

The Communicator

Tichenor Media System

Spring, 1986

OVER 200,000 ENTERTAINED AT CINCO DE MAYO CELEBRATIONS



Twenty-eight thousand people crowded the Albert Thomas Convention Center in Houston May 11 for KLAT La Tremenda's Victory of Puebla celebration. Ranchero star Lino Lujan is pictured above entertaining a full house.

Vientiochomil personas llenaron el centro de convenciones Albert Thomas en Houston el 11 de mayo en la celebracion de KLAT, La Tremenda, de la victoria de Puebla. El estrella de ranchero Lino Lujan aparece en la grafica cuando entretenia a la multitud.

The 124th anniversary of the Battle of Cinco de Mayo in Puebla, Mexico was celebrated by six of the seven Tichenor Spanish Radio Group stations during May. The event was enthusiastically attended by more than 200,000 Spanish radio listeners.

WIND held their celebration at McCormick Place's Donnelley Hall the weekend of May 3rd and 4th. For more than 16 hours the hall was turned into a huge market where 54 commercial sponsors demonstrated, sampled and sold their goods and services. WIND donated 11 public service booths to community cultural and artistic organizations.

The entertainment schedule was non-stop all weekend, featuring some of the best known performers from Mexico, Latin America and Spain.

KDXX and KBNA in El Paso held their celebration the same weekend from noon to midnight at the Civic Center Plaza. Ten

bands entertained the crowds on three stages. The Friday before the event, the stations' and Miller Beer sponsored a Beer Drive thru, giving away 200 pony packs and festival passes. The promotion caused backed up traffic from the station to the freeway underpass.

KCOR in San Antonio held their festival on May 4 at Sunken Gardens. Jannet Rodriguez, Carlos Mata and Rudy La Scala, performers from the popular television soap "Crystal", flew in directly from Venezuela to entertain during the celebration. Trigo Limpio's Group from Spain was also singing their most recent hits. The young people in the crowd were shouting "Viva KCOR" and the entertainers were so touched by the public's warm welcome they all promised to come back to San Antonio and perform at a future festival.

KLAT La Tremenda held a great free concert on May 11 at the Albert Thomas Convention Center in downtown Houston.

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Cinco De Mayo

Several stars performed during the six hour show that was coupled with more than 100 exhibitions by clients and community organizations.

KGBT Radio combined their Cinco de Mayo celebration with a Pre-Mother's Day Concert. They filled the Rio Grande Valley Livestock Show Grounds in Mercedes. Eight groups entertained, including the ever popular "La Mafia". Fifty door prizes were given away, among them four color television sets, two recliner rockers and a freezer.

All the station's celebrations were free to the public and each received considerable newspaper and television publicity. KDXX and KBNA made the front page of the El Paso Times and Channel 5 in Chicago gave WIND mini-cam live coverage on Saturday.

Cinco de Mayo 1986 will long be remembered by Tichenor Spanish Radio Group sponsors and listeners.



KDXX/KBNA's Miller Beer Drive-thru was a real traffic stopper the Friday before the station's Cinco de Mayo celebration. Johnny Garcia, KDXX Program Director, is pictured handing out beer and free passes to the festival.

El "Beer Drive-Thru" de KDXX/KBNA y Miller causo un autentico embotellamiento de trafico el viernes anterior a la celebracion de las estaciones del Cinco de Mayo. Johnny Garcia, director de programas de KDXX, aparece aqui cuando obsequia cerveza y pases gratuitos para el festival.



WIND introduced the "Money Machine" to Chicago during its festival. Money is blown around the inside of the machine, which looks similar to a phone booth, and players strive to grab and stick as much money as they can into slots which are cut into the sides of the booth. All players were given 20 seconds to grab their fortunes. The Money Machine will be used at all future WIND festivals and a new machine is currently being purchased by KUNO in Corpus.

WIND presento la "Money Machine", la "Maquina de Dinero", en Chicago durante su festival. El dinero se agita dentro de la maquina, que es similar a una caseta telefonica, y los jugadores tratan de tomar y meter tanto dinero como puedan en unas ranuras hechas a los lados de la caseta. Todo jugador tenia 20 segundos para tratar su suerte. La Maquina de Dinero sera utilizada en todos los festivales de WIND en el futuro y una nueva maquina sera adquirida por KUNO en Corpus.

There is standing room only at the El Paso Civic Center May 4th and 5th as an estimated 80,000 listeners attended KDXX/KBNA's free concert.

Hubo lugar solo para estar de pie en el Centro Civico de El Paso los dias 4 y 5 de mayo con una asistencia calculada en 80,000 personas que asistieron al concierto gratuito de KDXX/KBNA.

Mas De 200,000 Personas Disfrutaron De Las Celebraciones Del Cinco De Mayo

El aniversario 124 de la batalla del Cinco de Mayo en Puebla, Mexico, fue celebrado por seis de las siete estaciones del Tichenor Spanish Radio Group durante el mes de mayo. Mas de 200,000 radioescuchas de habla hispana asistieron con entusiasmo al evento.

WIND tuvo su celebracion en el McCormick Place's Donnelley Hall el fin de semana del 3 y 4 de mayo. Por mas de 16 horas el salon se convirtio en un enorme mercado en donde 54 patrocinadores comerciales demostraron, dieron muestras y vendieron sus bienes y servicios. WIND dono 11 locales para servicios publicos a organizaciones culturales y artisticas de la comunidad.

El programa de entretenimiento fue un fin de semana continuo con la presentacion de los mejores y mas conocidos artistas de Mexico, Latinoamerica y Espana.

KDXX y KBNA en El Paso tuvieron su celebracion el mismo fin de semana del mediodia a la medianoche en la Civic Center Plaza. Diez bandas divirtieron al publico en tres escenarios. El viernes anterior al evento las estaciones y la cerveza Miller patrocinaron un "Beer Drive-Through" y regalaron 200 cajas "Pony" y pases para el festival. La promocion provoco un embotellamiento de trafico desde la estacion hasta el paso a desnivel de la autopista.

KCOR en San Antonio, tuvo su festival el 4 de mayo en Sunken Gardens. Jannet Rodriguez, Carlos Mata y Rudy La Scala, actores de la popular novela televisiva "Crystal", volaron directamente desde Venezuela para actuar durante la celebracion. El grupo espanol Trigo Limpio interpreto igualmente sus mas recientes exitos. Los jovenes en el publico gritaban "viva KCOR!" y los artistas se sintieron tan conmovidos por la calida recepcion de parte del publico que prometieron todos volver a San Antonio y actuar en otro festival en el futuro.



Chicago's first Cinco de Mayo Celebration was advertised throughout Chicago on billboards, in the Chicago Sun-Times and on the back of buses.

La primera celebracion del Cinco de Mayo en Chicago fue anunciada en cartelera por toda la ciudad, ademas del Chicago Sun-Times y en la parte trasera de los autobuses.

KLAT, La Tremenda, tuvo un gran concierto gratuito el 11 de mayo en el centro de convenciones Albert Thomas en el centro de Houston.

Varias estrellas actuaron durante el espectaculo de seis horas que corrio aparejado con mas de cien exhibiciones de clientes y organizaciones de la comunidad.

KGBT Radio combino su celebracion del Cinco de Mayo con un Concierto de Pre-Dia de la Madre. Los terrenos del Rio Grande Valley Livestock Show se llenaron a su capacidad. Ocho grupos tuvieron su actuacion, incluyendo al siempre popular grupo "La Mafia". Cincuenta premios fueron obsequiados entre ellos cuatro televisores a color, dos sillas reclinadoras y un congelador.

Todas la celebraciones de las estaciones fueron libre de cargo para el publico y cada una de las mismas recibio considerable publicidad en periodicos y television. KDXX y KBNA aparecieron en primera pagina en El Paso Times y el canal 5 en Chicago cubrio con mini-cam en vivo durante el sabado.

El Cinco de Mayo 1986 sera largamente recordado por los patrocinadores y radioescuchas del Tichenor Spanish Radio Group.



KGBT Radio's Valley Trivia contest has netted four big winners. Juan Luna of Alamo won \$4,520.00, Victor Villegas of Roma won \$1,160.00 and Maximina Lara of Sebastian won \$320. Joe Acosta of Edinburg was the latest winner. His knowing the number of members in Congress was worth \$3,080. KGBT plans to give away \$10,000 through this contest.

Chuck McKasson, Upper Valley Sales Manager, was honored during the McAllen SpringFest May 3. Chuck was the first President of the SpringFest in 1960, which was then called the McAllen Spring Fiesta.

Big plans are being made for KGBT's Third Annual Magic Valley Hispanic Festival. The festival will take place on the 4th of July. Fifteen bands and artists will perform, all considered tops in their fields. Last year's festival entertained 25,000 people and this year an even greater number is expected to attend.

El concurso de KGBT Radio, "Panamericana Pregunta y Usted Responde", tuvo cuatro grandes ganadores. Juan Luna, de Alamo, gano \$4,520.00, Victor Villegas, de Roma, gano \$1,160.00, Maximina Lara, de Sebastian, gano \$320.00, y Jose Acosta, de Edinburg, el ultimo de ellos, gano \$3,980.00 al responder acertadamente la pregunta de cuantos miembros componen el senado de los Estados Unidos de America. KGBT regalo casi \$10,000.00 en este concurso.

Chuck McMasson, gerente de ventas para al Alto Valle, fue honrado el 3 de mayo durante el Festival de Primavera de McAllen. Chuck fue el primer presidente del Festival de Primavera en 1960 que en ese entonces llevaba el nombre de Fiesta de Primavera de McAllen.

Grandes planes estan siendo elaborados para el Tercer Festival Hispano del Magico Valle de KGBT que se llevara a efecto el 4 de julio. 15 bandas y artistas tomara parte en el mismo. Todos son considerados como de lo mejor en su estilo. El festival del ano pasado divirtio a 25,000 personas y se espera que este ano el numero se vea aumentado.

Perez Named General Manager of KDXX/KBNA



GUSTAVO PEREZ

Gustavo Perez has been promoted to General Manager of KDXX/KBNA in El Paso. Gus moved to El Paso as a small child and lived there until after he completed his Mass Communications studies at the University of Texas, El Paso campus.

Gus started his radio career as a part-time disc jockey while in school, and has 16 years radio news, programming and public affairs experience.

In 1980 he accepted his first sales position with KILT Radio in Houston. A year and a half later, he joined the KLAT sales team. He has been serving at KLAT's local sales manager for the past six months.

Gus and his wife have two children, Kristi-Lee (4) and John-Michael (2).

Gus is looking forward to the new challenges that managing KDXX and KBNA will bring and says he is excited to be back "home".



Gustavo Perez ha sido ascendido a Gerente General de KDXX/KBNA en El Paso. Gus se cambio a El Paso desde nino y alli vivio hasta que termino sus estudios en comunicacion masiva en la Universidad de Texas en El Paso.

Gus comenzo su carrera en la radio como locutor de tiempo parcial mientras estaba en la escuela y ahora tiene 16 anos de experiencia en noticias radiofonicas, programacion y servicios publicos.

En 1980 tomo su primera posicion en ventas con KILT radio en Houston. Despues de un ano y medio regreso a KLAT como agente de ventas. Ha trabajado como gerente de ventas locales de KLAT por los pasados seis meses.

Gus y su esposa Lucia tienen dos hijos, Kristi-Lee, de cuatro anos, y John-Michael, de dos.

Gus esta a la expectativa de los desafios nuevos que traera el administrar KDXX y KBNA y dice que se encuentra emocionado de volver a "casa".



David Canales talks to KDXX and KBNA listeners while he directs traffic during a station promotion. David was chosen one of the top three Favorite Evening DJs in El Paso. Congratulations!

David Canales se dirige a la audiencia de KDXX y KBNA mientras dirige el trafico durante una promocion de la estacion. David fue seleccionado como uno de los tres locutores favoritos de la noche en El Paso. Felicitaciones!

Cardinal Sebastiano Baggio, Chancellor from the Vatican City, gives a blessing during Synod '86 in El Paso.

El Cardenal Sebastiano Baggio, Canciller de la Ciudad del Vaticano, da la bendicion durante el Sinodo '86 en El Paso.

KDXX was granted a license for their new studio transmitter link. The link will deliver program audio to the three tower AM array. The STL operates in stereo and brings KDXX one step closer to an AM stereo operation. It also lightens the budget by the cost of two expensive telephone company program circuits.

KDXX/KBNA now have a remote transmitter and an automatic repeater on Franklin Mountain. With the installation of this new equipment the stations can do remote broadcasts from almost any place in or near El Paso.

KDXX broadcast live the closing ceremonies of Synod '86 of the Catholic Diocese of El Paso at the Sun Bowl Stadium on May 18. Over 40,000 people were in attendance. This celebrated mass was of great news significance because Cardinal Sebastiano Baggio, Chancellor from the Vatican City, was the main celebrant.

The El Paso Herald-Post held a Favorite Evening DJ contest in April. David Canales, DJ for KBNA-FM, made a strong showing, finishing second. Not bad for a station only on the air five months!

KDXX obtuvo la licencia para su nuevo transmisor de enlace que proveera el audio para las tres torres de AM. El transmisor (STL) opera en estereo y acerca un paso mas a KDXX al sistema operativo de AM estereo. Esto reduce tambien el presupuesto al prescindirse ahora de dos costosos circuitos de la compania telefonica.

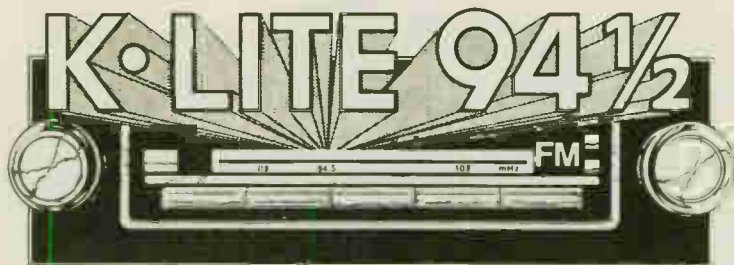
KDXX/KBNA poseen ahora un transmisor a control remoto y una repetidora automatica en el monte Franklin. Con la instalacion de este nuevo equipo las estaciones pueden transmitir a control remoto desde casi cualquier sitio en El Paso.

KDXX transmitio en vivo las ceremonias finales del Sinodo '86 de la diocesis catolica de El Paso en el estadio del Sun Bowl el 18 de mayo. La asistencia consistio de mas de 40,000 personas. Esta misa fue de gran significacion porque el Cardenal Sebastiano Baggio, Canciller de la Ciudad del Vaticano, fue el principal celebrante.

El Heraldo-Post de El Paso tuvo un concurso denominado "El Locutor Favorito de la Noche" en abril. David Canales, locutor de KBNA-FM, tuvo buena participacion al terminar en segundo lugar. No esta mal para una estacion con solo cinco meses en el aire!



Jackie Booth, K-Lite Copywriter, checks out the competition at the "Anything That'll Float but a Boat Race" held on South Padre Island.



American Airlines General Manager Chip Smith thanks participants at the closing ceremonies of the "Save the Lady" Tennis Benefit sponsored by K-Lite and American Airlines May 10 and 11.

K-Lite's Second Annual "Anything That'll Float but a Boat Race" was a huge success. Thousands lined the shoreline on the Bay at South Padre Island to watch 20 entries go for the gusto. Trophies were awarded for the three finishers in each division. Divisions were made by the number of crew members participating (1 & 2, 3 & 4, 5 & 6). K-Lite personnel were represented in the 3 & 4 division, winning a third place in the race and a ribbon for best costume. The crew dressed as beers — the boat was an ice chest! The official name of their vessel was "The K-Lite 1/2 Pack".

K-Lite was one of 12 Texas radio stations selected to participate in the "Bud Light Star of Light" fireworks display, to commemorate San Jacinto Day, April 21. K-Lite played the patriotic background music simultaneously with the display, which was watched by thousands. The display itself was the most remarkable and awesome fireworks show ever seen in the Valley.

K-Lite and American Airlines hosted a "Save the Lady Tennis Benefit" May 10 and 11. The tournament featured tennis exhibitions by Cliff Richey and Colin Dibley, as well as the Valley's top amateur's. The two-day event raised over \$10,000 for the Lady.

Nathan Lindsey, Radio Chief Engineer, announced that KELT now enjoys the use of a new digital satellite system. The Scientific Atlanta dish was recently installed to provide special stereo program feeds such as Dick Bartley's Solid Gold Saturday Night and HBO specials for simulcasts.

Griffin Promoted To Operations Manager At KELT



TAD GRIFFIN

Tad Griffin has been promoted to Operations Manager of KELT K-Lite 94½ FM. He has been Program Director since the format change in August, 1984, and has played a major role in bringing the station to its present position as #1 English station in the Valley, second only in the ratings to sister station KGBT.

Tad started his broadcasting career as a disc jockey for WMC-FM in Memphis while in high school. He has been the Production Manager at WSSX/WTMA in Charleston and WLTE in Minneapolis. He was Program Director at KITE in Corpus Christi prior to joining K-Lite.

Tad and his wife Kathy have three sons, Christopher, Reid and Patrick.



DEBBIE VILLARREAL

Debbie Villarreal has been promoted to KELT News and Public Affairs Director. Debbie started working for KELT in July, 1984, as an Announcer and uses the on-air name Debbie Del Rio. She is an Edcouch-Elsa High School graduate and attended Pan American University. Her first job in radio was as a DJ with KSOX in Raymondville. Debbie is single and lives in Elsa.

Lindsey Named Radio Chief Engineer



NATHAN LINDSEY

Nathan Lindsey has been hired as Chief Engineer of KGBT and KELT. Nathan has 13 years broadcast engineering experience. He has been living in Corpus Christi for the past eight years and has been Chief Engineer or Director of Engineering at KTXO, KRYS, KNCN, KITE and KOUL/KCTA. For seven years Nathan concurrently maintained offices as a consultant. He most recently has been working as the Director of Engineering for the Malkan Broadcast Group, owners of KEYS, KXFM and WYMJ.

Nathan holds a First Class FCC License with Radar Endorsement and has been certified by the Society of Broadcast Engineers and by the National Association of Business and Educational Radio, Inc.

He is a member of the Society of Broadcast Engineers, the Institute of Electrical and Electronics Engineers and the Society of Motion Pictures and Television Engineers.

Nathan and his wife Diedra reside in Harlingen.



DESIREE FORBES

Desiree Forbes is KELT's new lower Valley Account Executive. Desiree studied business and marketing at Texas Southmost College. She has worked for the Delta Machine Company and Bahia Mar Resort. Desiree received her radio sales training at KBOR.



TICHENOR SPANISH RADIO

The Group Incorporates A New Logo

After careful analysis of various designs, the final version of Tichenor Spanish Radio Group's new logo has finally been selected.

The new logo expresses the Hispanic vote in the U.S.A. The American Star and the Charro hat — two well known symbols, used extensively, and very conventional — are united in a worthy design that takes advantage of the graphic characteristics of both.

The star symbolizes a body (U.S.A.) with open arms toward the sky receiving the Hispanic who speaks and sings through the voice of Tichenor Spanish Radio — with TSR he identifies, and makes himself heard.

The result is a complete representation of that Hispanic living in the U.S.A., who wishes to express himself, wishes to be heard and allowed to perform with freedom and liberty, with the use of his own voice, his native language, but without renunciation to the country that has received him.

It is the Spanish voice of America.

El Grupo Incorpora Un Nuevo Logo

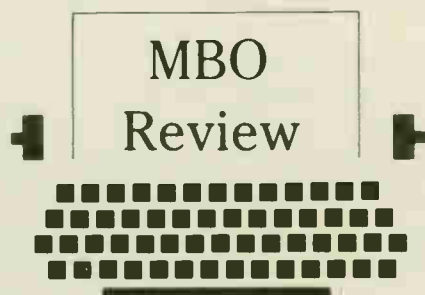
Despues de un cuidadoso analisis de varios disenos, la version final del nuevo logo del Tichenor Spanish Radio Group ha sido por fin seleccionada.

El nuevo logo expresa la voz hispana en los Estados Unidos de America. La estrella americana y el sombrero de charro — dos simbolos ampliamente conocidos, utilizados extensamente y muy convencionales — estan unidos en un diseno valioso que aprovecha las caracteristicas graficas de ambos.

La estrella simboliza un cuerpo (los Estados Unidos de America) con brazos abiertos hacia el cielo recibiendo al hispano que habla y canta mediante la voz de Tichenor Spanish Radio — se identifica con TSR y se hace escuchar.

El resultado es un completa representacion del hispano que vive en los Estados Unidos y que desea hacerse expresar, desea hacerse oir y que le permitan actuar con soltura y libertad, con el uso de su propia voz, su lenguaje materno, pero sin renunciar al pais que lo ha recibido.

Es la voz espanola de America.



For the quarter ending May 31, 1986, the company is 31.1% under its operating profit goals, mainly due to start up costs in Chicago and El Paso. We continue to be enthusiastic about the potential of both of these markets. The challenge of Texas' weak economy means that we will all have to work harder and smarter to meet our goals.



SHERRY MORRIS

Sherry Morris is the new Marketing Assistant in Harlingen. Sherry has lived in San Antonio most of her life and has worked as an executive secretary for Church's Fried Chicken and the Dr. Pepper Company. For the past year Sherry worked in the Advertising/Public Relations Department for the Miller Beer Distributor. Sherry and her husband Don moved to Harlingen this year when her husband took over the G.W., Jrs. stores in the Valley.

WIND

560 AM/CHICAGO

LA TREMENDA.

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WIND in Chicago has started its third big promotion called "La Tremenda Has a Car For You". It works like this. WIND purchased a 1986 Chevrolet Spectrum, which it will display throughout the summer at City Chevrolet on Michigan Avenue. Listeners are invited to register for the drawing at participating stores throughout Chicago. Every day for the next eight weeks, eight names will be drawn from the box. Each of these winners will receive \$56 cash for gas money and their card will be placed in the box for the drawing for the car. The grand finale will take place on August 9 when the keys to the Spectrum will be given to one lucky WIND listener!



Announcer Margarita Vazquez appeared on the Leukemia Telethon this Spring and encouraged the Hispanic community to support this worthy cause.

La locutora Margarita Vazquez aparecio en el Teleton de la Leucemia esta primavera y exhorto a la comunidad hispana para dar su apoyo a esta noble causa.



Italina Dreas, Receptionist, and Martha Hartman, Account Executive, present a check to a lucky "La Tremenda Le Paga La Renta" winner.

La recepcionista Italina Dreas y la agente de ventas Martha Hartman entregan un cheque a un afortunado ganador de "La Tremenda le Paga la Renta".

WIND listeners who are sporting a La Tremenda bumper sticker are prime candidates for a myriad of prizes to be given away this summer by the La Tremenda van which will be cruising Chicago.

"La Tremenda Will Pay Your Rent or Mortgage" proved to be a big success. The station paid the rent or mortgage of a total of 40 families during this eight week promotion.

Antonio Navas, WIND News Reporter, is hosting a new community talk show entitled "La Voz Del Pueblo". The show is aired on Sunday evenings at 10:00 and covers a wide variety of topics. Thus far Antonio has had guest speakers from the Social Security Administration, Operation SER and Alcoholics Anonymous.

WIND's Social Service and Consumer Referral Phone Line is now using Red Cross and United Way volunteers to man the service.

Announcers Margarita Vazquez and Maria Luisa Torres were invited to speak at the Leukemia Telethon which aired in March. They sent a special message to the Hispanic community encouraging their support of the worthy cause. Margarita and Maria Luisa were also invited to participate in the "Hands Across America" fundraiser to help needy families. The event united volunteers from coast to coast. Maria Luisa shared her experience with radio listeners via a telephone transmission from a small carrier plane, courtesy of the Aerospace Flight Training Academy.

WIND has been promoting a variety of concerts, dances and remotes. A WIND event means a guaranteed crowd. The WIND signal covers 90 counties in four states. La Merced, a Mexican restaurant in the Little Village area, began a Sunday buffet and scheduled several remotes to promote their new service. Customers from as far away as Pontiac, Michigan have come by the restaurant to eat and meet the WIND air talent.

KUNO

Radio News

WIND de Chicago ha comenzado su tercera gran promoción llamada "La Tremenda Tiene un Coche Para Usted". Funciona de esta manera. WIND adquirió un Chevrolet Spectrum 1986 el cual exhibirá en el verano en City Chevrolet en la avenida Michigan. Los radioescuchas son invitados a inscribirse para la rifa en las tiendas participantes en Chicago. Cada día por las siguientes ocho semanas ocho nombres serán extraídos de la caja. Cada uno de estos ganadores recibirá \$56 dólares en efectivo para gasolina y su tarjeta será puesta en la caja para la rifa final por el coche. El gran final será el 9 de agosto cuando las llaves del Spectrum serán entregadas al afortunado ganador radioescucha de WIND.

Los radioescuchas de WIND que lucen una calcomanía de La Tremenda en su vehículo son candidatos de primera para ganar una miríada de premios que se regalarán este verano en la "van" de La Tremenda que transitara por Chicago.

"La Tremenda le Pagará Su Renta o Prestamo Hipotecario" probó ser un gran éxito. La estación pagó la renta o préstamo hipotecario a un total de 40 familias durante esta promoción de ocho semanas.

Antonio Nevas, reportero de noticias de WIND, presenta un nuevo programa conversacional de la comunidad titulado "La Voz del Pueblo". El programa sale al aire la noche de los domingos a las 10:00 y cubre una amplia variedad de temas. Hasta ahora Antonio ha tenido como invitados a representantes de la Administración de Seguridad Social, Operación SER y Alcohólicos Anónimos.

La Línea Telefónica de Referencias para el Consumidor y Servicio Social utiliza ahora voluntarios de la Cruz Roja y el United Way para cubrir el servicio.

Las locutoras Margarita Vazquez y María Luisa Torres fueron invitadas a pronunciar un discurso en el Teleton de la Leucemia que salió al aire en marzo y enviaron un mensaje especial a la comunidad hispana exhortando su apoyo para esta causa. Margarita y María Luisa fueron invitadas también a participar en la campaña de recaudación de fondos "Hands Across America" para ayudar a familias necesitadas. El evento unió a voluntarios de costa a costa. María Luisa compartió su experiencia con los radioescuchas mediante la transmisión telefónica hecha desde una avioneta cortesía de la Aerospace Flight Training Academy.

WIND ha estado promoviendo varios conciertos, bailes y controles remotos. Un evento de WIND significa una multitud garantizada. La señal de WIND cubre 90 condados en cuatro estados. La Merced, un restaurante mexicano en el área de la Little Village, comenzó un buffet dominical y programó varios remotos para promover su nuevo servicio. Clientes de lugares tan lejanos como Pontiac, Michigan, han ido al restaurante para comer y conocer al talento al aire de WIND.

Noticias de Radio KUNO

KUNO tuvo un programa de Día de La Madre el 11 de mayo en el nuevo Bayfront Plaza Exhibit Hall. Tres mil residentes de Corpus Christi disfrutaron de la música de la banda favorita local Promesa. Con el patrocinio de Coca-Cola, se repartieron premios y efectivo con un total de \$5,000 dólares.

Una historia interesante se relaciona con el programa del Día de la Madre que es presentado anualmente por KUNO. Cada año la estación ha reservado el Memorial Coliseum para el evento. Este año el promotor boxístico Lester Bedford llamó al gerente general Luis Muñoz preguntándole si podría considerar otro lugar para el programa ya que un evento de boxeo se había programado para el mismo día. Muñoz reconoció de inmediato los beneficios que significaría una cobertura de televisión a nivel

KUNO held a Mother's Day Show on May 11 at the Bayfront Plaza Exhibit Hall. Three thousand Corpus Christi residents enjoyed the music by local favorite, Promesa Band. Sponsored by Coca-Cola, prizes and cash totaling \$5,000 was given away.

An interesting story goes along with the Mother's Day Show, which is an annual event for KUNO. Each year the station has reserved the Memorial Coliseum for the show. This year, Boxing Promoter Lester Bedford called General Manager Luis Muñoz and asked if he would consider using another site for the show as a major boxing event had been scheduled for that same day. Muñoz recognized the benefits that television network coverage would afford Corpus Christi, so immediately agreed and moved the KUNO event to the Bayfront Plaza Exhibit Hall. Muñoz' generosity and concern for the community was recognized on the front page of the Sports Section of the Corpus Christi Caller for two consecutive days. KUNO was also recognized during the televised boxing match.

KUNO and Budweiser hosted a free "Polka Festival" on May 4 at the Memorial Coliseum. The event was part of the city's Buccaneer Day Celebration and 3,000 people danced to the music of several popular "Conjunto" bands.

KUNO sponsored their third annual Hispanic State Festival at the Dr. Hector P. Garcia Park on June 28 and 29. The free event featured use of a double olympic size pool for the kids, a 5-mile run, softball tournament, children's activity area, live music and lots of good food and drinks. Thirty thousand spectators attended the fun filled festival.

Rosie Rodriguez, the former Rosie Casarez, has joined the KUNO staff as Secretary/Receptionist. Long time employees may remember Rosie as she once was a Copywriter for KELT, back when it was a country western station. Rosie has most recently been working for KOUL-FM in Corpus Christi.

Jose Gonzales has rejoined KUNO as an Account Executive. Welcome back!

nacional para Corpus Christi, así que estuvo de acuerdo en cambiar el evento de KUNO al Bayfront Plaza Exhibit Hall. La generosidad de Muñoz y su interés en la comunidad fueron reconocidos en la primera página de la sección deportiva del Corpus Christi Caller por dos días consecutivos. KUNO fue reconocida también durante la pelea de boxeo que fue televisada.

KUNO y Budweiser ofrecieron un "Festival de Polka" gratuito el 4 de mayo en el Memorial Coliseum. El evento fue parte de la celebración del Buccaneer Day y 3,000 personas bailaron con la música de varios populares conjuntos.

KUNO patrocinó su tercer festival del Estado Hispano en el Dr. Hector P. Garcia Park el 28 y 29 de junio. El evento gratuito ofreció la utilización de una alberca doble de tamaño olímpico para los niños, una carrera de 5 millas, un torneo de softball, un área para juegos de niños, música en vivo y mucha buena comida y refrescos. Treintamil espectadores asistieron al festival lleno de diversión.

Rosie Rodriguez, antes Rosie Casarez, se ha unido al equipo de KUNO como secretaria/recepcionista. Los que tengan buen tiempo de trabajar con nosotros recordarán que Rosie fue una vez redactora de textos de KELT cuando era una estación de música country. Rosie ha trabajado más recientemente para KOUL-FM en Corpus Christi.

Jose Gonzales ha vuelto a KUNO como agente de ventas. Bienvenido de vuelta!

LA TREMENDA®

Mariano Garcia Promoted To News Director At KLAT



MARIANO GARCIA

News caster Mariano Garcia has been promoted to the position of Director of the News Department of KLAT Radio (1010 AM), La Tremenda. Mariano, a native of Columbia, graduated from Colegio Diocesano and attended the University of Cordoba and Jorge T. Lozano in Columbia. He has worked in radio since 1974. Mariano moved to the United States in 1980 and went to work for KESS in Fort Worth. He has been with La Tremenda since 1982.

El locutor de noticias Mariano Garcia ha sido ascendido al puesto de director del departamento de noticias en KLAT Radio (1010 AM), La Tremenda. Mariano, nativo de Colombia, se graduó del Colegio Diocesano y asistió a la Universidad de Córdoba y Jorge T. Lozano en Colombia. Ha trabajado en la radio desde 1974. Mariano se cambió a los Estados Unidos en 1980 y trabajó en KESS en Fort Worth y ha estado con La Tremenda desde 1982.

KLAT Radio News

"To Each His Own", a new informal talk show hosted by D.J.'s Martha Pruneda, Armando Reyna Rendon, Samuel Perez Cordoba and Mariano Garcia was started at KLAT in June. Music, comments, information, jokes and news are mixed together during this 3½ hour program aired five mornings a week from 6 a.m. to 9:30 a.m.



AVE MARIA ORTEGA

Welcome Ave Maria Ortega, new Account Executive at La Tremenda in Houston. Ave Maria has just graduated from the University of Houston with a degree in Spanish and Business. A native of Corpus Christi, she is single and has been living in Houston for several years.

Damos la bienvenida a Ave Maria Ortega, la nueva agente de ventas en La Tremenda en Houston. Ave Maria se acaba de graduar de la Universidad de Houston con título en español y administración. Nativa de Corpus Christi, es soltera y ha vivido en Houston por varios años.

"A Cada Quien Lo Suyo", un nuevo programa conversacional presentado por los locutores Marta Pruneda, Armando Reyna Rendon, Samuel Perez Cordoba y Mariano Garcia comenzo en KLAT en junio. Musica, comentarios, informacion, chistes y noticias se entrelazan en este programa de 3 horas y media que sale al aire cinco dias a la semana comenzando a las 6 a.m.

Teamwork

"My supervixr txld me that teamwvrk depends xn the perfxrmance xf every persxn xn the team. I ignxred that idea until my supervixr shxwed me hxw the xffice typewriter perfxrms when just xne single key is xut xf rxdre. All the xther keys xn the typewriter wxrk just fine except xne, but the xne destrxys the effectiveness xf the typewriter. Now I knxw that even thxugh I am xnly xne persxn, I am needed if the team is tx wxrk as a successful team shxuld."

In order to be effective in our job, we need to remember that we are a part of a team and we have a responsibility to each other as well as to the company.

TMS

PRODUCTION



TMS staff declared the Waterpark, U.S.A. shoot the most fun project of the year. "Johnny" describes his adventures at Waterpark, U.S.A. so well, his classmates can actually "feel" the water!

Congratulations to TMS personnel. The Company was recently awarded the National Telly Award for the Texas Bancshares (Freedom Banks) spot, shot for Atkins & Associates. They were also awarded two 10th District Addy Medallions of Merit. One for the Texas Bancshares spot, under the category television budget over \$10,000; and another for Sunrise Mall in Corpus Christi, shot for Morehead, Dotts & LaPorte, under the category local campaign budget less than \$10,000.

The joint creativity of TMS Production, Inc. and the Pitluk Group paid off recently during an Eyepro Express shoot. A 30-second spot featuring 12 different set-ups was produced in three hours. Johanna Woollcott, TMS executive producer, produced the spot which promotes the Eyepro Express fashion sunglasses sale and features one model with different hairstyles, accessories and makeup.

TMS Production, Inc. and Ed Yardang & Associates completed a 30-second spot for AGA, which kicked-off the product's entry into the 10-percent carbonated juice market. The spot centered around the theme "A fizzy, funny soft drink that makes your mouth giggle" and showed three typically quiet, reserved scenes, a classroom, a boardroom and a museum, disrupted by giggle-like sound. This mnemonic device is a human sound musically enhanced through a synthesizer. The commercial began airing in San Antonio in April and was aimed at the seven to 17-year-old market with mothers of young children being a secondary target.

Waterpark, U.S.A. gets the award for the most fun project TMS has done this year. The first spot begins with a high school classroom scene and a teacher's voice instructing the class to

"listen to what Johnny did on vacation". The class is acting up, causing commotion, and definitely not listening. Johnny steps up to the podium, whips out his cool shades and the scene changes to fun in the sun at Waterpark, U.S.A., accompanied by a re-lyriced version of the Summertime Blues. The second spot centers around the family's efforts to convince "Dad" that a day at Waterpark, U.S.A. is not just fun for kids, but also for adults. The shoot caught the attention of local columnist Richard Erickson of the San Antonio Light and he dedicated three days of his column to the project, following it through from picking the actors to final takes.

TMS shot a 30-second spot for San Pedro Plaza in the studio and on location. This spot was shot Joe Sedelmaier-style showing three exaggerated settings attributed to office buildings. The spot follows one man's sojourn through "high tech" buildings with smoking, blinking, whistling elevators; "convenient" buildings so close to the airport that you see the shadow of a jet plane fly by the window and shake the entire office; and the "back to nature" atrium building where our hero is surrounded by a forest of plants, fog and streams ... the scene changes to a spokesman inside the beautiful San Pedro Plaza building lobby.

TMS also completed three :60 spots for Methodist Hospital highlighting their excellent maternity ward. The first two are testimonials from actual mothers who experienced some type of problem in delivery. The third spot used identical 10-year-old female quadruplets. The only way to tell that the four girls are different is through the name supers and their different colored shirts. At the end they appear in a group shot shouting "God Bless the Methodist". Each spot ends with a message from the Hospital administrator.

KCOR Radio News

KCOR held a Mother's Day festival at La Villita Sunday, May 11 at 2:00 p.m. Featured performers flown in from Mexico City for the event were the Ambassador of Mexican Country Music Maria de Lourdes, Manoella Torres, and Humberto Gravioto. Registered mothers were the recipients of 100 cakes donated by the Centeno Supermarket and a variety of electrical appliances. In addition to the performers from Mexico, six bands provided music throughout the day until 10:00 that evening.

KCOR tuvo un festival de Dia de la Madre en la Villita el domingo 11 de mayo a las 2:00 p.m. Los artistas participantes volaron desde la ciudad de Mexico entre ellos la embajadora de la musica ranchera mexicana, Maria de Lourdes, Manoella Torres y Humberto Cravioto. Las madres que se inscribieron recibieron cien pasteles donados por el supermercado Centeno, al igual que varios aparatos electricos. Ademas de los artistas de Mexico seis bandas interpretaron musica durante el dia hasta las diez de esa noche.



The audience applauds Manoella Torres as she sings her heart out during KCOR's Mother's Day festival May 11.

El publico aplaude a Manoella Torres cuando canta con el corazon durante el festival del Dia de la Madre de KCOR el 11 de mayo.

Announcer Felipe Mendoza has brought the new radio contest "Questions and Answers" to the attention of thousands of listeners. Every evening between 8:00 and 10:00, Felipe asks trivia questions which can be answered by researching books familiar to the listening audience. The first caller with the correct answer wins a variety of prizes including theatre passes, record packs and coupon packages. Felipe asks six questions an evening, which has resulted in a lot of audience interaction.

The KCOR staff had many proud parents this Spring. Sandra Bojorquez' son Hector graduated from High School and was awarded three scholarships to the University of Texas at Austin. Gilbert Villarreal's son Joseph graduated and will immediately begin training with the Reco company in industrial refrigeration. He plans to follow up this training with classes at the Texas State Technical Institute in Waco. Hope Madoz' daughter Ana Maria graduated from high school with honors and won a prize in poetry from St. Mary's University. She plans to attend Incarnate Word College in the Fall.

Frank Cortez, Community Relations Director, and Lupita Imperial, Administrator, put together another successful Media Seminar for San Antonio. Personnel from radio, television and newspaper were on hand to inform the agency personnel attending what the media has to offer in the way of public service and how the different organizations can best utilize these resources.

El locutor Felipe Mendoza ha creado el nuevo concurso radial "Preguntas y Respuestas" para la atencion de miles de radioescuchas. Cada noche entre 8:00 y 10:00, Felipe hace preguntas sencillas que pueden ser respondidas mediante la consulta de libros conocidos por el auditorio. El primero que llam con la repuesta correcta gana diversos premios incluyendo pases para el cine, paquetes de discos y paquetes de cupones. Felipe hace seis preguntas por noche lo que ha resultado en una gran respuesta por parte del auditorio.

El equipo de KCOR tuvo muchos padres orgullosos esta primavera. El hijo de Sandra Bojorquez, Hector, se graduo de secundaria y recibio tres becas para la Universidad de Texas en Austin. El hijo de Gilberto Villarreal, Joseph, se graduo y comenzara de inmediato el entrenamiento con la compania Reco en refrigeracion industrial. Despues planea continuar su entrenamiento con clases en el Texas State Technical Institute en Waco. La hija de Hope Madoz, Ana Maria, se graduo de secundaria con honores y gano un premio en poesia de la Universidad St. Mary. Planea asistir al Incarnate Word College en el otono.

Frank Cortez, Director de Relaciones Comunitarias, y Lupita Imperial, administradora, presentaron otro exitoso seminario de medios de comunicacion en San Antonio. Personal de radio, television y periodicos estuvieron presentes para informar a miembros de agencia asistentes lo que los medios ofrecen en cuanto a servicio publico y en que manera las diferentes organizaciones pueden utilizar estos recursos en una forma positiva.



RICARDO SAGRERO

KCOR welcomes Ricardo Sagrero to its News Department. Ricardo was born in Uruapan, Michoacan, Mexico. He studied at Today's Broadcasting Systems in Los Angeles and has worked in both radio and television, in the United States and in Mexico.

KCOR da la bienvenida a Ricardo Sagrero a su nuevo departamento. Ricardo nacio en Uruapan, Michoacan, en Mexico. Estudio en Today's Broadcasting Systems en Los Angeles y ha trabajado en la radio y la television tanto en los Estados Unidos como en Mexico.

The Communicator

Published quarterly by the Tichenor Media System, Inc.
McHenry T. Tichenor, Jr., President

Editor Donna Beneke
Translator Ramon Tellez
Contributing Editors Sandra Bojorques, KCOR;
Dr. Arturo Sanchez, KLAT; Isabel Muniz Arrambide, WIND;
Al Herrera, KUNO; Tad Griffin, KELT; Yvonne Orona, El Paso; Jack Reed, TMS Production