KRGV-TV, Weslaco...he is "Miss Jean's" husband.



WILLIAM KELTNER

Account Executive, KGBT-TV. "Bill" is from Vienna, Illinois. He has a wide range of broadcasting experience, having worked as a radio and TV announcer and transmitter engineer. He's a member of KGBT's 7-yr. Club.



JANE KENNEDY

Sales Secretary, KGBT-TV. Jane is from San Benito, Texas. Won Ladies Championship in the Port Isabel Fishing Tournament, 1966. She's a member of KGBT's 11-yr. Club.



VIRGINIA KRAGER

Bookkeeping Dept. Virginia is from McCamey, Texas and attended school in Corpus Christi, Texas. I think we are all in agreement that she must be the youngest looking grandmother ever -- the granddaughter is 1 1/2 years old.



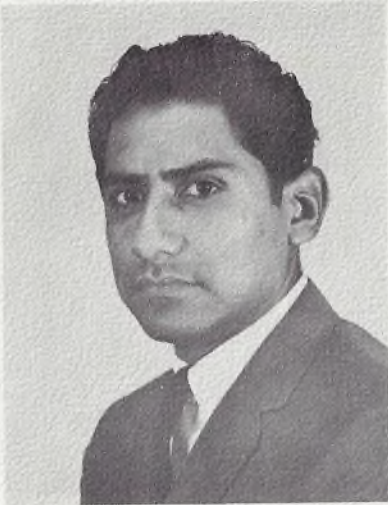
DON MALLORY

News Department. Don is from Sherburne County, Minn. and was educated at the University of Missouri School of Journalism. Don was with KRIO Radio news in McAllen, Texas for 7 years before coming to KGBT 7 years ago as Upper-Valley correspondent.



MARCELL LOCKRIDGE

Executive Secretary - From Johnson City, Texas. She's secretary to Mac T. -- a "red head" that "glows" instead of "boils." A mother of a Pee-Wee Leaguer and Cub Scout - and almost a 4-yr. Club member at KGBT-TV.



MANUEL MARTINEZ

Maintenance. Manuel is from Mexico and attended school in La Feria, Texas. He is just about the most even tempered, obliging, courteous and best liked "guy" around.



JIM MATTISON

Studio Chief Engineer, KGBT-TV. A Valleyite from Donna, Texas. He attended Pan American College, Edinburg and Texas Tech, Lubbock. Jim has been in the broadcasting field for 12 years, having many engineering "firsts" to his credit. He is a 9-yr. Club member.



ROBERT McDONALD

News Department. "Bob" is from Vega, Texas, attended LSU, Baton Rouge, La. Bob is a veteran in the broadcasting field. He started with CBS and has broadcasted news, sports, agriculture and special events..and for several years in the newspaper business.



MYRA MEYER

Traffic Mgr., KGBT Radio. Myra is from Hon, Arkansas, attended school in Fort Smith. Is responsible for us gaining weight because of her "German Chocolate," Chess Pie, Carrot cake and other "goodies" she brings to the station. She enjoys square dancing.



DENNIS O'GORMAN

Bookkeeping Dept. Dennis is from St. Louis, Mo., but attended Valley schools. He is presently attending Pan American College, Edinburg...and working at night in the bookkeeping department. So when you see a light in that department - that's Dennis!



LEE OWEN

Engineering Department. Lee is from Berea, Kentucky. He spent 20 years in the Air Force and Navy where he built up quite a background in Communications and Radar. He works at the TV transmitter and we just couldn't get along without him.



RAFAEL PALAFOX

Spanish Radio News Editor and Announcer. He hails from Mexico City and attended the National University of Mexico. Before coming to KGBT he was with XEX and XERCN, Mexico City and KUNO, Corpus Christi, Texas. He has four years of medical school to his credit.



DIANA PENA

Sales Secretary, KGBT-TV. Diana is a Harlingen, Texas girl. Before joining KGBT 5 months ago, Diana was Assistant Manager of a photography studio and night school secretary at Harlingen College.



FIDEL PEREZ

Engineering Dept. Fidel is from Laredo, Texas. He has been in the broadcast and electronics industry for the past 15 years. . . works at the TV transmitter in La Feria and does a fine job.



CHARLES PITTMAN

Engineering Dept. Charles is from Shawnee, Okla. Attended school in Little Rock, Arkansas. He has 13 years credit to his broadcasting experience, is a "ham" operator and plays 5 musical instruments.



CHARLES REININGER

Comptroller. Charles hails from San Antonio, Texas and attended Texas U. Before joining KGBT he worked in aircraft manufacturing and defense contracting. Never, but never, let him be your "Password" partner!



KATIE RILEY

Bookkeeping Dept. Katy is from Floydada, Texas, attended West Texas State Teachers College. Is past president of the Business and Professional Womens Club in Harlingen. Before joining KGBT she was employed at the Harlingen Air Base.



ESTEBAN ROCHA

Engineering Dept. "Steve" is a Valleyite from Donna, Texas. Before joining KGBT as a director and projectionist, he worked in a photo lab in McAllen, Texas. Has plans to continue his studies in computers and electronics.



ROBERTO RODRIGUEZ

Film Director. "Berto Smith" is a Harlingenite. Has been with KGBT for 14 years. He also heads up a very popular Valley orchestra in which he plays the saxophone. He's a 195 pounds of fighting fury and has every intention of keeping them all! He doesn't believe in diets.



MARTIN ROSALES

KGBT Radio Program Director. Martin is from Gonzales, Texas...attended school in Gonzales and Monterrey, Mexico. He has been in Radio for 18 years having worked in Texas, California and Mexico. We just recently welcomed Martin back to our staff after a few years absence.



ERICK SCHAUDIES

Engineering Dept. Erick is from Waco, Texas but attended Valley Schools. He is presently attending Pan American College, Edinburg. During his off-school hours he works as a cameraman.



CHARLES SMITHY

Engineering Dept. Charles is from Longview, Texas but attended Valley schools. He was with KRGV-TV for 4 years before joining the ranks at KGBT. Here too, we're happy Hollywood hasn't found him!



FRANK SULLIVAN

KGBT-TV News Director... is from Bellefonte, Pa. Attended schools in Corpus Christi, Texas. Before joining KGBT 11 years ago he was Program Director at KPRC, Houston and KRIS, Corpus Christi. Appeared in supporting roles on the U.S. Steel Hour and the Bob Hope radio series. As a "Password" player, he's great!



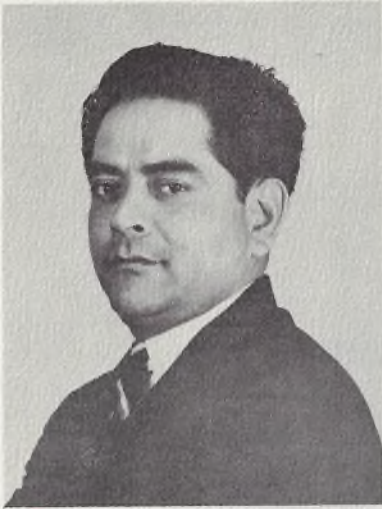
LARRY TAYLOR

Account Executive, KGBT-TV. Larry is a Valleyite and attended Pan American College, Edinburg. Has worked in radio and television for 11 years... was employed by KRGV-TV, Weslaco, Texas before joining KGBT. Was "Jaycee" of the month, May, 1965.



JANIE VILLARREAL

Sales Secretary, KGBT Radio. Janie is from Harlingen, Texas. She attends night classes at Harlingen College. Worked for a group of local doctors before joining KGBT. Enjoys reading and bowling.



JOSE VILLASENOR DIAZ

Engineering Department. "Lupe" is from San Luis Potosi, Mexico. He worked for a bottling company before joining KGBT.. does camera work, filming and special projects.



JACK WILLIS

Production Manager, Engineering Dept. Jack is from Linn, Ohio ... attended Valley schools and Pan American College, Edinburg, Texas. Jack directs several of Channel 4's live productions including "Romper Room."



MARIAN WORLEY

Traffic Dept., KGBT-TV. Marian is a San Benito, Texas girl and attended Texas Christian University where she majored in ballet...also worked as a dance instructor at TCU and in Harlingen. At present she is enjoying being a very popular Cub Scout Den Mother.



JACK YEWELL

Account Executive, KGBT Radio. Jack is originally from Arkansas but grew up in the Valley. Before joining the ranks at KGBT he worked in insurance sales. Upper Valley people speak well of Jack...we just don't see enough of him!

In Memorium



Jane Kabel

"Loony"

Particularly at this time of year.





IN THE COUNTRY'S NEWEST
METROPOLITAN AREA...

LOWER RIO GRANDE VALLEY OF TEXAS!