

# COMMUNICATOR

QUARTERLY

TICHENOR MEDIA SYSTEM

FALL 1992

## KLTN-FM ADDED TO TMS STATION LINE UP

Tichenor Media System, Inc. was pleased to announce the addition of KLTN-FM, Houston, to its station lineup through a time brokerage agreement with Gulfstar Broadcasting, L.C. Previously broadcasting under the call letters KYKR-FM with a country format, on June 6, 1992, the FM station switched its call letters to KLTN and its format to Latin adult contemporary. Gary Stone, General



Manager of KLTN, was named as General Manager of KLTN-FM and stated, "We are very excited that with the addition of KLTN to KLTN we can really service and reach the entire Hispanic community in Houston."

*Tichenor Media System tuvo el gusto de anunciar la adición de KLTN-FM, Houston a su lista de emisoras, mediante un acuerdo de corretaje de tiempos con Gulfstar Broadcasting, L.C. Esa emisora operaba anteriormente con las siglas KYKR-FM con formato de música country. El 6 de junio de 1992 ese formato fue cambiado por el de música latina contemporánea. Gary Stone, gerente general de KLTN, fue nombrado gerente general de KLTN y declaró "Estamos muy entusiasmados porque con la unión de KLTN y KLTN-FM ya podemos realmente llegar y dar servicio a toda la comunidad hispana de Houston."*

## KBNA AM/FM NAMED STATION OF THE QUARTER FOR SECOND QUARTER

McHenry T. Tichenor, Jr., President of Tichenor Media System, Inc., announced the winner of the Founder's Trophy for the second quarter was KBNA AM/FM. KBNA exceeded its net revenue projections by 36.3%, and net operating income for the stations exceeded projections by 308.2%. Dan Wilson, General Manager of KBNA AM/FM, stated, "The success of the stations is solely due to the tremendous effort of the staff, and we look forward to winning the Station of the Year."

*McHenry T. Tichenor Presidente de Tichenor Media system, Inc., anunció que el ganador del Founder's Trophy del segundo trimestre fue KBNA AM/*

*FM. KBNA sobrepasó sus proyecciones de ventas netas en 36.3%, y las proyecciones del ingreso neto sobre operaciones en un 308.2%. Dan Wilson, Gerente General de KBNA AM/FM*

*declaró, "El éxito de las emisoras se debe exclusivamente al tremendo esfuerzo del personal, y confiamos en que vamos a ganar el título de la Emisora del Año."*



**Kathy Clark, KBNA AM/FM General Sales Manager; Mac Tichenor, Jr., President of TMS; and Dan Wilson, KBNA AM/FM General Manager.**

### WHAT'S NEWS

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ANNIVERSARY  
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**NEW FACES  
FROM KLTN  
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**WIND AND WOJO  
CELEBRATIONS  
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### MELANIE SEALS

Melanie Seals joined the Dallas corporate office as Receptionist/Secretary and also is responsible for the processing of all insurance claims. A native of Dallas, Melanie has work experience at advertising agency McCann-Erikson. She is currently attending the University of Texas at Dallas majoring in marketing and radio communications.

*Melanie Seals se unió al personal de la Oficina Corporativa de Dallas como Recepcionista/Secretaria, responsable de procesamiento de solicitudes de reembolso de todos los seguros. Originaria de Dallas, Melanie tiene experiencia de agencia de publicidad con McCann Erickson. Actualmente Melanie estudia en la Universidad de Texas, Dallas con asignatura especial en Mercadotecnia y Comunicaciones en Radio.*

## TMS MANAGERS ENJOYED WIND AND WOJO'S HOSPITALITY IN JULY FOR THE MANAGERS' MEETING



Kathy Clark, KBNA General Sales Manager, and Juan Montenegro WIND General Sales Manager.

Lucy Diaz, WIND/WOJO National Sales Manager; Luis Muñoz, KUNO/KSAB General Manager; Dan Blanchard, KLAT General Sales Manager; and Joe Garza, KGBT Local Sales Manager.



Work session with Dr. John Kennedy during the strategy portion of the Managers' Meeting.

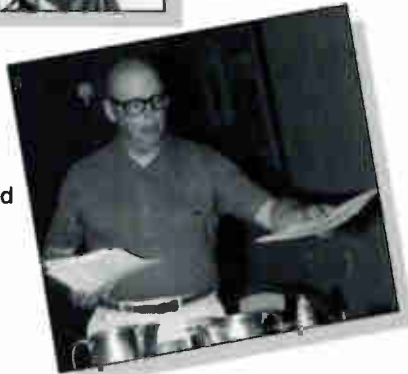


Jane Sirkis, KLAT Local Sales Manager; David Lykes, Senior Vice President; José Luis Muñoz, General Manager KGBT/KIWW; and Al Herrera, KUNO/KSAB General Sales Manager.

Mike Renfro of The Richards Group, an advertising agency out of Dallas, was a special guest at the Managers' meeting and talked to the managers about creative copywriting of radio advertising commercials.



Roy Russo, FCC counsel of Cohn & Marks, updated the managers on political broadcasting rules and regulations.



The gang at the White Sox baseball game, left to right: (standing) Dan Wilson, KBNA; Al Herrera, KUNO/KSAB; Jim Pagliai, WOJO; Mike Renfro, Richards Group; Ricardo Castillo, corporate; Chuck Brooks, WIND/WOJO; David Lykes, corporate; Luis Muñoz, KUNO/KSAB; Lucy Diaz, WIND/WOJO; Gary Stone, KLAT/KLTN; Mac Tichenor, Jr., corporate; José Luis Muñoz, KGBT/KIWW. (kneeling) Jane Sirkis, KLAT; Tracey Medley, corporate; Dan Blanchard, KLAT; Juan Montenegro, WIND; Kathy Clark, KBNA; Joe Garza, KGBT; Adria Hillebrand, KLTN.





## MANAGERS SELECT SALES PERSONS FOR THE SECOND QUARTER



**ROSA URIBE  
KCOR**

Rosa kept her 60+ day accounts receivable at 0% and elicited 5 new accounts.



**FREDDY CAVAZOS  
KUNO**

Freddy generated 9 new accounts, had a 19% average outstanding 60+ day accounts receivable, and exceeded his sales goals by 11%.



**MANUEL CARDONA  
KLAT**

Manuel obtained 10 new accounts for KLAT, preserved a ZERO average 60+ day accounts receivable, and achieved his sales projections.



**OSCAR RIOS  
WOJO**

Oscar eclipsed his second quarter goal by 40% and produced 12 new accounts.



**FRANCO VERA  
WIND**

Topping his second quarter goal by 16%, Franco gained 21 new accounts and had a 24% average for his outstanding accounts receivable for 60+ days.



**ELVIRA TIJERINA  
KGBT**

Elvira landed 9 new accounts, exceeded her second quarter projections by 11%, and had an exceptional 4% balance on her 60+ day accounts receivable.



**SANDRA VILLARREAL  
KIWW**

Doubling her second quarter projections, Sandra placed 14 new accounts with KIWW.



**LYNDORA VALDEZ  
KBNA AM/FM**

Lyndora shattered her second quarter projections by 74% and acquired 14 new accounts while maintaining an impressive 7% average on her 60+ days accounts receivable.

## MANAGERS SELECT SALES PERSONS FOR THE THIRD QUARTER



**JUAN MENDEZ  
KCOR**

Juan kept his 60+ day accounts receivable at 5%, elicited 5 new accounts, and equalled his projections for the third quarter.



**GONZALO SARABIA  
KUNO**

Gonzalo generated 7 new accounts and had a 3% average outstanding 60+ day accounts receivable.



**DOMINGO LOPEZ  
KLAT**

Domingo obtained 13 new accounts for KLAT, preserved a 7% average 60+ day accounts receivable, and surpassed his sales projections by 3%.



**MARY McEVILLY HERNANDEZ  
WOJO**

Mary eclipsed her third quarter goal by 49% and produced 11 new accounts.



**MIKE KASANOFF  
WIND**

Topping his third quarter goal by 36%, Mike gained 17 new accounts and had a 15% average for his outstanding accounts receivable for 60+ days.



**ELVIRA TIJERINA  
KGBT**

Elvira landed 7 new accounts, exceeded her third quarter projections by 21%, and had a 25% balance on her 60+ day accounts receivable.



**SANDRA VILLARREAL  
KIWW**

Almost tripling her third quarter projections, Sandra placed 16 new accounts with KIWW and collected all but 3% of her 60+ days accounts receivable.



**LYNDORA VALDEZ  
KBNA AM/FM**

Lyndora shattered her third quarter projections by 68% and acquired 6 new accounts while maintaining an 18% average on her 60+ days accounts receivable.

# KGBT CELEBRATED 26th ANNIVERSARY

KGBT Radio celebrated its 26th year of broadcasting with an annual festival, KGBT's Magic Valley Hispanic Festival. The event attracted over 20,000 people on the Fourth of July with 11 musical groups providing entertainment.

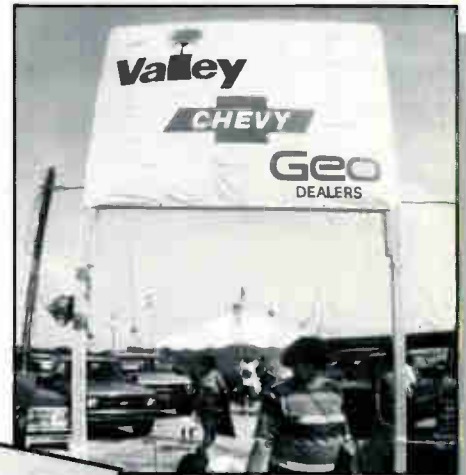
*Radio KGBT celebró 26 años de operaciones con su festival anual "KGBT's Magic Valley Hispanic Festival". El evento atrajo a más de 20,000 personas el 4 de julio con once grupos musicales proporcionando la diversión.*

KGBT listeners at KGBT's Magic Valley Hispanic Festival.



One of the many food booths at the Festival.

KGBT's 26th Anniversary Festival attracted several sponsors.



KGBT, 7-Up, and H.E.B. food stores teamed up for A Clear Way to a Better Future promotion. Valley residents registered for weekly prizes, and the grand prize was a personal computer, printer, and \$1,000 scholarship.

*KGBT, 7-Up y las tiendas H.E.B se unieron para la promoción "A Clear Way to a Better Future" (Un Camino Despejado hacia un Futuro Mejor). Los residentes del Valle se inscribieron para ganar premios semanales y el premio mayor fue una computadora personal, una impresora y una beca de \$1,000.*



Pictured left to right: Cecilia Tapia, winner; representatives of 7-Up; and José Luis Muñoz, General Manager KGBT/KIWW.



## KGBT CONTINUED

In August, KGBT broadcast live from San Antonio's newest theme park Fiesta Texas. KGBT gave away free tickets to Fiesta Texas, and the winners were eligible to participate in a drawing for \$200 cash given away in San Antonio.

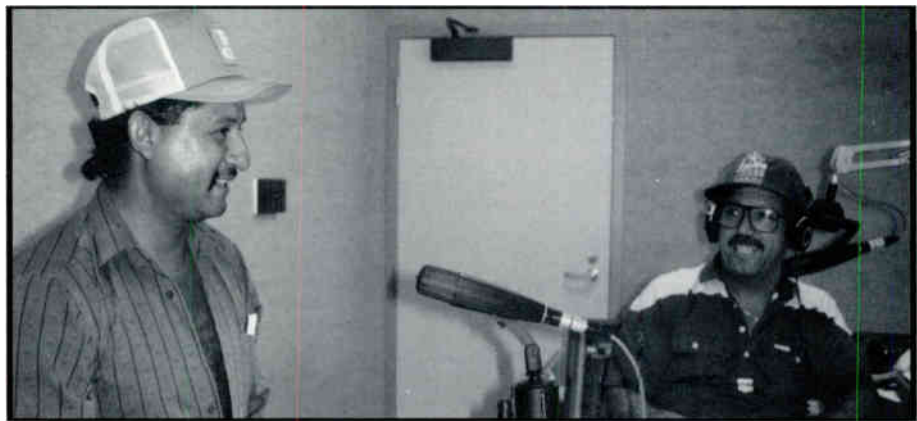
*Durante el mes de agosto, KGBT transmitió en vivo desde el parque más nuevo de San Antonio: el "Fiesta Texas". KGBT obsequió boletos para el parque y los ganadores calificaron para participar en una rifa de \$200.00 en efectivo celebrada en San Antonio.*

**KGBT Announcer Hugo de la Cruz enjoyed the waterfalls at Fiesta Texas.**



**Brianna Lauren Quinn, daughter of Michael and Mia Quinn, was born June 3, 1992.**

**Hugo de la Cruz, KGBT Announcer, shown in the studio with Franco Muñoz, winner of the \$200 cash giveaway.**



## KIWW NEWS

**KIWW** and Coca Cola held a six-week promotion giving away cassettes of favorite Tejano artists with the grand prize being free tickets to the Tejano Music Awards. KIWW and Coca Cola gave away a GMC truck as well during this promotion.



*KIWW y Coca-Cola tuvieron una promoción de seis semanas regalando casetes de artistas Tejanos favoritos. El premio principal consistió en boletos a la Ceremonia de Entrega de Premios de la Música Tejana (Tejano Music Awards). Durante esa promoción, KIWW y Coca-Cola entregaron también un camión pick-up GMC.*

**Abelda Charlez received a pearl and diamond ring and a gold quartz wrist watch during KIWW's Mother's Day promotion. Shown are Ben Valdez, KIWW Announcer; Mrs. Abelda Charlez, winner; and Mando San Roman, KIWW Announcer.**

**Super group Mazz entertained guests and contestants at the Miss KIWW pageant. Joe Lopez, lead singer of Mazz crowned the new Miss KIWW.**





Miss Brenda Alaniz was crowned Miss KIWW.

Albert Alaniz, contestant judge; Brenda Alaniz, Miss KIWW; Gail Durham, General Manager of KIWW; and Jackie Byrd, contestant judge.



**SANDRA VILLARREAL**

Sandra Villarreal joined the sales department of KIWW as an Account Executive. Sandra and her husband have two children Obadiah and Crystal.

*Sandra Villarreal se unió al Departamento Ventas de KIWW como Ejecutiva de Cuentas. Sandra y su esposo tienen dos hijos, Obadiah y Crystal.*



**CHARMIN BRYAN**

New Account Executive Charmin Bryan joined KIWW in May. She and her husband Kirk have a son, Adam, and a daughter, Erica.

*Durante el mes de mayo, la nueva Ejecutiva de Cuentas Charmin Bryan se incorporó a KIWW. Charmin y su esposo tienen un hijo, Adam y una hija Erica.*



Wake Up with Filemon! Filemon and Mando San Roman, KIWW Announcer, call one of KIWW's lucky listeners each morning. If the sleepy but alert listener answers the phone with "I listen to KIWW," he or she wins cash. Shown with Rogelio Botello, KIWW Program Director, is Filli Atkins who won \$672.00 with "I listen to KIWW."

**KIWW 3rd ANNUAL  
16 de SEPTIEMBRE FESTIVAL**



KIWW Account Executive Sandra Villarreal registered listeners for \$100 gift certificates.



Elsa Garcia, Tejano artist and former announcer at sister station KLAT in Houston, shown with Rogelio Botello, Program Director of KGBT/KIWW.



Inocencia, one of five groups at the 16 de Septiembre Festival, entertained the crowd.



**KCOR** staged its Cinco de Mayo and Mother's Day Celebration on May 12. Featured artist Angela Carrasco delighted the 10,000 plus audience with her show. Other artists were Impacto de Montemorelos, Los Vallenatos de la Cumbia, Grupo Mojado, Grupo Imagen, and Grupo Raya.

*KCOR presentó el día 12 de mayo su celebración del Cinco de Mayo y del Día de las Madres. La artista principal, Angela Carrasco, deleitó con su presentación a una audiencia de más de 10,000 personas. Entre otros artistas figuraron Impacto de Montemorelos, Los Vallenatos de la Cumbia, Grupo Mojado, Grupo Imagen y Grupo Raya.*

**KCOR** celebrated its 10th Anniversary of the Annual Hispanic State Fair. This year, due to the enormous increase in attendance, the event was moved to the Hemisfair Park from La Villita. In celebration of the tenth anniversary, a special mural was commemorated. Top twenty Billboard artists such as Miriam Hernandez, Angeles Ochoa, Lucero, Los Yonics, Napoleon, Los Cardenales de Nuevo Leon, Tropical Florida, Tirano del Norte, and Mariachi Nacional entertained the enthusiastic crowds. Participating sponsors included: Budweiser, Coca-Cola, Clearly Canadian, Pace, AT&T, R.J. Reynolds, Rice-a-Roni, Combat, General Motors, and Eagle Snacks.

*KCOR celebró el 10º Aniversario del Hispanic State Fair. Debido a un aumento enorme en el número de participantes este año fue necesario contratar el Hemisfair Park en lugar de La Villita. Para conmemorar los diez años del evento, KCOR comisionó un mural. Artistas de los 20 principales de Billboard, como Miriam Hernández, Angeles Ochoa, Lucero, Los Yonics, Napoleon, Los Cardenales de Nuevo Leon, Tropical Florida, Tirano del Norte y Mariachi Nacional entretuvieron a la gran concurrencia. Los patrocinadores participantes fueron: Budweiser, Coca-Cola, Clearly Canadian, Pace Foods, AT&T, R.J. Reynolds, Rice-a-Roni, Combat, General Motors y Eagle Snacks.*



**RAMIRO SANCHEZ CORDOBA**

Ramiro Sánchez Cordoba, News Director of KCOR and of Action News Team, went to Guadalajara, Mexico, to cover the series of explosions that occurred there on April 23 and 24. Investigations of the explosions pointed to a build up of gasoline fumes from the various gasoline and petroleum plants located throughout the city. Many people died, hundreds were injured, and many homes and buildings were destroyed. Ramiro's live broadcasts from Guadalajara were fed to KCOR and then

transmitted to all TMS stations. Ramiro and the Action News Team were a vital link in informing TMS listeners about this tragedy.

*Ramiro Sánchez Córdoba, Director de Noticias de KCOR y del Noticiero en Acción, viajó a Guadalajara, México, para reportar sobre las explosiones que ocurrieron en esa ciudad los días 23 y 24 del pasado mes de abril. Las investigaciones indican que las explosiones fueron causadas por gases que se habían escapado de las refinerías de petróleo situadas dentro de la ciudad y que se habían acumulado en el alcantarillado de la ciudad. Muchas personas murieron y hubo centenares de heridos. Muchas casas y edificios fueron destruidos. Los reportajes en vivo desde Guadalajara, hechos por Ramiro, fueron captados por KCOR y retransmitidos a todas las emisoras de TMS. En esa forma Ramiro y el equipo de Noticiero en Acción formaron un enlace vital al informar a los radioescuchas de TMS sobre la tragedia.*



**Sandra Bojorquez, Program Host of En Confianza, was featured on Noticias y Mas on Univision. Noticias y Mas is viewed internationally in 18 countries.**



**Warren Tichenor, KCOR General Manager, presented Mr. Dan Magaro, Ms. Lupe Ybarra, and Ms. Olga Morales each with a prestigious Hidalgo Award.**

**Barbara Palacios, Miss Universe 1986, visited the KCOR studios as a guest on KCOR's prominent talk show En Confianza. Miss Universe 1986 with Frank Cortez, KCOR Community Relations Director.**



# NEW PERSONNEL JOIN KCOR

## NELLY MEDINA



New Account Executive Nelly Medina joined the sales team at KCOR. A 1991 graduate of Southwest Texas State University, Nelly majored in public relations with a minor in communications. Having previously worked at Defense and Space Systems Engineering Company as a marketing sales representative and also at Pepsi-Cola South in the marketing/public relations division, Nelly brings her marketing and sales skills to KCOR.

*Se incorporó al equipo de ventas de KCOR, la Nueva Ejecutiva de Cuentas Nelly Medina. Nelly se graduó de Southwest Texas State University con asignatura principal en Relaciones Públicas y una asignatura secundaria en Comunicaciones. Anteriormente Nelly ocupaba el puesto de Representante de Ventas y Mercadotecnia en Defense and Space Systems Engineering Company y también ha trabajado en la división de Mercadotecnia/Relaciones Públicas de Pepsi-Cola South. Así es que Nelly trae consigo amplios conocimientos en Mercadotecnia y Ventas.*

## LUPITA IMPERIAL SALINAS



Lupita Imperial Salinas returned to KCOR after a two-year leave of absence. Previously, Lupita had worked at KCOR for 17 years and has now returned as a Senior Sales Associate and National Sales Coordinator. Lupita is married to Oscar Salinas and has a 4-year old daughter Vicki.

*Lupita Imperial Salinas ha vuelto a KCOR después de un permiso de dos años. Lupita trabajó antes en KCOR durante 17 años y ahora regresa con el título de Senior Sales Associate y Coordinadora de Ventas Nacionales. Lupita está casada con Oscar Salinas y tienen una hija de cuatro años, Vicki.*

## CLAUDIA DESCHAMPS



New Account Executive Claudia Deschamps joined the KCOR sales department after having worked at KENS-

TV, a CBS affiliate, in the promotions and public relations department and at KWEX-TV, a Univision affiliate. A native of Mexico City, Claudia graduated from St. Mary's University in San Antonio with an English Communications Art degree.

*Claudia Deschamps, nueva Ejecutiva de Cuentas se integró al Departamento de Ventas de KCOR después de haber trabajado con KENS-TV, afiliada de CBS en su Departamento de Promociones y Relaciones Públicas. También trabajó con KWEX-TV afiliada de Univisión. Originaria de la ciudad de México, Claudia se graduó en St. Mary's University en San Antonio con un título en English Communications Art.*

## ESMERALDA MEDELLIN



Esmeralda Medellin joined the KCOR Programming Department as an Announcer on the 7 p.m. to 12 midnight shift. Esmeralda is also a Sports Anchor for Univision television station Channel 41.

*Esmeralda Medellin se unió al Departamento de Programación de KCOR como locutora del turno de las 7:00 p.m. a las 12:00 a.m. Esmeralda es también reportera de deportes del Canal 41-Univisión.*



Action Team News reporters Mariano García (on left), KLAT News Director, and Ramiro Sánchez Córdoba (on right), KCOR News Director covered the Republican convention in August.



Mariano García, KLAT News Director, interviewed Houston City Councilman Ben Reyes. Mr. Reyes was a candidate for the Democratic nomination to the U.S. Congress.



The well-known television entertainer Johnny Canales visited the KLAT studios and was interviewed by Antonio Hernandez, KLAT Announcer. Shown left to right are: Martha Pruneda, KLAT Announcer; Patricia Paredes, KLAT Receptionist; Johnny Canales; and Amanda Vargas, KLAT Office Manager.



KLAT News Director Mariano García interviewed the Assistant Chief of Police, Hiram Arturo Contreras, for the city of Houston. The interview addressed various topics such as the Hispanic presence in upper management within the police department and Houston's high crime rate.



KLAT Announcer Antonio Hernández (center) photographed between two members of the musical group La Sonora Dinamita during an interview at the KLAT studios.

A multitude of more than 80,000 Houstonians attended KLAT's La Batalla de Puebla celebration. The crowd exceeded the capacity of the George R. Brown Convention Center, and at 1:00 p.m. the doors had to be closed and people were turned away. The show began with Mariachi Monumental 2000 and was followed by Los Humildes. Additional musical entertainment was provided by Lluvia. Ronald McDonald entertained the children during intermissions. Just prior to the entrance of La Rondalla de Saltillo local authorities stopped the show due to the large crowd. Gary Stone, KLAT/KLTN General Manager stated, "This is a situation that many radio stations would love to be in, but we hope to

be able to control it (crowd) in the future so that everyone can enjoy the festivities."

*Más de 80,000 residentes de Houston se congregaron para celebrar con KLAT el aniversario de la batalla de Puebla. La muchedumbre sobrepasó la*

*capacidad máxima permitida en el Centro de Convenciones George R. Brown y a la 1:00 p.m. se tuvieron que cerrar las puertas y no permitir la entrada a más personas. El espectáculo se inició con el Mariachi Monumental 2,000 seguido por Los Humildes. Más entretenimiento musical fue presentado por el Grupo Lluvia.*



Abelardo performance at La Batalla de Puebla



KLAT's listeners at its La Batalla de Puebla

**KLAT** celebrated Independence Day for Mexico, Central America and Chile on September 5. A huge crowd was entertained by Angeles Ochoa, Lisa López y Alvaro Torres, Mariachi 2000, and various other groups. Over a hundred booths promoted their products and services while the children were entertained by Ronald McDonald and La Tremenda Turtle.

*El 5 de septiembre KLAT celebró el Día de la Independencia de México, América Central y Chile. Un gran público fue agasajado por Angeles Ochoa, Lisa López y Alvaro Torres, Mariachi 2000, y varios otros grupos. Más de 100 puestos se colocaron para promover productos y servicios y los niños estuvieron entretenidos por Ronald McDonald y la Tremenda Tortuga.*



Mariachi 2000





Lisa López



Alvaro Torres



Angeles Ochoa

## NEW PERSONNEL AT KLAT

### HORACIO PEDRAZA



**H**oracio Pedraza joined La Tremenda KLAT as Announcer. Born in Monterrey, Mexico, Horacio studied law at the University of Nuevo León. His career as a radio announcer began six years ago in Monterrey. He has been in the United States for a year and has worked locally in radio and television.

*Horacio Pedraza se unió a KLAT como Locutor. Nacido en Monterrey, México, Horacio estudió Leyes en la Universidad de Nuevo León. Inició su carrera como Locutor de Radio hace seis años en Monterrey. Hace un año que radica en Estados Unidos y aquí ha trabajado en radio y en televisión.*

### MAGDALENA VALLES



**A** native of Matamoros, Magdalena Valles is KLAT's new Sales Assistant. In 1966, Magdalena moved to Bryan, Texas, where she was graduated from high school and the Brazos Business College. Her job experience includes ten years as a secretary at Texas A&M University, 1991 Southwest Conference Champions.

*Originaria de Matamoros, México, Magdalena Valles es la nueva Asistente de Ventas en KLAT. Se trasladó a Bryan, Texas en 1966 y ahí se graduó de preparatoria y en Brazos Business College. Su experiencia incluye 10 años como secretaria en Texas A&M University, campeones en 1991 de la conferencia del Suroeste.*

### PEDRO ANGEL REYES



**N**ew part-time Announcer Pedro Angel Reyes joined La Tremenda's On-Air team in August. A native of El Salvador, Pedro worked at Radio Estereo Cultural in La Union, El Salvador before moving to the United States in 1991.

*El nuevo Locutor de KLAT de tiempo parcial, Pedro Angel Flores se unió al equipo de difusión en agosto. Originario de El Salvador, Pedro trabajaba con Radio Estereo Cultural en La Unión, El Salvador antes de trasladarse a los Estados Unidos en 1991.*

**EMPLOYEES OF NEW RADIO STATION KLTN-FM**



**TINO,**  
ESTEREO LATINO MASCOT



**PATRICIA PAREDES,**  
RECEPTIONIST



**GARY STONE,**  
GENERAL MANAGER



**DON FREESTONE,**  
ENGINEERING



**ADRIA HILLEBRAND,**  
GENERAL SALES MANAGER



**MINNIE FREESTONE,**  
ENGINEERING



**EFRAIN SANCHEZ,**  
BUSINESS MANAGER



**DR. ARTURO SANCHEZ,**  
PUBLIC RELATIONS DIRECTOR



**CLAUDIA GARCIA,**  
CREDIT MANAGER



**PROGRAMMING DEPARTMENT**

**MIGUEL DELGADO,**  
PROGRAM DIRECTOR



**AMANDA VARGAS,**  
OFFICE MANAGER



**RAUL FELICIANO SANCHEZ,**  
ANCHOR NEWS REPORTER  
and  
**MARIANO GARCIA,**  
NEWS DIRECTOR





**ARMANDO SALAZAR,**  
PRODUCTION DIRECTOR



**SALES DEPARTMENT**

**SILVIA RAMIREZ,**  
ACCOUNT EXECUTIVE



**PETER L. SALAZAR,**  
REMOTE TECHNICIAN



**KEN SMITH,**  
ACCOUNT EXECUTIVE



**GLORIA REGIL,**  
ANNOUNCER



**DAVID SIMMERS,**  
ACCOUNT EXECUTIVE



**REINALDO PEREZ,**  
ANNOUNCER



**MIGUEL GUERRA,**  
ACCOUNT EXECUTIVE



**VICTOR MANUEL ESCOBEDO,**  
ANNOUNCER



**MOLLY BARKIS,**  
ACCOUNT EXECUTIVE



**MARTHA GOITIA,**  
ANNOUNCER



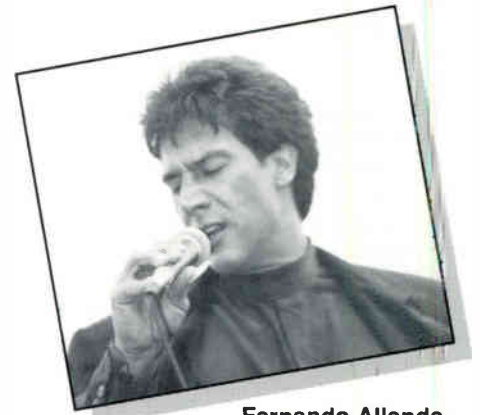
**MELODYE ANN HODGES,**  
NEW SALES COORDINATOR



Kathy Clark, KBNA General Sales Manager; Fernie Morales, Boxer and celebrity spokesperson; and Maria Zepeda, KGBT Account Executive, at an Alemite CD-2 remote.

**KBNA** and its listeners from El Paso and Juarez celebrated Cinco de Mayo with entertainers La Sombra, Fernando Allende, and local mariachi bands.

*KBNA y sus radioescuchas en El Paso y Ciudad Juárez celebraron el Cinco de Mayo con presentaciones de los artistas La Sombra, Fernando Allende, y bandas de mariachis locales.*



Fernando Allende



The Coors Tejano Festival on June 6 featured Grammy Award winner Little Joe, Johnny Hernandez, and the Latin group Imagen. Left to right: Ramiro Guzman, President of Dickshire Coors Distributing; Little Joe; and Mrs. Duran, winner of the Texas and National Teacher of the Year Award.



La Sombra at KBNA's Cinco de Mayo celebration



KBNA helped raise money for the Special Olympics at Peter Piper Pizza's Celebrity Pizza Auction. Kathy Clark (center) KBNA General Sales Manager, and Lyndora Valdez, (left) KBNA Account Executive, represented Que Buena at the event and their pizza "masterpiece" sold for \$80!

## RICARDO GALLEGOS

Ricardo Gallegos, Remote Coordinator of KBNA, has also joined the KBNA sales team as Account Executive. In only two weeks, Ricardo has already acquired five new accounts. Ricardo has been with KBNA for five years.

*Se ha integrado al equipo de ventas de KBNA, como Ejecutivo de Cuentas. Ricardo Gallegos coordinador de controles remotos de KBNA. En sólo dos semanas Ricardo consiguió cinco clientes nuevos. Ricardo lleva ya cinco años en KBNA.*



The prestigious Hidalgo Award was given to Mr. Luis Delgadillo who has provided transportation of food baskets for the underprivileged during the holiday season.



**JOHN HERRERA**



**New Account Executive John Herrera** brought five years of experience in radio sales to the KBNA sales team. John is a native of El Paso.

*El nuevo Ejecutivo de Cuentas John Herrera llega al equipo de ventas de KBNA con cinco años de experiencia en ventas en radio. John es originario de El Paso.*



**Mrs. María de Jesús Fernández** was the recipient of the April Hidalgo Award. Mrs. Fernández has served the Hispanic community for twenty years as an advocate for senior citizen rights.

**Fiesta de las Flores** set new records with 85,000 people attending this annual Labor Day event. Plenty of great music was provided by the Texas Tornados, Ruben Ramos, Tierra Tejano, Sonora Dinamita, The Platters, and Ray Camacho. Ms. KBNA, Alex del Hierro, was selected second runner-up in the Queen of Fiesta de las Flores pageant.

*La Fiesta de las Flores estableció un nuevo récord de asistencia con las 85,000 personas que participaron en ese evento anual del Día del Trabajo. Mucha música de gran calidad fue ofrecida por Texas Tornados, Ruben Ramos, Tierra Tejano, Sonora Dinamita, The Platters y Ray Camacho. Ms. KBNA, Alex del Hierro, fue seleccionada en segundo lugar en el concurso de la Fiesta de las Flores.*



Ms. KBNA, Alex del Hierro



Que Buena Hot Air Balloon



Lucero entertained the thousands gathered at Fiesta de las Flores.

**HAPPY BIRTHDAY**

- Lyndora Valdez ..... February 29
  - David Stewart ..... April 1
  - Raymond Mesa ..... April 20
  - Velia Lopez ..... April 22
  - Monica Macias ..... July 4
  - Ricardo Gallegos ..... August 14
  - Lalo Ordaz ..... August 23
- CONGRATULATIONS TO DAN WILSON AND HIS NEW WIFE OLGA WHO WERE MARRIED ON JULY 31.

**WOJO** won a prestigious Windy City Award for commercial production. Gilbert Gonzalez, WOJO Production Manager, was presented the award for outstanding work done for Tombstone Pizza. Radio broadcasters of Chicago select winners from various radio stations, clients, and advertising agencies.

*WOJO ganó el prestigioso premio "Windy City" por su excelencia en la producción de comerciales. Gilberto González, Gerente de Producción de WOJO, recibió el premio por su destacado trabajo para Tombstone Pizza. Las emisoras de radio en Chicago seleccionan los ganadores de varias emisoras de radio, clientes y agencias de publicidad.*

**WIND** is the station to listen to in Chicago during baseball and basketball seasons. WIND broadcast the 1992 White Sox baseball season in Spanish for the seventh consecutive season. In addition, WIND signed a three-year agreement to air the 1991 World Champion Bulls basketball games in Spanish. General Manager Chuck Brooks said, "Now with our broadcasts of the Chicago White Sox in full-swing, we're thrilled to be adding the Bulls' home games to our package of Spanish-language sports coverage."

*WIND es la emisora que hay que escuchar en Chicago durante las temporadas de béisbol y de béisbol. WIND difunde la temporada de béisbol de 1992 de los White Sox en español en la 7a. temporada consecutiva. Además, WIND firmó un acuerdo de tres años para difundir en español los juegos de béisbol del equipo de los Bulls Campeones Mundiales. El Gerente General, Chuck Brooks, dijo, "Ahora con las difusiones de los White Sox de Chicago en su apogeo, estamos entusiasmados de agregar los juegos locales de los Bulls a nuestro paquete de cobertura de deportes en idioma español."*



**Benny, the Bull at WIND's Viva Mexico Festival**



Participants of WIND's *Al Trabajo con La Tremenda* won big by sending in their name and place of employment. WIND on-air personalities randomly selected participants and personally visited the participant while on the job. If the participant was listening to WIND, he or she won instant cash. Shown is Hector Lozano, WIND Announcer, with two lucky winners Coco Tapia and Cuco Tapia.

**WIND** gave away its first house during its promotion *Win the House of Your Dreams*. Each week, beginning January 26 and ending April 11, hundreds of families toured and registered to win the brand new, fully furnished, three bedroom house. The open-house guests enjoyed free product samples and chances to win other prizes during live remotes held during the open house. The promotion was a huge success with tremendous turnout.

*WIND entregó su primera casa durante la promoción, "Gane la casa de sus sueños" ("Win The House of Your Dreams.") Cada semana, empezando el 26 de enero y terminando el 11 de abril, centenares de familias visitaron y se inscribieron para ganar la nueva casa de tres recámaras, completamente amueblada. Los invitados al "open house" disfrutaron de muestras de productos y la oportunidad de ganar otros premios durante los controles remotos celebrados durante la promoción. La promoción tuvo un éxito enorme y una gran concurrencia.*

**Win the House of Your Dreams**





## WIND AND WOJO NEWS

Over 200,000 WOJO listeners attempted to cash in on WOJO Check, a promotion sponsored by Tecate Beer, MG International Auto Insurance, Montgomery Ward Auto Express, and Pepsi. Official WOJO Checks were sent in by listeners with the amount of money they wanted to win and the reason they wanted the money. WOJO selected five names and announced the winners over the air between 6 a.m. and 7 p.m. The first listener who called in won the amount requested on his WOJO Check.



**WOJO Announcer Carlos Rojas and WOJO Check winner José Luis Ambrosio.**

*Más de 200,000 radioescuchas de WOJO trataron de hacer efectivo el cheque de WOJO, una promoción patrocinada por la cerveza Tecate, MG International Auto Insurance, Montgomery Ward Auto Express y Pepsi. Los cheques oficiales de WOJO fueron enviados por los radioescuchas con la cantidad de dinero que querían ganar y la razón por la que querían el dinero. WOJO seleccionó cinco y difundió los nombres de los ganadores entre las 6 a.m. y las 7 p.m. El primer radioescucha que llamó ganó la cantidad solicitada en su cheque de WOJO.*



**WOJO Announcer Mario Alberto Escobar gave WOJO Check winner, José Manoujano, \$960 cash.**

Over 70,000 people enjoyed WIND's Seventh Annual Cinco de Mayo Festival held April 24 and 26. Live performances from Braulio, Los Mier, Napoleon, Los Caminantes, and a myriad of other renowned Latin American entertainers captivated the audience. One hundred national and local companies displaying products, distributing samples and coupons, and providing games turned Donnelley Hall into a giant mercado. A children's stage showcased favorite stars of WSNS-TV Channel 44's children's show Brechita, cereal characters from General Mills, and the Grupo Folclórico Internacional.

*Más de 70,000 personas disfrutaron del Festival del Cinco de Mayo llevado a cabo el 24 y el 26 de abril. Las actuaciones en vivo de Braulio, Los Mier, Napoleon, Los Caminantes, y otros renombrados artistas Latinoamericanos cautivaron a la audiencia. Cien compañías nacionales y locales*

*transformaron al Donnelly Hall en un enorme tianguis con la exhibición de productos, la distribución de cupones y la sección de juegos. En el escenario para los niños se presentaron a las estrellas del programa Brechita de Canal 44, personajes de los cereales de General Mills y al Grupo Folclórico Internacional.*



**Seventy thousand people attended the Cinco de Mayo Festival hosted by WIND.**

**WIND and WOJO participated in the 26th Street Mexican Independence Day Parade and the Downtown Parade.**



**WOJO** and its listeners celebrated the 8th Annual Pan-American Festival at Grant Park. WOJO broadcast live from the lakefront festival which had two days of live entertainment from Gloria Trevi of Mexico, Ricky Martin and Jerry Rivera from Puerto Rico, La Sonora Tropicana of Colombia, and Conjunto Quisqueya of the Dominican Republic.

*WOJO y sus radioescuchas celebraron el 8º Festival Anual Panamericano en el Grant Park. WOJO transmitió en vivo desde ese festival a la orilla del lago que brindó dos días de diversión con Gloria Trevi de México, Ricky Martín y Jerry Rivera de Puerto Rico, La Sonora Tropicana de Colombia y el Conjunto Quisqueya de la República Dominicana.*



**WOJO listeners lining up at the various booths at the 8th Annual Pan-American Festival.**

**The crowd at WOJO's Viva Mexico Festival**



**WOJO's** Viva Mexico Festival was the site where one lucky WOJO listener won a 1993 Nissan Pickup Truck through WOJO's Check on Wheels promotion. For 2 days from 12 noon to 11 p.m., the crowd was entertained by such groups as Garibaldi, Magneto, Menudo, Cristian

Castro, Pablo Ruiz, Timibiriche, and many more.

*El Festival Viva México fue el escenario en donde un radioescucha de WOJO ganó un camión pick-up Nissan en la promoción de WOJO "Check on Wheels."*

*Durante dos días desde las 12:00 del día hasta las 11:00 de la noche, la multitud fue entretenida por grupos como Garibaldi, Magneto, Menudo, Cristian Castro, Pablo Ruiz, Timibiriche y muchos más.*

## NEW PERSONNEL JOIN WIND and WOJO

### JOHN MANN



John Mann joined the WIND sales team as an Account Executive after having worked at several television stations. John's previous experience included stints at WIWR, Channel 50, and WFLD, Fox 32. He also spent one year selling the very successful sitcom "Three's Company."

*John Mann se unió al equipo de ventas de WIND como Ejecutivo de Cuentas*

*después de trabajar con varios canales de televisión. La experiencia previa de John incluye trabajos con WIWR, Canal 50 y WFLD, FOX 32. John también pasó un año vendiendo tiempo en la exitosa serie "Three's Company".*

an intern at WGN in its marketing research department. A graduate of Northeastern Illinois University, Elizabeth earned a degree in marketing. She enjoys eclectic art and European designs.

### ELIZABETH ROSARIO



Elizabeth Rosario joined WIND and WOJO's sales department and marketing department in August as Assistant Marketing Director. Prior to that she was

*Elizabeth Rosario se integró al Departamento de Ventas y Mercadotecnia de WOJO en agosto como Asistente Directora de Mercadotecnia. Anteriormente ella estaba con WGN en el Departamento de Investigación de Mercados. Se graduó en Northeastern Illinois University; con su título en mercadotecnia. Disfruta del arte ecléctico y de los diseños europeos.*



## WIND AND WOJO NEWS

### MIKE KASANOFF



**WIND** Account Executive Mike Kasanoff rejoined the sales force after having worked at sister station KCOR in San Antonio, Texas. Previously, Mike worked at WIND from 1986 - 1990. He currently lives in Chicago with his wife Henny and 16-month old daughter Shaina Beth. Mike's favorite hobbies are golf and sports trivia.

*El Ejecutivo de Cuentas de WIND, Mike Kasanoff, volvió al equipo de ventas después de trabajar por un tiempo con KCOR, la emisora hermana en San Antonio. Mike trabajó con WIND de 1986 hasta 1990. Actualmente vive en Chicago con su esposa Henny y su hija de 16 meses, Shaina Beth. Los pasatiempos de Mike son el golf y trivia en los deportes.*

### BRAD BEHNKE



Brad Behnke was recently promoted to Special Event Technical Coordinator at WIND/WOJO. Brad has been with the stations for four years. He has attended the School of Art Institute of Chicago and DePaul University where he is one year away from receiving his bachelor's degree in business.

*Brad Behnke fue ascendido recientemente al puesto de Coordinador Técnico de Eventos Especiales de WIND/WOJO. Hace cuatro años que Brad trabaja con esas emisoras. Asiste a la Escuela del Art Institute de Chicago y a DePaul University, le falta un año para terminar sus estudios en Administración de Empresas.*

### STAN CORPIER



### MARY McEVILLY



## KUNO AND KSAB NEWS



**KUNO and KSAB held an Easter party with the local Boys and Girls Club. There was a live remote with door prizes and an egg hunt with over 10,000 eggs filled with candy. This was sponsored by Attorney Albert Huerta, American Airlines, and Coca Cola.**

**Cinco de Mayo was celebrated in Corpus Christi with a free, all-day concert and dance featuring several popular conjunto bands.**



**The 29th Annual Mother's Day Show welcomed over 5,000 mothers and their families to a free variety show. Over \$5,000 door prizes were awarded to the "oldest mother," the "youngest mother," the "mom with the most children," etc.**



**Ms. Nora Hidalgo of Corpus Christi (right) won an all-expense paid trip to Los Angeles to see Lalo y Los Descalzos in concert and to visit Universal Studios. Luis Muñoz, General Manager of KUNO/KSAB, awarded Ms. Hidalgo her prize.**



**Ms. María Romero was the lucky recipient of the hat of Oscar Gonzalez, singer of La Mafia. Ms. Romero, shown with her brother, also won a poster and several La Mafia compact discs.**

**KUNO and KSAB** celebrated its 11th Annual Hispanic Festival with several featured musical groups such as Napoleon, Los Centallas, Los Cardenales de Nuevo Leon, and Grupo Halcón. The Festival was sponsored by U.S. Tobacco, Miller Beer, American Airlines, and R.J.R. Reynolds.

*KUNO Y KSAB celebraron su 11º Festival Anual Hispano (Annual Hispanic Festival) con varios grupos musicales destacados como Napoleon, Los Centallas, Los Cardenales de Nuevo León y Grupo Halcón. La fiesta fue patrocinada por U.S. Tobacco, Miller Beer, American Airlines y R.J.R Nabisco.*

The Great Read Out program sponsored by KUNO/KSAB concluded in August with over 100 participants. The program encouraged students to read during the summer by inviting them to send in book reports they had read. Winners received Boom-Box radios and all participants received coupons for free Subway sandwiches.

*El gran programa para promover la lectura (The Great Read Out Program) patrocinada por KUNO/KSAB concluyó en agosto con más de 100 participantes. El programa animó a los estudiantes a leer durante el verano por medio de un concurso en el que ellos enviaban reportes sobre los libros que leyeron. Los ganadores recibieron radios "Boom Box" y todos los participantes recibieron cupones para recibir sandwiches gratis en Subway.*

This year's 16 de Septiembre Festival was celebrated with a parade and a mariachi festival. Grand Marshall of the parade was the new Mexican consulate Norma Araceli Ramirez. Over 35,000 spectators watched 150 parade floats. The festival culminated with four local mariachi groups entertaining the crowd.

*El festival del 16 de septiembre de este año se celebró con un desfile y una fiesta con mariachis. La Directora del desfile fue la nueva Cónsul de México, Norma Araceli Ramírez. Más de 35,000 personas vieron las 150 carrozas. La fiesta culminó con cuatro grupos de mariachis tocando para la concurrencia.*

**HAPPY BIRTHDAY**

DIANA RODRIGUEZ - MAY 30  
LUIS MUNOZ - June 1

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