

The Communicator

TICHENOR MEDIA SYSTEM

WINTER 1988

TMS MARKETING DEPARTMENT ANNOUNCES NEW CHANGES FOR 1989

SCANLON NAMED MARKETING DIRECTOR

On December 5, Tom Scanlon joined TSR as head of the Marketing Department. As Director, Scanlon will be coordinating the marketing activities of the group. Some of the projects include:

- Promoting TSR to agencies and advertisers.
- Assisting in the development of promotional plans for individual stations.
- Preparing and distributing marketing research data for use by station sales staffs, agencies, and direct advertisers.
- Developing a program of total marketing services for advertisers.

Scanlon is a graduate of Columbia University. He has recently returned to the U.S. after more than 15 years in consumer product marketing in Spain, Venezuela, Mexico, and Columbia. He brings to the organization a view from the advertisers' side of the business. Scanlon has held management posts with Pepsico, Revlon, Helene Curtis, and the De Armas Publishing Group as well as heading up his own cosmetic firm in Mexico. Scanlon and



Tom Scanlon

his wife Maria Elena have four children and will reside in Dallas.

El 5 de diciembre, Tom Scanlon se unio a TSR como director del departamento de mercadotecnia. Como director, Scanlon coordinara las actividades de mercado del grupo. Entre sus proyectos se incluyen:

- La promocion de TSR con agencias y anunciantes.
- Ayudar en el desarrollo de planes promocionales individuales para las estaciones.
- Preparar y distribuir informacion en investigaciones de mercado para el uso del personal de las estaciones, las agencias de publicidad y los anunciantes directos.
- Desarrollar un programa de servicios de mercado totales para los anunciantes. Scanlon es graduado de la Universidad de Columbia.

Recientemente regreso a los Estados Unidos despues de vivir por mas de 15 anos en Espana, Venezuela, Mexico y Colombia dedicado al mercadeo de productos para el consumidor. El trae a la organizacion un punto de vista desde el lado del anunciante en este negocio. Scanlon ha ocupado posiciones de gerencia con Pepsico, Revlon, Helene Curtis y el grupo de publicaciones De Armas, asi como tambien ha estado al frente de su propio negocio de cosmeticos en Mexico. Scanlon y su esposa Maria Elena tienen cuatro hijos y fijaran su residencia en Dallas.

The Managers' Meeting was held October 17 & 18, 1988, at corporate headquarters in Dallas, Texas. Manuel Escalante, General Manager KIWW, and Gary Stone, General Manager KLAT, were both welcomed to their first Managers' Meeting as General Managers. New budget deadlines, MBO goals, Arbitron and Birch research projects, and accounting procedures were discussed during the meeting. It was announced that the company's fiscal year would be changed to a calendar year basis. Special guest Bob McCurdy, Vice President and General Sales Manager of KATZ, presented "General Market Opportunities - What is Required?" and discussed the national sales situation with the Managers.

La reunion de los gerentes tuvo lugar el 17 y el 18 de octubre en las oficinas de la corporacion en Dallas. Manuel Escalante, gerente general de KIWW y Gary Stone, gerente general de KLAT, recibieron la bienvenida a su primera reunion como gerentes generales. Se trato en la reunion de los nuevos plazos y terminos de presupuestos, metas para administrar por objetivos (MBO), los proyectos de investigacion Arbitron y Birch y los procedimientos de contabilidad. Se anuncio que el ano fiscal de la compania se cambiara para basarlo en el ano civil o calendario. Un invitado especial el Sr. Bob McCurdy, Vice-presidente y Gerente general de ventas de Katz, presento una charla sobre "Oportunidades del mercado en general - Que se requiere?" y trato sobre la situacion de las ventas nacionales con los gerentes.

MANAGERS SELECT SALES PERSONS OF THE QUARTER



GERARD PASTRANO
KCOR

Exceeding his sales goals by 19%, Gerard also cultivated 23 new accounts for KCOR. His 60+ day accounts receivable average for the quarter was 0%.



ANITA SAENZ
KUNO

Anita produced 8 new accounts, maintained an average 16% 60+ day accounts receivable, and surpassed her sales quota by 5%.



ERNESTO SOTO
KLAT

While sustaining a 0% 60+ day accounts receivable, Ernesto acquired 10 new accounts for KLAT.



PEPE SALDIVAR
WOJO

Eclipsing his sales quota by 41%, Pepe cultivated 11 new accounts, and averaged 12% 60+ day accounts receivable.



VICTORIA VALLEJO
WIND

With a 0% average 60+ day accounts receivable, Victoria developed 14 new accounts and surpassed her sales quota by 10%.



JACOBO RUBIZEWSKI
KBNA

Jacobo supported a 0% 60+ day accounts receivable average while acquiring 39 new accounts for KBNA. He also passed his sales goals for the quarter by 12%.



JOE M. GARZA, JR.
KGBT

Joe gained 10 new accounts, exceeded his sales quota 15%, and averaged 5% on his 60+ day accounts receivable.

NEW CORPORATE OFFICE PERSONNEL



MARIA HERNANDEZ

Maria Hernandez is the new Receptionist/Secretary at the corporate offices. Previously, Maria worked for Zane May Interests, a real estate firm located in Dallas. A native of El Paso, she is currently enrolled in Executive Secretarial school.

Maria Hernandez es la nueva Recepcionista/Secretaria en las oficinas de la corporacion. Anteriormente Maria trabajo con Zane May Interests, una compania de bienes raices de Dallas. Maria es originaria de El Paso y esta al presente matriculada en la escuela de Secretarias Ejecutivas.



ROSA ROSADO

Rosa Rosado joins the Accounting Department in the corporate offices as the new Accounting Assistant. A native of Louisiana, Rosa graduated from Nicholls State University in 1986 with an Accounting degree. After graduation, she moved to Dallas and worked for The Hart Group as a General Ledger Accountant.

Rosa Rosado acaba de ingresar en el departamento de contabilidad en las oficinas de la corporacion como asistente de contabilidad. Originaria de Louisiana, Rosa se graduo de la universidad estatal Nicholls en 1986, con un diploma en contabilidad. Despues de la graduacion se mudo para Dallas y trabajo con el grupo Hart como contadora.

AGREEMENT REACHED TO SELL KUNO

McHenry T. Tichenor, Jr., President of Tichenor Media System, announced that TMS has reached an agreement to sell 80% of KUNO Radio to a new company owned by Luis Munoz, General Manager of KUNO and Al Herrera, General Sales Manager of KUNO. The new company will remain a part of TMS and will be a part of TMS' marketing efforts. Mr. Tichenor stated, "I am excited that we were able to work out the opportunity for Luis and Al to buy KUNO. We would not have sold the station to anyone else, but it does give us an opportunity to redeploy resources in markets that are more strategically important to the future of the company. What made this deal particularly appealing is that TMS retains an interest in KUNO, and KUNO remains a part of Tichenor Spanish Radio Group." Regarding the purchase of KUNO, Luis Munoz said, "After 30 years with TMS, I am personally excited that Al & I were able to buy controlling interest in what I consider the finest Spanish station owned by the Tichenor Group. The Tichenor family and I go back a long time, and it has always been a pleasant association so I am doubly pleased that we can remain a part of the group and can continue to work with the fine people in the company."

McHenry T. Tichenor, Jr. Presidente de Tichenor Media System anuncio que TMS ha llegado a un acuerdo para vender el 80% de Radio KUNO a una nueva compania propiedad de Luis Munoz, Gerente General de KUNO y Al Herrera, Gerente General de Ventas de KUNO. La nueva compania continuara siendo parte de TMS, en general y tambien en cuanto a esfuerzos de mercado. El Sr. Tichenor manifesto "Me emociona que hayamos podido llevar a cabo esta oportunidad para que Luis y Al compren KUNO. No le hubieramos vendido la estacion a ninguna otra persona, pero el hacerlo nos da la oportunidad de desplegar en otra forma los recursos que tenemos, en mercados que tienen mayor importancia estrategica para el futuro de la compania". Lo que hace este negocio particularmente agradable es que TMS tendra un interes economico en KUNO y que KUNO seguira siendo parte del Grupo Radial Hispano Tichenor. En relacion con la compra de KUNO, Luis Munoz dijo: "Despues de 30 anos con TMS, estoy personalmente emocionado que Al y yo hayamos podido comprar la mayoria de las acciones, en la que yo considero es la mejor estacion propiedad del Grupo Tichenor. La relacion entre la familia Tichenor y yo es de muchos anos y siempre ha sido una asociacion placentera. Por eso estoy doblemente satisfecho de que podamos permanecer como parte del grupo y podamos seguir trabajando con el agradable y fino personal de la compania".



KIWW PERSONNEL

Old and new staff members have joined together to form a new and exciting team at KIWW.



Manuel Escalante
General Manager



Juanita Shafer
Assistant to the General Manager



Dora Cisneros
Receptionist/Traffic Department



Jane Delaunay
Accounts Payable



Mary Brown Rice
Maintenance



Orlando Martinez
Maintenance

PROGRAMMING DEPARTMENT



Ben Valdez
Assistant Program Director



Blanca Fradera
News &
Public Service Department/Announcer



Jose Luis Martinez
Program Director/Announcer



Juan Jose Hernandez
Copy Department/Announcer



Reymundo Marroquin
Announcer



Armando San Roman
Announcer



Frank Velasco
Announcer



Jaime Echavarria
Announcer

SALES DEPARTMENT



Narciso Vela
Account Executive



Dora De Leon
Account Executive



Joe Chapa
Account Executive



Randy McCleery
Account Executive



Mary Torres
Account Executive

KIWW participated in the First Annual Go-Cart Grand Prix Races on Sunday, November 13. The Harlingen Chamber of Commerce organized the race, and over 85 racers from the nation participated. KIWW sponsored a go-cart and Announcer Armando "Mando" San Roman was the selected driver. He finished second...second to last! KIWW will compete in different races throughout the year.

KIWW participo en la primera carrera anual llamada Grand Prix de carritos de carreras (Go-cart) el 13 de noviembre organizada por la camara de Comercio de Harlingen. Mas de 85 conductores de toda la nacion participaron. KIWW patrocino un carrito de carreras y el locutor Armando San Roman (Mando) fue el conductor seleccionado. Termino en segundo lugar, si contamos desde el final. KIWW participara en diferentes competencias similares durante el ano.



General Manager Manuel Escalante and Announcer "Mando" with KIWW's go-cart.

El gerente general Manuel Escalante y el locutor "Mando" San Roman con el carrito de KIWW.



GAIL DURHAM

General Sales Manager Gail Durham is KIWW's new General Sales Manager. Gail previously was Interim General Manager of KELT. She joined KELT in August 1984 and in August 1986 was named General Sales Manager. A graduate of Indiana University with a B.A. in Radio and TV, Gail also attended Indiana Technological and Vocational School where she studied Commercial Art. Gail and her husband Charles live in Brownsville.

Gerente General de Ventas Gail Durham ha pasado a ser la nueva gerente general de ventas de KIWW. Gail anteriormente estaba de gerente general interina de KELT. Ella comenzo a trabajar en KELT en agosto de 1984 y en agosto de 1986 fue nombrada gerente general de ventas. Gail es graduada de la Universidad de Indiana con un diploma de bachiller en radio y television. Gail tambien asistio a la Escuela tecnologica y vocacional de Indiana donde estudio arte comercial. Gail y su esposo Charles residen en Brownsville.

NEW GENERAL SALES MANAGER FOR KLAT



DAN BLANCHARD

General Manager Gary Stone announced the appointment of Dan Blanchard as the new General Sales Manager for KLAT. Dan comes to KLAT with a wide background in advertising, marketing, and radio sales. Before joining KLAT, Dan was an Account Executive at KIKK and KKHT in Houston and KPLX/KLIF in Dallas, and the National Sales Manager at KEGL in Dallas. A graduate of University of Texas at Austin, Dan received a B.S. degree in Radio-Television-Film. He also has taken graduate courses in marketing at Stephen F. Austin University. In 1986, Dan received the Radio Advertising Bureau's certificate.

El Gerente General Gary Stone anuncio el nombramiento de Dan Blanchard para la posicion de gerente general de ventas de KLAT. Dan viene a KLAT con una gran experiencia en publicidad, mercadotecnia y ventas radiales. Antes de unirse al personal de KLAT, Dan trabajo como agente de ventas en KIKK y KKHT en Houston y en KPLX/KLIF en Dallas, y como Gerente Nacional de Ventas en KEGL en Dallas. Dan es graduado de la Universidad de Texas en Austin donde recibio un diploma de Bachiller en Radio, television y peliculas. Ha tomado, tambien cursos graduados en mercadeo en la Universidad Stephen F. Austin. En 1986, Dan recibio el certificado de la Junta de Publicidad Radial.



San Antonio Mayor Henry Cisneros visited KLAT in September and was interviewed by News Director Mariano Garcia.

El alcalde de San Antonio Henry Cisneros visito KLAT el septiembre pasado donde fue entrevistado por el Director de noticias Mariano Garcia.

*KLAT
1010-am
stereo*



LIZ CEARLEY

Liz Cearley joins KLAT as new Regional Account Executive. A graduate of Sam Houston State University, Liz earned a Bachelor of Fine Arts in Radio-Television-Film. She has many years of experience as an Account Executive at KIKK and KLOL in Houston.

Liz Cearley se une al personal de KLAT como nueva agente regional de ventas. Liz, se graduo de la Universidad estatal Sam Houston, donde obtuvo un diploma en Bellas Artes y en radio, television y peliculas. Por muchos anos ha trabajado como agente de ventas en KIKK y KLOL en Houston.



**MARIA TERESA
FARFAN**

KLAT's latest addition to their staff is Newscaster Maria Teresa Farfan. She has studied Communications at the State University of San Luis Potosi in Mexico and at Houston Community College.

La ultima adiccion al personal de KLAT es la periodista radial Maria Teresa Farfan. Maria Teresa ha hecho estudios en comunicaciones en la Universidad estatal de San Luis Potosi y en el Houston Community College.



For the third quarter ending November 30, 1988, the company is 17.5% under its net operating income goal and 45.5% above last year.



The American Red Cross presented a Certificate of Appreciation to KLAT for their contribution to the Hurricane Gilbert Relief Effort to Benefit Victims in Mexico. Shown is John W. McDivitt, General Manager of the Houston Chapter, Dr. Arturo Sanchez, Public Relations Director, and Announcer Samuel Perez Cordoba.

La Cruz Roja americana presento un certificado de apreciacion a KLAT por su contribucion a las tareas de ayuda a beneficio de las victimas del Huracan Gilberto en Mexico. En la foto, se muestra al Gerente general del capitulo de Houston John W. McDivitt, y al Dr. Arturo Sanchez y el locutor Samuel Perez Cordoba.



Remodeling of the Harlingen studios began in December. Sounds of crumbling walls and hammering jackhammers echo through the halls. Employees and clients have had to put up with interruptions of electricity and telephone service and the constant shift of employee offices. The completion is expected for April 1989. Two-thirds of the building will be demolished and rebuilt from the ground up to give KGBT, KIWW, and KELT state of the art studios and an efficient office layout.

"The Biggest Tamale in the Valley" contest was co-sponsored by KGBT and Quaker Oats Company. Radio listeners were asked to write in to the station, and a drawing was held to select ten participants, five from the Mid-Valley and five from the Upper Valley. On Saturday, December 17, Program Director Rogelio Botello, Announcer Hugo de la Cruz, and Announcer Jorge Guillen attended two remotes where the winners were presented with microwave ovens.

La reconstruccion de los estudios de Harlingen comenzo en diciembre. Los ruidos de los aparatos y de los muros que caian se oian por todas partes. Los empleados y clientes tuvieron que soportar interrupciones de electricidad y del servicio telefonico, asi como el constante cambio en las oficinas de los empleados. Se

espera completar el trabajo para abril de 1989. Se demoliran dos terceras partes del edificio las que seran reconstruidas en forma total, desde cimientos para arriba, para darle a KGBT, KIWW y KELT lo ultimo en estudios de transmision y ademas un eficiente trazado de las oficinas.

El concurso intitulado "El mayor tamal en el valle" fue copatrocinado por KGBT y la compania Quaker Oats. Se les pidio a los oyentes que escribieran a la estacion y entre esas cartas se sacaron los nombres ganadores: 5 del Medio-Valle y cinco del alto valle. El sabado 17 de diciembre el director de programas Rogelio Botello y los locutores Hugo de la Cruz y Jorge Guillen asistieron a una transmision en control remoto donde se les hizo entrega a los ganadores de hornos de micro-ondas.



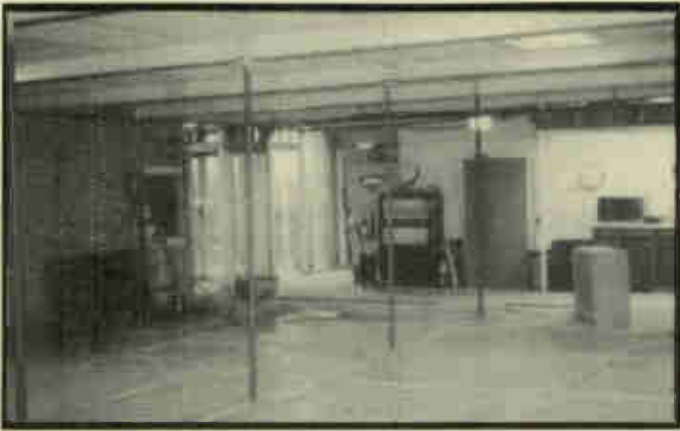
Account Executive Joe Garza, Station Manager Jose Luis Munoz, Program Director Rogelio Botello, Announcer Hugo de la Cruz, and Account Executive Joe Clemente shown with the winners of the "Biggest Tamale in the Valley" contest.

Ejecutivo de cuenta Joe Garza, gerente de estacion Jose Luiz Munoz, director de programas Rogelio Botello, Locutor Hugo De La Cruz, y ejecutivo de cuenta Joe Clemente con los ganadores del concurso: "El Tamal Mas Grande Del Valle".



Announcer Hugo de la Cruz and the "biggest" tamale in the Valley with Program Director Rogelio Botello announcing the winners in the background.

El Locutor Hugo De La Cruz y el tamal mas grande del valle con el director de programas Rogelio Botello anuncian a los ganadores del concurso.



KGBT's temporary employee lounge during the remodeling of their offices.

El area temporal de descanso para los empleados de KGBT durante la remodelacion de sus oficinas.

WIND



LUIS GONZALEZ

New Account Executive Luis Gonzalez joins WIND's sales team. Born in Mexico City, Luis graduated from Northwestern University with a Business Administration degree. Before joining WIND, Luis owned and operated a FM radio station in Brownwood, Texas.

El nuevo agente de ventas Luis Gonzalez se unio al equipo de ventas de WIND. Originario de la ciudad de Mexico, Luis se graduo con un diploma de administracion de negocios de la universidad Northwestern. Antes de sumarse al personal de WIND, Luis operaba como propietario de una estacion FM en Brownwood, Texas.

Juan Montenegro, General Sales Manager WIND, was one of the moderators for a HACE (Hispanic Alliance for Career Enhancement) workshop entitled "The Hispanic Market: Whose Economic Power?" The workshop dealt with the Hispanic market from an employment perspective, as a consumer, and from a philanthropic point of view. Director of Public Relations Isabel Muniz Arrambide is a HACE board member, and she moderated the round table discussion regarding public relations and advertising with a group of college students.

WIND Announcer Gerardo Torres was invited to participate in the Loyola Radio Conference as a panelist. The topic discussed was "Ethnic Broadcasting and Public Affairs." The theme of the conference was the discussion and dissemination of information on the current trends in radio with an emphasis in public radio and ethnic broadcasting. Gerardo has long been actively involved in public affairs, and he is also active in the National Public Radio Association.

Physical examinations paid for by WIND were held during the Family Health Fair every Monday, Wednesday, and Saturday afternoon starting November 28 and ending December 17. Families were invited to visit the location where free services such as cataract/vision screening, foot exams, blood pressure testing, blood sugar testing, cholesterol, vein hemorrhoid, and hernia testing were provided. Free pregnancy tests, Pap smears, ultrasounds, and breast examinations were also provided, as well as ear, nose, and throat examinations for children. A doctor provided diagnoses and encouraged follow-up visits if needed. The children were entertained by clowns, and refreshments were furnished.

WIND will broadcast exclusively thirteen Chicago Power soccer home games. The first game was aired November 26, and broadcasting will continue through March 25, 1989. Announcer Alberto Augusto emceed the play-by-play action, and Announcer Carlos Brena interviewed players, gave commentaries, and announced live commercials.

Juan Montenegro, gerente general de ventas de WIND fue uno de los moderadores de HACE (Alianza hispana para el avance de las carreras) en un seminario intitulado: "El mercado hispano: Poder economico de quien?" El seminario trato sobre el mercado hispano desde una perspectiva de empleos, como consumidores y desde un punto de vista filantropico. La directora de relaciones publicas Isabel Muniz Arrambide, es miembro de la junta directiva de HACE y ella fue la moderadora de la discusion en mesa redonda. sobra relaciones publicas y publicidad con un grupo de estudiantes universitarios.

El locutor de WIND Gerardo Torres, fue invitado a participar como panelista, en una conferencia sobre radio en Loyola. El topico tratado fue "Los asuntos publicos y la radio y television etnicas". El tema de la conferencia fue la discusion y diseminacion de informacion y las tendencias u orientaciones generales en la radio difusion con enfasis en la radio publica y de asuntos etnicos. Gerardo ha estado activamente involucrado en asuntos publicos y tambien ha estado activo en la asociacion nacional de radioemisoras publicas.

Se dieron exámenes físicos pagados por WIND durante la feria familiar de salud, cada lunes, miercoles y sabados por la tarde, comenzando el 28 de Noviembre y terminando el 17 de Diciembre. Se invito a las familias a que visitaran el lugar donde se daban servicios gratuitos de salud como exámenes de la vista, de cataratas, exámenes de los pies, de la precion arterial, de azucar en la sangre, de colesterol, de hemorroides y hernia. Tambien se proporcionaron exámenes gratuitos de embarazo, paps, ultrasonidos, y exámenes de los senos asi como de los oidos, la nariz y la garganta para los ninos. Un medico hizo diagnosticos y animo a que siguieran con visitas en caso de ser necesario. Varios payasos entretuvieron a los ninos y se les sirvieron refrescos.

WIND transmitira en forma exclusiva 13 juegos de futbol soccer del equipo Chicago Power. El primer juego se transmitio el 26 de Noviembre y las transmisiones continuaron hasta el 25 de marzo de 1989. El locutor Alberto Augusto como maestro de ceremonias en la narracion jugada tras jugada en vivo y el locutor Carlos Brena, entrevisto a jugadores, hizo comentarios y hizo anuncios comerciales en vivo.

KUNO

KUNO's 6th Annual People's Choice Award Dance, held October 29, 1988, was an outstanding success. Started in 1982, KUNO experienced their best turnout this year with over 5,000 people of all ages dancing to the music of Mazz and Little Joe. During the dance, KUNO air personalities presented trophies to the following favorite South Texas' bands: Mazz, Little Joe, El Toro Loco, Fandango, Lupito Banda, and Ramon Ayala.

KUNO participated in the Heart of America Carnival this year to help benefit the American Heart Association. KUNO gave away "ride all you want" bracelets to listeners which allowed them to enjoy the carnival rides for free. Also during the Carnival, KUNO sponsored a raffle with a prize of a 2 hour limousine ride and two tickets to the VetFest concert featuring well known stars, Willie Nelson, Johnny Rodriguez, Three Dog Night, Paul Revere and the Raiders, Chuck Berry, and Sweethearts Rodeo.

As part of the Thanksgiving Holidays, KUNO hosted a contest giving away turkeys two weeks before Thanksgiving. The listeners guessed which Announcer would catch the turkey first, as the race was simulated on the air with General Manager Luis Munoz narrating. Over twenty five turkeys were given away to the winners. KUNO also sponsored a pie recipe contest, and the winners received Comstock Pie Fillings.

Over 150 people participated in the KUNO-Claudio Herrera Golf Tournament. The tournament, held at the Gabe Lozano Golf Center, ended at 12 noon and was followed by a delicious barbecue. During the barbecue, prizes such as televisions, microwave ovens, radios, recliners, and camping equipment were distributed. The proceeds of the tournament were donated to the Financial Aid Office at Del Mar College.



Participants enjoying the barbecue at the end of the KUNO-Claudio Herrera Golf Tournament.

Los participantes disfrutaron de una barbacoa, al final del torneo de golf KUNO Claudio Herrera.

El sexto baile anual People's Choice Award, tuvo lugar el 29 de octubre de 1988 con un exito extraordinario. Comenzando en 1982 KUNO experimento este ano su mejor exito de publico con mas de 5000 personas de todas las edades, bailando con la musica de Mazz y de Little Joe. Durante el baile, personalidades radiales de KUNO presentaron trofeos a las siguientes bandas de musica, favoritas del Sur de Texas: Mazz, Little Joe, El Toro Loco, Fandango, Lupito Banda y Ramon Ayala.

Kuno participo en el Carnaval del Corazon de America este ano a beneficio de la American Heart Association. KUNO regalo a los oyentes brazaletes que les permitian montar en todos los aparatos mecanicos gratis. Tambien durante el carnaval, KUNO patrocino una rifa con un premio de un viaje en limosina por 2 horas con dos boletos al concierto VetFest, con las conocidas estrellas Willie Nelson, Johnny Rodriguez, Three Dog Night, Paul Revere y los Raiders, Chuck Berry, y Sweethearts Rodeo.

Como parte de las festividades por el dia de dar gracias, KUNO patrocino un concurso, donde se daban guajolotes, dos semanas antes del dia de dar gracias. Los oyentes tenian que adivinar, cual de los locutores tomaria primero al guajolote, mientras se simulaba la carrera en el aire con la narracion del gerente general Luis Munoz. Se dieron mas de 25 guajolotes a los ganadores. KUNO tambien patrocino un concurso de recetas de pasteles, y los ganadores recibieron productos de rellenar pasteles Comstock.

Mas de 150 personas participaron en el torneo de Golf KUNO-Claudio Herrera. El torneo se llevo a cabo en el centro de golf Gabe Lozano y termino a las 12 del mediodia y fue seguido por una deliciosa barbacoa. Durante la barbacoa, se distribuyeron premios como televisores, hornos de micro-ondas, radios, reclinadoras, y equipo de camping. Lo recaudado en el torneo fue donado a la oficina de ayuda financiera del College Del Mar.

QUE BUENA!

920am KBNA 97.5fm

The Amigo AirSho, held October 15 and 16, was a tremendous success for KBNA and for El Paso. With over 65,000 people attending, donations were collected from different organizations totalling \$68,000. KBNA elected to donate their contribution to the LULAC organization and to the Latch Key Program. KBNA sponsored a Chalet, the "Que Buena Cantina," and invited all of their clients to enjoy the AirSho with them. KBNA also sponsored, in conjunction with Bud Light, Spuds McKenzie. The main attraction was Jose Feliciano's concert, also sponsored by KBNA. But the biggest hit was the black stunt plane with "KBNA Que Buena" emblazoned on its wing flown by Johnny Franklin and Jimmy Kazian. The plane demonstrated aerial stunts throughout the AirSho. Also present at the AirSho were the Air Force Thunderbirds, the BI Bombers, the F-15's, and the Harrier.



El espectáculo Aero-Radial Amigo Airsho, que se llevo a cabo el 15 y 16 de octubre fue un exito tremendo para KBNA y para El Paso. Mas de 65,000 personas asistieron y se recaudaron donaciones de diferentes organizaciones para un total de \$68,000. KBNA decidio donar su contribucion a la organizacion LULAC y al programa *Latch-Key*. KBNA patroncino un Chalet, la "Que Buena cantina" e invito a todos los clientes a disfrutar del "Airsho" con ella. KBNA junto con la cerveza Bud Light la presentacion de la mascota Spuds McKenzie. La mayor atraccion resulto el concierto de Jose Feliciano, tambien patrocinado por KBNA. Pero el mayor exito lo tuvo el avion de maniobras negro con la frase "KBNA Que Buena" grabado en sus alas, piloteado por Johnny Franklin y Jimmy Kazian. El avion hizo varias demostraciones y piruetas durante el AirSho. Tambien presente en el espectáculo aereo estuvieron los Thunderbirds, bombarderos B1 y avions F-15 y Harrier de la Fuerza Aerea.



ELEAZAR GARCIA

KBNA has a new Program Director, Eleazar Garcia. He joined KBNA from KEAP in Fresno, California, where he was General Manager. Previously, he worked at KEYH and KXYZ in Houston and at WJIT in New York as Programming Director.

KBNA tiene un nuevo director de programas: Eleazar Garcia. El se ha unido al personal de KBNA. Anteriormente trabajaba con KEAP en Fresno, California, donde era Gerente General, y habia trabajado con KEYH y KXYZ en Houston y WJIT en Nueva York como Director de Programacion de dichas estaciones.



JOSE LUIS GARCIA

Jose Luis Garcia has been promoted to Director of Public Relations at KBNA. His previous experience includes 13 years as Program Director and Announcer at KAMA. Jose Luis is also part of the morning team at KBNA.

Jose Luis Garcia ha sido promovido al cargo de Director de relaciones publicas de KBNA. Su experiencia anterior incluye 13 anos come director de programacion y como locutor en KAMA. Jose Luis tambien forma parte del equipo de la manana en KBNA.



JOE TORRES

Joe Torres is KBNA's new Local Sales Manager. A graduate of University of Texas at El Paso with a B.A. in Mass Communications. Joe previously worked as Sales Manager at KVIV and as an Account Executive at KAMA. Joe and his wife Debbie have two daughters, Alyssa 14. and Christina 18.

Joe Torres ha sido nombrado Gerente local de ventas de KBNA. Joe se graduo de la Universidad de Texas en El paso con un diploma de bachiller en comunicaciones masivas y anteriormente trabajo como gerente de ventas en KVIV y como agente de ventas en KAMA. Joe y su esposa Debbie tienen dos hijas: Alyssa de 14 anos y Christina de 18.



General Manager Dan Wilson and General Sales Manager Lazaro Megret enjoyed the AirSho with one of the Spudettes and "Spuds McKenzie."

El gerente general Dan Wilson y el gerente general de ventas Lazaro Megret, disfrutan el AirSho con una de las Spudettes y "Spuds McKenzie".



Dan Wilson, General Manager KBNA, "General Tequila," and Lazaro Megret, General Sales Manager KBNA at the AirSho.

Dan Wilson, gerente general de KBNA "Genral Tequila y Lazaro Megret, gerente general de ventas en el AirSho.

AMBIENTE

FM 105 · WOJO

WOJO sponsored three major concerts during the first two weeks of October. On October 1, Raphael, the internationally famous singer, performed at the packed Arie Crown Theatre for three hours. The weekend of October 8 opened with a performance given by Celia Cruz/Tito Puente at the Holiday Star Theatre and ended with the unique blend of Vincente Fernandez and Rocio Durcal delighting the audience with their performance at the Pavillion Theatre.

"WOJO Night at the Circus" was held October 23 at the Ringling Brothers Barnum and Bailey Show. Announcer Carlos Rojas was Ringmaster for the bilingual performance of the circus. WOJO also gave away tickets to the listening audience inviting them to enjoy the "greatest show on Earth."

Getting into the ghoulish spirit, WOJO hosted its 2nd Annual Halloween photo session at the Boys and Girls Club. Pinata, apple bobbing, and costume contests entertained the children, and 300 children received Polaroid snapshots of themselves.

Continuing with the traditional 105 Turkey Giveaway, Carniceria Jimenez donated 105 turkeys to be given to WOJO's listeners two weeks before Thanksgiving. The turkeys were awarded to contestants during the Monday night show, Trivialidades.

December began with a food drive at Izguerra Furniture. WOJO announcer Carlos Rojas broadcast live from the furniture store requesting food donations which were given to El Valor, an organization that helps handicapped children and their families.

Once again, WOJO visited various retailers and offered to take Polaroid pictures of the children with Santa Claus. Hundreds of children gathered and tried to guess which WOJO announcer was disguised as Santa.

WOJO hosted a Posada contest to help celebrate the Christmas holidays. Listeners were asked to write in, and the station was flooded with letters and postcards. Only nine lucky winners were selected, and each of these families were treated to a Christmas dinner at local restaurants. WOJO broadcast live for two hours from each Posada, and the families were serenaded by the Mariachi Continental. Families received gifts from such sponsors as Pepsi Cola, Toys R Us, and C&H Sugar.

WOJO patrocino tres conciertos mayores, durante las primeras dos semanas de Octubre. El primero de Octubre, Raphael, el famoso cantante internacional, canto por tres horas, en el teatro ARIE CROWN con un lleno total. El fin de semana del 8 de Octubre comenzo con un concierto de Celia Cruz y Tito Puente en el teatro HOLIDAY STAR y termino con la combinacion especial de Vicente Fernandez y Rocio Durcal en el teatro PAVILLION.

"La noche de WOJO en el circo" tuvo lugar el 23 de Octubre en el espectaculo de Ringling, Barnum and Bailey. El locutor Carlos Rojas fue el director de la pista, para la funcion bilingue

del circo. WOJO dio tambien boletos a la audiencia invitandola a presenciar "el mayor espectaculo en el mundo".

Poniendose a tono con la temporada WOJO patrocino su segunda sesion anual de fotos para el club de ninos y ninas. Hubo pinatas, concursos de atrapar manzanas con la boca, y concursos de disfraces, para el entretenimiento de los ninos. 300 ninos recibieron sus propias fotos Polaroid.

Continuando con la tradicional donacion de guajolotes, la Carniceria Jimenez dono 105 guajolotes a los oyentes de WOJO durante las dos semanas anteriores al dia de dar gracias. Se otorgaron los guajolotes a los concursantes del programa nocturno de los lunes, "Trivialidades".

El mes de diciembre comenzo con una campana para recaudar comida en la muebleria Izguerra. El locutor de WOJO, Carlos Rojas, transmitio en vivo desde la muebleria y pidio donaciones de alimentos los que luego se dieron a EL VALOR, una organizacion que ayuda a ninos fisicamente incapacitados y sus familias. De nuevo WOJO visito varios establecimientos al detalle y ofrecio tomar fotos Polaroid de los ninos con Santa Claus. Cientos de ninos se reunieron y trataron de adivinar cual de los locutores de WOJO estaba disfrazado de Santa.

WOJO patrocino un concurso de posadas, para unirse a la celebracion de las navidades. Se le pidio a los oyentes que escribieran a la estacion y se lleno con una avalancha de cartas y tarjetas postales. Solamente se selecciono a 9 dichosos ganadores, y cada una de estas familias se les dio una cena de navidad en un reataurante local. WOJO transmitio en vivo por dos horas desde cada posada y a las familias se les dio una serenata por el Mariachi Continental. Las familias recibieron regalos de patrocinadores como Pepsi Cola, Toys-R-US y C&H Sugar.

K C O R R A D I O

LA TREMENDA

1350 AM STEREO 1350



MIGUEL FRANCO

Miguel Franco has joined KCOR as Program Director. Miguel transferred from WIND where he was also Program Director. He is the only TMS employee that has worked at three "Tremendas," having previously worked at KLAT. "It is with great pride that I continue my programming efforts with the Tichenor Group," stated Miguel Franco. "Working at a station with such national

prestige as KCOR represents a great step in my career...I will continue to work harder than ever. I do miss Chicago...starting a station like WIND in Spanish with Chuck Brooks and Juan Montenegro is something I will never forget. However, I am sincerely happy about my transfer viewing it more as a promotion than a simple change of location." His previous experience includes various programming positions at KEYH and KXEW of Tucson, KAZA and KNTA of San Jose, and KWAC of Bakersfield, California.

Miguel Franco ha pasado a ocupar el puesto de director de programas de KCOR. Miguel hizo la transferencia de la emisora hermana WIND donde tambien era director de programas. Es el unico empleado de TMS que ha trabajado en 3 Tremendas, pues anteriormente tambien habia trabajado en KLAT. "Con mucho orgullo continuo mi trabajo, en una estacion con el prestigio nacional que tiene KCOR representa un gran paso en mi carrera...Continuare trabajando con mas animo que nunca. Extrano a Chicago...El comenzar una estacion como WIND en espanol con Chuck Brooks y Juan Montenegro es algo que nunca olvidare. Sin embargo, estoy sinceramente feliz con mi traslado, que considero mas como una promocion que un simple cambio de lugar." Su experiencia previa incluye varias posiciones en el departamento de programas en KEYH, KXEW de Tucson, KAZA y KNTA de San Jose y KWAC de Bakersfield, California.



The 1988 Annual C.O.P.S. - KCOR Scholarships to Incarnate Word College Recipients. Left to right: Juan Vega, Robert Rodriguez, Monica Garza, Margaret Sepulveda, Anna Calderon, McHenry T. Tichenor, Jr., President of TMS, and Father Rosendo Urrabazo of C.O.P.S. The scholarship program, a joint effort between Communities Organized for Public Service and KCOR Radio, continues the tradition of commitment towards improving the educational opportunities of Hispanic youths.



MARIA ISABEL RANGEL

Maria Isabel Rangel is KCOR's new Sales Assistant. Prior to joining KCOR, Isabel worked for TMS Productions. She belongs to the Reserve and devotes one weekend a month to work on C5A Galaxy planes at Kelly Air Force Base.

Maria Isabel Rangel es la nueva asistente de ventas de KCOR. Antes de unirse al personal de KCOR, Isabel trabajo para TMS Productions. Ella pertenece a la reserva y dedica un fin de semana por mes a trabajar con aviones Galaxy C5A en la base Kelly de la fuerza aerea.

KCOR's new Bookkeeper Elizabeth Cantwell has 33 years experience in the radio business. She was the past President of American Women in Radio and Television. Elizabeth has three children.



ELIZABETH CANTWELL

La nueva tenedora de libros de KCOR es Elizabeth Cantwell que tiene 33 anos de experiencia en el ramo radial. Ella ocupo la posicion de presidente de la asociacion de Mujeres Americanas en Radio y Television. Elizabeth tiene 3 hijos.

Ten years ago, Raul Salinas, a special agent with the FBI, initiated a special program on KCOR entitled "Talking with the FBI." The program, the first of its kind, airs once a week for five minutes and contains information on FBI activities. "Talking with the FBI" is now in syndication and will be aired from KCOR to different locations throughout Texas and the United States. Once again, KCOR La Tremenda, is impacting the community with innovative, quality programming produced in their studios.

KCOR and Miller High Life co-sponsored a Thanksgiving Day promotion with 25 free turkeys given away each day. The promotion lasted for three days and a total of 75 turkeys were distributed. Long lines of cars passed through KCOR's parking lot.

Las becas anuales en 1988 C.O.P.S.-KCOR para los siguientes beneficiarios de Incarnate College. De izquierda a derecha: Juan Vega, Robert Rodriguez, Monica Garza, Margaret Sepulveda, Ana Calderon, McHenry T. Tichenor, Jr., presidente de TMS y el padre Rosendo Urrabazo de C.O.P.S. El programa de becas es un esfuerzo en comun entre C.O.P.S. (Comunidades Organizadas para el Servicio Publico) y KCOR que continua la tradicion de dedicarse a mejorar las oportunidades educacionales de los jovenes hispanos.

Hace diez anos Raul Salinas, agente especial del FBI, inicio un programa especial en KCOR intitulado "Hablando con el FBI". El programa, primero en su clase, se transmite una vez a la semana por cinco minutos y contiene informacion sobre las actividades de dicho cuerpo. "Hablando con el FBI" se transmite ahora por todo el pais y sera transmitido desde KCOR a diferentes localidades de Texas y los Estados Unidos. De nuevo, KCOR, La Tremenda de San Antonio esta causando impacto en la comunidad con programas innovativos de calidad, producidos en sus estudios. KCOR y Miller High-Life, co-patrocinaron una promocion del Dia de dar gracias, dando 25 guajolotes gratis cada dia. La promocion duro 3 dias y se distribuyeron un total de 75 guajolotes. Largas filas de autos pasaron por el estacionamiento de KCOR, y mientras pasaban, el personal de KCOR les repartio paquetes de 6 botes de cerveza Miller y discos de larga duracion.

The Communicator

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