

The Communicator

TICHENOR MEDIA SYSTEM

FALL 1987

BIG AL AND JESSICA WIN HERALD-POST DJ CONTEST



KBNA-AM/FM's Jessica and Big Al won the El Paso Herald Post's DJ contest with more than 50,000 votes.

Jessica y Big Al de KBNA-AM/FM ganaron el concurso de animadores de El Paso Herald-Post con mas de 50,000 votos.

Big Al (Alberto Calvo) and Jessica (Olga Dunlop) bill themselves as "Two Tons of Fun" and when the El Paso community had an opportunity to vote for their favorite disc jockeys, Big Al and Jessica received twice as many votes as anyone else! They say winning the favorite disc jockey contest was "like winning the Super Bowl".

Part of their morning show is laughs. They are constantly making jokes and insulting each other. But there is a serious side, too.

"All I want to do is to have people realize that everyone is worth a lot," Big Al said. "Together in the spirit of unity and pride, we want to get people together, get them enthusiastic and get them feeling good about themselves and make them realize their importance."

"Their listener support comes from every walk of life--from the youngest to the senior citizens" said one KBNA supporter. "They play our music--they're our people".

Big Al (Alberto Calvo) y Jessica (Olga Dunlop) se auto-nombran "Dos Toneladas de Diversion" y cuando la comunidad de El Paso tuvo una oportunidad para votar por sus animadores favoritos, Big Al y Jessica recibieron el doble de votos que los demas! Ellos dicen que el ganar el concurso del animador favorito es algo "Semejante a ganar el Super Bowl"

Parte de su programa matutino es de risa. Constantemente estan diciendo chistes e insultandose mutuamente. Mas existe un lado serio tambien.

"Todo lo que quiero hacer es que la gente se de cuenta de que cada uno vale bastante," dijo Big Al. "Juntos en el espiritu de unidad y orgullo, nosotros queremos que la gente se una, hacerla entusiasta y hacerla sentirse bien acerca de si misma y hacerla que se percate de su propia importancia."

"El apoyo de sus escuchas proviene de todos los ambitos--desde los jovenes hasta las personas de edad avanzada" dijo uno de los que apoyan a KBNA. "Ellos tocan nuestra musica--ellos son nuestra gente."

MANAGERS SELECT SALES PERSONS OF THE QUARTER

The Tichenor Media System '88 Sales Recognition Plan was implemented on June 1st. To be eligible to participate in the plan, an account executive must have a minimum of 6 months experience within the station's sales department and have quotas established by the Sales Manager. A point system was devised, awarding points for accomplishments in prospecting, selling and collecting.

Each month and each quarter an account executive is recognized as the outstanding achiever in the department. At the end of the year, the sales person who has accumulated the most points will be awarded the President's Cup and will be given a \$5,000 cash bonus or two free round trip tickets to anywhere American Airlines flies.

The following individuals earned the honor of being named Sales Person of the Second Quarter for their stations. Congratulations to all five!



**PAM HALE
KELT**

Pam has maintained the position of top biller by exceeding her projections by 10% each month and has consistently kept her collections in the 90 day column at 4% or less.

Gerard had no accounts receivable in July and kept his collections under 5% in August and September. He also generated 11 new accounts for KCOR during the past quarter. Gerard has only been with the station 9 months.



**GERARD R. C. PASTRANO
KCOR**



**CHUCK MCKASSON
KGBT**

Chuck exceeded his sales quota by 12%; established 14 new accounts and kept his collections over 60 days down to 10%.



**TERESITA ORTIZ
WIND**

Teresita held her collections to below 5% for the entire quarter. She is excellent at client servicing and 100% of her clients are on the air 52 weeks a year!

Efraim achieved 42.5% over his sales goal with a monthly average of \$54,700! He has been with WOJO 7 years. Prior to joining WOJO Efraim was an opera singer for over twenty years.



**EFRAIM LOPEZ ZACARIAS
WOJO**

LA TREMENDA®



SAMUEL PEREZ CORDOBA



ALBERTO COLLAZO

A warm welcome to Alberto Callazo and Samuel Perez Cordoba who have recently joined the KLAT programming department. Alberto and Samuel have teamed up with Armando Reyna Rendon and Martha Pruneda to form the crazy group that hosts the "Cada Loco Con su Tema" program ("Each Nut With His Own Story") aired weekday mornings at La Tremenda. Alberto Collazo was born and raised in Monterrey where he studied at the Institute of Technology and graduated with a degree in Accounting. He then began acting in diverse amateur theatres. He came to the U.S. to continue with his acting career and in addition to "Cada Loco Con su Tema" works weekends at La Tremenda. Samuel Perez Cordoba is also from Mexico City where he studied at the Conservatory of Music. He is an accomplished bass player and has worked as a musician in Mexico for several years.

Una calida bienvenida para Alberto Collazo y Samuel Perez Cordoba quienes recientemente han entrado al departamento de programacion de KLAT. Alberto y Samuel se han unido a Armando Reyna Rendon y Martha Pruneda para formar el extravagante grupo que anima el programa "Cada Loco con su Tema" que sale al aire todas las mananas en La Tremenda. Alberto Collazo nacio y se crio en Monterrey en donde estudio en el Instituto Tecnologico y se graduo en contabilidad. Fue entonces que comenzo a actuar en varios teatros de aficionados. Se vino a los Estados Unidos para continuar con su carrera de actuacion y ademas de participar en "Cada Loco con su Tema" trabaja los fines de semana en La Tremenda. Samuel Perez Cordoba es originario de la ciudad de Mexico en donde estudio en el Conservatorio Nacional de Musica. Es un consumado ejecutante del tontrabajo y ha trabajado en Mexico como musico por varios anos.



The Houston Association of Radio Broadcasters held its annual award luncheon and KLAT won a First Place award in the Spanish/National category for the Tecate Beer Radio Commercial produced by Bozell Jacobs Kenyon and Eckhart. Ricardo Castillo (r) receives the First Place award for the Tecate Beer Spanish-National Radio commercial from Mr. Ken Polk (l) of the Houston Association of Radio Broadcasters.

Las Asociacion de Radiodifusores de Houston tuvo su comida anual de reconocimiento y KLAT gano un premio al Primer Lugar en la categoria Nacional/Espanol por el Comercial Radiofonico de la Cerveza Tecate producido por Bozell Jacobs Kenyon y Eckhart.

Ricardo Castillo (d) recibe el premio al Primer Lugar por el comercial Radiofonico Nacional-Espanol de la Cerveza Tecate de manos del senor Ken Polk (i) de la Asociacion de Radiodifusores de Houston.



PURA GARZA

Pura Garza has rejoined the KGBT Radio sales staff. Pura sold for KGBT in 1984-5. She and her husband ran their own business in Mission for 12 years. Pura has most recently been selling insurance.

Pura Garza ha reingresado al departamento de ventas de KGBT Radio. Pura vendio para KGBT en 1984-5. Ella y su esposo atendieron su negocio propio en Mission por doce anos. Mas recientemente, Pura has estado vendiendo seguros.



RICARDO GONZALEZ

Ricardo Gonzalez is KGBT's new Account Executive. Ricardo served twenty-five years with the U.S. Border Patrol. Since his retirement in 1986, he has been selling real estate.

Ricardo Gonzalez es el mas nuevo agente de ventas de KGBT. Ricardo estuvo 25 anos en la U.S. Border Patrol. Desde su retiro en 1986, ha estado vendiendo bienes raices.

Dieciochomil personas desafiaron un clima de 100 grados para asistir al Cuarto Festival Anual Hispano del Magico Valle de KGBT Radio el 4 de julio en los Terrenos de la Exposicion Ganadera en Mercedes. El festival comenzo al mediodia y por 11 horas la multitud se divirtio con 15 bandas instaladas en dos escenarios.

El 7 de septiembre, "La Ruleta Futbolistica 1987" se lanzo al aire. Las llamadas telefonicas se reciben de todo el Valle a solicitud del locutor. Un afortunado escucha por hora tendra la oportunidad de adivinar correctamente el equipo de futbol en la "Ruleta Futbolistica 1987". Los equipos consisten en escuelas secundarias del Valle en la competencia de 3A, 4A y 5A. Si el escucha adivina correctamente el equipo, ganara la cantidad acumulada hasta el momento (es posible que la cantidad llegue hasta \$8,000.) Pero si no acierta, \$20 se agregan a la cantidad cada hora hasta que alguien gane.

El locutor de KGBT Hugo de la Cruz fue invitado para ir a un encuentro con el Papa Juan Pablo Segundo en Detroit, Michigan, durante la Gira del Papa por Estados Unidos. Hugo fue uno de siete diaconos escogidos de la Diocesis de Brownsville para asistir.

Eighteen thousand people braved 100 degree weather to attend KGBT Radio's Fourth Annual Magic Valley Hispanic Festival July 4 at the Mercedes Livestock Showgrounds. The festival began at noon and for 11 hours the crowds were entertained by 15 bands on two stages.

On September 7th "Football Roulette 1987" hit the air. Calls are received Valley-wide at the announcer's request. One lucky listener per hour will have a chance at guessing the correct football team on "Football Roulette 1987". Football teams consist of Valley high schools in 3A, 4A and 5A competition. If the listener correctly guesses the team, they will win the accumulated pot (it is possible for the pot to amount to \$8,000). But if they fail to guess correctly, \$20 is added to the pot every hour until someone wins.

KGBT Announcer Hugo de la Cruz was invited to meet with Pope John Paul II in Detroit, Michigan during the Pope's United States Tour. Hugo was among seven deacons chosen from the Brownsville Diocese to attend.



KGBT Announcer Ramon Tellez watches as the crowds start to arrive at the Mercedes Livestock Showgrounds July 4th.

El locutor de KGBT Ramon Tellez observa como la gente comienza a llegar a los terrenos de la Exposicion Ganadera de Mercedes el 4 de julio.

K-LITE 94½

KELT-FM

Lite Rock

K-Lite celebrated its third birthday throughout the month of September. On September 25th the station hosted a Valley-style blow out with Johnny Dee and the Rocket 88's at the Villarreal Convention Center in McAllen.

The station received lots of help from their celebrity friends wishing the K-Lite Krew a happy 3rd birthday:

- Patrick Swayze of "Dirty Dancin"
- Reo Speedwagon's Kevin Cronin
- Restless Heart's John Deitrich
- Dan Hill
- Carly Simon
- Force MD's

Cinemark Theaters and K-Lite gave away a movie a week for an entire year! Listeners called in when K-Lite gave them the cue. Through the phone call, they registered for the September 20th drawing by wishing K-Lite a Happy Birthday that was played back on the air.

After a very successful first year, K-Lite renewed their Solid Gold Saturday Night contract for another year. And Supergold made its debut on K-Lite in mid-July. These two programs are America's most highly rated oldies shows.

K-Lite was one of a very few select stations across the country granted market exclusive broadcast rights to Billy Joel Live in Leningrad Russia. It was the first time an American artist's performance was beamed back to the United States for live broadcast. K-Lite was proud to be a part of an historic international moment.

A lot of stations say they play a lot of music, but K-Lite has always played the most music in the Valley. Instead of just saying it, though, we proved it! Listeners were asked to guess how many songs K-Lite would play during MOST MUSIC AUGUST. Eli Ochoa of Progresso hit the nail on the head! Her guess of 11,798 songs was worth a panasonic K-Lite Kompact Disc Player and almost \$200 worth of K-Lite Kompact Discs.

Pat Young - Account Executive. Pat earned his B.A. degree in Communications at Baylor University and his Masters degree in Speech and Theater at Southwest Texas State University. He has experience with three radio stations and was most recently an account executive/media buyer with Butler Advertising in Brownsville.



CHARLES PAT YOUNG



The crowds were ready as KGBT personnel tossed prizes into the audience during the evening performances of the Fourth Annual Magic Valley Hispanic Festival.

La multitud estaba lista cuando el personal de KGBT lanza premios a la audiencia durante las presentaciones nocturnas del Cuarto Festival Anual Hispano del Magico Valle.

Jose Roel Leal - Announcer. J. R. is a graduate of the Columbia School of Broadcasting and the T.S.T.I. Electronic Servicing program. He has worked as an announcer for 2½ years at radio stations KRIO, KITM, and B-104.



J. R. LEAL

Rene Zarate - Announcer. Rene is a graduate of Edinburg High School and studied Electronic Technology at T.S.T.I. He has held a variety of jobs since graduation, including announcing for KCTM FM 103 in Rio Grande City.



RENE ZARATE



RUDY VALADEZ

Rudy Valadez - Account Executive. Rudy has lived in Houston most of his life. He has extensive experience in the restaurant and furniture businesses. He and his wife Jeanette have six children and seven grandchildren.

Rudy Valadez - agente de ventas. Rudy ha vivido en Houston la mayor parte de su vida. Tiene una extensa experiencia en los ramos de los restaurantes y mueblerias. Con su esposa Jeanette tiene seis hijos y siete nietos.



TRECA BERGMAN

Treca Bergman - Account Executive. Treca was born and raised in West Texas, the daughter of a cotton farmer. She worked in the field of public accounting for several years before her entree into radio broadcasting. Treca has worked in sales and sales management at various stations throughout seven states of the midwest. She says she is glad to be back in Texas.

Treca Bergman - agente de ventas. Treca nacio y se crio en la region occidental de Texas como hija de un algodnero. Ella trabajo en el campo de la contaduria publica por varios anos antes de su entrada en las comunicaciones radiales. Treca ha trabajado en ventas y administracion de ventas en varias estaciones en siete estados del medio oeste. Ella dice estar contenta de regresar a Texas.



One Hundred and Twenty-Five Thousand Loteria Tickets were mailed out to every San Antonio address with a Spanish surname in September. Card recipients were invited to tune their radio dials to 1350 AM and listen for winning numbers to be announced throughout the day. The first number will be announced by Paco Lara each weekday morning at 7:10, as well as the time that other numbers will be announced. Listeners were advised to call KCOR within 15 minutes of their number being called to collect their money. Each winner will receive between \$100 and \$1,000.

125 Mil Billetes de Loteria se enviaron en septiembre a cada direccion de San Antonio con un apellido hispano. Todos los que los recibieron fueron invitados a sintonizar sus radioreceptores en el 1350 AM y escuchar los numeros ganadores que serian anunciados durante el dia. El primer numero sera anunciado por Paco Lara cada mañana a las 7:10 lo mismo que el horario en que otros numeros seran anunciados. Se advirtio a los escuchas que llamaran a KCOR dentro de los 15 minutos que corrieran a partir de que su numero hubiese sido anunciado para cobrar su dinero. Cada ganador recibira de \$100 a \$1,000!



KCOR listeners donated money for the benefit of the victims of the Saragosa tornado. Frank Cortez, KCOR's Community Relations Director, is pictured above presenting the \$2,743.40 check to Sister Julieta Mendoza of the Sisters of the Sorrowful Mother Order.

Los radioescuchas de KCOR donaron dinero para beneficio de los damnificados del tornado ocurrido en Saragoza. Frank Cortez, director de relaciones comunitarias de KCOR, aparece en la grafica al entregar el cheque por \$2,743.40 a la hermana Julieta Mendoza de la Orden de las Hermanas de la Madre de los Dolores.

Continued Next Page

The new "hot" program at KCOR is Cesar Camacho and Federico Rodriguez Alarcon's "La Papa Caliente". Their many years of radio experiences are shared with KCOR listeners as they discuss show business, tell jokes and talk about the big and little things going on in the world.

KCOR and Miller High Life Beer hosted the Fifth Annual Hispanic State Fair at La Villita from 1 PM to 11 PM Sunday, July 19. Thousands of KCOR listeners came to enjoy the music of Lola Beltran, Lorenzo de Monteclaro, Valentine Leyva, Rosario Olivo, El Mariachi Los Charros de Rafael Basulto and sixteen other groups and performers.

KCOR held a bicycle race for kids at Rosedale Park in August. There were two age divisions and prizes of \$100, \$50 and \$25 were awarded to the first, second and third place winners. Before the children's race began, KCOR Announcers Pepe Lupe Duarte, Federico Rodriguez Alarcon, Ramiro Sanchez Cordova, Sergio Hector Rodarte, Pilar Campo Redondo, Paco Lara y Amador Gonzales and Gilberto Villarreal got everyone enthused by holding their own bicycle race. The crowd cheered on their favorite announcers. Amador Gonzalez came in at the end—ten minutes after everyone else. He said he got lost.



KCOR hosted a bicycle race for kids at Rosedale Park.

KCOR llevo a cabo una carrera en bicicleta para niños en el Parque Rosedale.

Scholarships Awarded

The company made three \$5,000 scholarships available to children of TMS employees in August. Two applicants qualified for admission to Incarnate Word College in San Antonio and are currently attending:

Anna Maria Iturralde, daughter of Hope Madoz, Account Executive, KCOR

Marta Teresa Munoz, daughter of Luis Munoz, General Manager, KUNO



Lola Beltran won the audiences' hearts when she sang at the KCOR Hispanic State Fair.

Lola Beltran se gano el corazon de la audiencia cuando canto en la Feria Estatal Hispana de KCOR.

El nuevo programa "caliente" de KCOR es "La Papa Caliente" de Cesar Camacho y Federico Rodriguez Alarcon. Sus muchos años de experiencia radiofónica son compartidos con los radioescuchas de KCOR al discutir acerca del mundo de los espectáculos, contar chistes y hablar de las cosas grandes y pequeñas que ocurren en el mundo.

KCOR y la cerveza Miller High Life realizaron la Quinta Feria Estatal Hispana en La Villita de la una de la tarde a 11 de la noche el domingo 19 de julio. Miles de radioescuchas de KCOR disfrutaron de la música de Lola Beltran, Lorenzo de Monteclaro, Valentina Leyva, Rosario Olivo, el Mariachi Los Charros de Rafael Basulto y otros 16 grupos y artistas.

KCOR llevo a cabo una carrera en bicicleta para niños en el Parque Rosedale en agosto. Hubo dos divisiones por edades y premios de \$100, \$50 y \$25 fueron entregados a los ganadores del primero, segundo y tercer lugares. Antes del comienzo de la carrera, los locutores de KCOR Pepe Lupe Duarte, Federico Rodriguez Alarcon, Ramiro Sanchez Cordova, Sergio Hector Rodarte, Pilar Campo Redondo, Paco Lara y Amador Gonzales y Gilberto Villarreal mantuvieron a todos entusiasmados al realizar ellos su propia carrera en bicicleta. La multitud vitoreo a sus locutores favoritos. Amador Gonzales arribo a la meta de llegada diez minutos después de los demás. Dijo que se había extraviado.

"The greatest mistake you can make in life is to be continually fearing you will make one."

Elbert Hubbard

AMBIENTE

FM 105 • WOJO

An estimated 2.5 million people came during the eight days of the Taste of Chicago festivities. WOJO-FM sponsored "South of the Border Night" at Taste of Chicago on July 2. Lisa Lopez and Tommy Olivencia headlined the show dedicated to the various types of music within the Hispanic culture.

Radio Ambiente celebrated the 4th of July at Supermercado La Justicia. That afternoon anyone who entered La Justicia had the chance to play La Llave Clave and over three hundred people came to try their luck with the treasurer chest.

On July 10, WOJO hosted Cubs Spirit Day at Wrigley Field. One thousand WOJO listeners were given tickets to the baseball game and WOJO's Program Director Guillermo Prince and Pepe Saldivar broadcasted from the stands. Preceding the game, WOJO honored Cub sponsors and other clients at a special luncheon at Campeche Restaurant.

Radio Ambiente had the honor of being the host of the Pan American Games Athlete's Picnic on August 5. In coordination with Michigan City, Indiana volunteers and PAXI, the party for the yachting teams from all of the countries participating was a total success. Program Director Guillermo Prince was the Master of Ceremonies for the event.

In August, WOJO participated in the Pan American Festival at Navy Pier. Working along with McDonald's, WOJO sponsored McDonald's night at the festival. A bilingual Ronald McDonald was present to play and talk with the children. Radio Ambiente's on air personalities did live broadcasts from this event.



On August 16, Radio Ambiente took part in a charity softball game sponsored by McDonald's. Fiesta Educativa supports Hispanic youth and their families by directing them toward the proper organizations specializing in their illness. Members of WOJO's staff participated in the benefit softball game.

El 16 de agosto, Radio Ambiente tomo parte en un juego de softbol de caracter benefico patrocinado por McDonald's. Fiesta Educativa apoya a la juventud hispana y sus familias al dirigirlas hacia las organizaciones apropiadas especializandose en sus enfermedades. Miembros del personal de WOJO participaron en el juego de softbol a benefico.

Aproximadamente 2.5 millones de personas se hicieron presentes durante los ocho dias de las festividades del Taste of

Chicago. WOJO-FM 105 patrocino la "Noche al Sur de la Frontera" en el Taste of Chicago el dos de julio. Lisa Lopez y Tommy Olivencia encabezaron el espectáculo dedicado a los varios tipos de musica dentro de la cultura hispana.

Radio Ambiente celebro el 4 de julio en el Supermercado La Justicia. Esa tarde cualquiera que entrara a La Justicia tendria la oportunidad de jugar La Llave Clave y mas de trescientas personas fueron a probar su suerte con el cofre del tesoro.

El 10 de julio, WOJO llevo a cabo el Dia de Animar a los Cachorros en el Wrigley Field. Mil escuchas de WOJO recibieron boletos para el juego de beisbol y el director de programas de WOJO Guillermo Prince y Pepe Saldivar transmitieron desde las graderias. Antes del encuentro, WOJO honro a los patrocinadores de la promocion y a otros clientes en una comida especial en el Restaurante Campeche.

Como parte de su continuo apoyo a la comunidad, Radio Ambiente participo orgullosamente y apoyo a la Feria de las Flores, Fiesta del Sol, Carnaval Latino del Barrio Empacadors, y Viva Mexico este verano.

Radio Ambiente tuvo el honor de ser anfitriona del Picnic de los Atletas de los Juegos Panamericanos el 5 de agosto. En coordinacion con Michigan City, voluntarios de Indiana y PAXI, la fiesta para los equipos de yates de todos los paises participantes fue todo un exito. El director de programas Guillermo Prince fue el Maestro de Ceremonias del evento.

En agosto, WOJO participo en el Festival Panamericano en Navy Pier. En conjunto con McDonald's, WOJO patrocino la noche de McDonald's en el festival. Un Ronald McDonald bilingue estuvo presente para actuar y hablar con los ninos. Las personalidades al aire de Radio Ambiente transmitieron en vivo el evento.

Miami Sound Machine trajo su ritmo latino a Chicago el 19 de agosto. WOJO, junto con Pepsi Cola, patrocino este exitoso concierto en el Teatro Holiday Star en Merrillville, Indiana.

La Cuarta Edicion de Con Sabor a Mexico, el festival veraniego anual de Radio Ambiente, tuvo lugar del 21 al 23 de agosto en el Parque Hawthorne. Lucha Villa, Timbiriche, Lorenzo Antonio, Juan Valentin, Los Caminantes, Laura Flores, Lisa Lopez y muchos mas hicieron de este evento lleno de estrellas todo un exito.

El director de noticias de Radio Ambiente, Luis de Gonzalez, recibio el prestigioso reconocimiento Micropluma de Oro el 29 de agosto en el banquete de APLI.

Una de las mas recientes promociones en el aire de WOJO es la de La Camiseta de Pepsi. Los escuchas son requeridos a mandar una tarjeta en la cual hayan escrito Pepsi y WOJO-FM 105 Radio Ambiente. Un ganador se escoge cada dia y recibe camisetas de Radio Ambiente para toda la familia!

El 15 de septiembre, WOJO celebro "El Grito" en la Petrillo Band Shell con una transmision en vivo. El Grito es una ceremonia civica conmemorando "El Grito de Independencia" de 1810. Los eventos incluyen un programa especial de discursos, lectura de poesia y una representacion del grito de 1810.



In a recent visit to Chicago, the popular singer Emmanuel was awarded a Gold Record from the U.S. and a Platinum Record from Mexico for his most recent L.P. WOJO Program Director Guillermo Prince had the honor of presenting Emmanuel with the plaques.

En una reciente visita a Chicago, el popular cantante Emmanuel recibio un Disco de Oro de parte de los Estados Unidos y un Disco de Platino de Parte de Mexico por su mas reciente L.P. El director de programas de WOJO Guillermo Prince tuvo el honor de entregar las placas a Emmanuel.

WOJO estuvo involucrada en muchas festividades en septiembre celebrando el Dia de la Independencia Mexicana. WOJO patrocina La Vista Previa Promocional de la Maquina Musical de la Compania Cervecera Miller. La Maquina Musical de Miller es un camion que se convierte en un escenario. El camion viaja por el pais llevando hasta el publico lo mejor del talento hispano gratuitamente. Para promover los conciertos, WOJO tuvo cuatro Llave Claves en diferentes sitios. Los conciertos trajeron talentos tales como Luis Angel y Carla de Leon.

Daniela Romo y Joan Sebastian vinieron a Chicago el 12 de septiembre y Radio Ambiente fue el patrocinador del concierto. Una promocion fue llevada a efecto en la cual los escuchas llamaron para cantar al unisono con la cancion que interpreta Daniela Romo "Coco Loco". Los mejores cantantes recibieron su mas reciente album y la oportunidad de competir por el gran premio, un viaje a Texas para ver a Daniela Romo en concierto.

Miami Sound Machine brought its Latin rhythm to Chicago on August 19. WOJO, along with Pepsi Cola, sponsored this successful concert at the Holiday Star Theatre in Merrillville, Indiana.

The Fourth Edition of Con Sabor a Mexico, Radio Ambiente's yearly summer festival, took place on August 21 - 23 at Hawthorne Park. Lucha Villa, Timbiriche, Lorenzo Antonio, Juan Valentin, Los Caminantes, Laura Flores, Lisa Lopez and many more made this star-studded event a success.

Radio Ambiente's News Director, Luis de Gonzalez, received the prestigious Micropluma de Oro award on August 29 at the APLI banquet.

One of WOJO's latest on-air giveaways is the Pepsi T-Shirt Promotion. Listeners are asked to send in a card on which they have written Pepsi and WOJO-FM 105 Radio Ambiente. A winner is chosen every day and receives Radio Ambiente T-shirts for the entire family!

WOJO was involved with many festivities during September celebrating the Mexican Independence Day. WOJO sponsored the Miller Brewing Company's Maquina Musical Promotional Preview. Miller's Maquina Musical is a truck which converts into a stage. The truck travels around the country bringing top name Hispanic talent free to the public. WOJO, to promote the concerts, did four Llave Claves at the different sites. The concerts brought such talent as Luis Angel and Carla de Leon.

Daniela Romo and Joan Sebastian came to Chicago on September 12 and Radio Ambiente was the sponsor of the concert. A promotion was held in which listeners called in to sing along with Daniela Romo's song "Coco Loco". The best singers were given her latest album and the chance to compete for the grand prize, a trip to Texas to see Daniela Romo in concert.

On September 15, WOJO celebrated El Grito at the Petrillo Band Shell with a live broadcast. El Grito is a civic ceremony commemorating the "Cry of Independence" of 1810. The events include a special program of speeches, poetry readings and a re-enactment of the cry of 1810.



During the month of September, Radio Ambiente participated in and supported the 26th Street Chamber of Commerce Parade on September 13 and the La Villita Festival on September 10 - 13.

Durante el mes de septiembre, Radio Ambiente participo y apoyo el Desfile de la Camara de Comercio de la Calle 26 el 13 de septiembre y el Festival La Villita del 10 al 13 de septiembre.

WIND

On Sunday, August 16, Fiesta Educativa held their second annual celebrity softball game. Fiesta Educativa is a non-for-profit organization which helps Hispanic handicapped children. The event was held in Waveland Park near Chicago's beautiful lakefront with the help of WIND "La Tremenda", WOJO Radio Ambiente, and the Hispanic Association of McDonald's Owners. The day's activities included pony rides, face painting, mariachis, a Ronald McDonald stage and the Roberto Clemente Steel Band.

WIND "La Tremenda" has been the official station for the Urban Rodeo sponsored by Cibco Importing Beer in Joliet, Illinois. The rodeos are held every other Sunday and will be held through October. There is live entertainment at each rodeo and WIND Announcer Armando Perez y Martinez does a remote.

Congratulations to Isabel Muniz Arrambide for being named by "Hispanic USA" as one of the 100 Outstanding Hispanic Women in Communications. Isabel is Public Relations Director for WIND La Tremenda. Born and raised in Chicago, her parents—both from Northern Mexico—stressed the importance of an education as well as maintaining her native language and culture. She has never let this advice go unheeded.



Isabel Muniz Arrambide, Director of Public Relations, is pictured above accepting a plaque from Mayor William Luna. Mayor Luna is with the Chicago Selective Service System and was able to inform the public on the benefits they offer at the Cinco de Mayo Festival. Their endeavor was so successful they felt that a plaque was in order as a token of appreciation.

Isabel Muniz Arrambide, directora de relaciones publicas, aparece en la grafica al aceptar una placa de parte del Alcalde William Luna. El alcalde Luna esta en el Sistema de Servicio Selectivo de Chicago y pudo informar al publico acerca de los beneficios que se ofrecen durante el Festival del Cinco de Mayo. Su esfuerzo tuvo tal exito que decidieron entregar una placa como muestra de reconocimiento.



Catching the last hot rays of summer, WIND sold its first fajita cookoff remote! The remote took place from Galvin Buick Dealership with Filiberto Prieto as DJ and Mike Kasanoff as Account Executive. A precedent was definitely set in Chicago!

Con los ultimos y calientes rayos del verano, WIND vendio su primer remoto de asado de fajitas en el exterior. El remoto tuvo lugar en Galvin Buick Dealership con Filiberto Prieto como animador y Mike Kasanoff como agente vendedor. Un precedente fue sentado definitivamente en Chicago!

The Hispanic Chamber of Commerce of Wisconsin and the MATC organized an economic development conference in Milwaukee on August 20 and 21. The conference was the first ever in the midwest and showed the importance of stimulating business and economic development in Hispanic markets. Among the speakers was Mayor Cisneros of San Antonio, as well as the Governor and Sen. Kasten of Wisconsin. Juan Montenegro, Sales Manager, was a speaker on emerging Hispanic markets in the midwest.

Program Director Miguel Franco was selected to be a panelist at the Annual NAB Convention in Anaheim, California September 9th through the 12th. Miguel will also be travelling to Brazil, Argentina, Ecuador and Colombia with the Secretary of State, Jim Edgar, and a Hispanic group of businessmen November 1st through the 15th. Miguel will be the only media representative travelling with the group to promote foreign investment in the United States.

The Puerto Rican community celebrated their Fiestas Patronales in Humboldt Park in Chicago again this year, and WIND was there celebrating along with them. The week long festival is accompanied by a parade, dignataries banquet and festival. Rubiani De La Rosa, WIND newscaster and prominent Chicago Puertorican broadcast, live from the festival.

Indianapolis, Indiana, which is 250 miles southeast of Chicago, recently hosted Fiesta '87, an annual festival held in conjunction with the Pan American games. The festival is Indiana's largest Hispanic cultural event. WIND was there live on Saturday, August 1, with prizes and Alberto Agosto as DJ. This was the first time a Spanish language radio station from Chicago had ever broadcast live from this illustrious event in Indianapolis.

Continued Next Page

FOUR EMPLOYEES JOIN WIND'S SALES DEPARTMENT



LAURA DE LA MATA
ACCOUNT EXECUTIVE

Laura previously worked for WBBM-TV Channel 2 as Sales Assistant for 2½ years. In addition, Laura worked for J. Walter Thompson and WGN TV and Radio as Sales and Production Assistant. Laura is originally from Long Island, New York.

Laura De La Mata - agente de ventas. Laura trabajo anteriormente en WBBM-TV Canal 2 como asistente en ventas durante dos años y medio. Además trabajo en J. Walter Thompson y WGN TV y Radio como asistente de ventas y producción. Laura es originaria de Long Island, New York.



ITALINA DREAS
ACCOUNT EXECUTIVE

Italina was promoted to Account Executive after having successfully run the Collections Department at WIND. She started with the station in November 1985 as the receptionist.

Italina Dreas - agente de ventas. Italina fue ascendida a agente de ventas despues de haber atendido con gran exito el Departamento de Cobranzas de WIND. Ella comenzo en la estacion en noviembre de 1985 como la recepcionista.



GLORIA RODRIGUEZ
SALES ASSISTANT

Gloria has several years secretarial experience having worked for a real estate company for one year, executive secretary in the sales department of the Hyatt Hotels for two years; and one year in the Cook County Hospital Social Service Department. Gloria is originally from Guanajuato, Mexico.

Gloria Rodriguez - asistente de ventas. Gloria tiene varios años de experiencia secretarial habiendo trabajado en una compania de bienes raices durante un año; secretaria ejecutiva en el departamento de ventas de los Hoteles Hyatt por dos años; y un año en Departamento de Servicio Social del Hospital del Condado Cook. Gloria es originaria de Guanajuato, Mexico.



FRANCO VERA
ACCOUNT EXECUTIVE

Franco previously was regional manager in the Hispanic community for City & Suburban Distributors, distributors of Stroh's and Coors beer. In addition, Franco worked for Rena Ware as Division Manger for 6 years. He is well known in the community and occasionally sings at Special events. Franco is originally from Zacatecas, Mexico.

Franco Vera - agente de ventas. Franco fue anteriormente gerente regional en la comunidad hispana en City & Suburban Distributors, distribuidores de las cervezas Stroh's y Coors. Además Franco trabajo en Rena Ware como gerente divisional por seis años. El es bien conocido en la comunidad y ocasionalmente canta en eventos especiales. Franco es originario del estado de Zacatecas, Mexico.



EVA GUERRERO

Eva Guerrero has joined WIND as Collections Manager. Eva studied business administration at the University of Santo Domingo. She worked for two years in traffic and collections at WOPA, a broker radio station. She has also worked for four years in collections and customer service for HMO. Eva is originally from the Dominican Republic.

Eva Guerrero ha entrado a WIND como gerente de cobranzas. Eva estudio administracion de empresas en la Universidad de Santo Domingo. Trabajo por dos años en Trafico y Cobranzas en WOPA. Tambien ha trabajado por cuatro años en cobranzas y servicio al consumidor en HMO. Eva es originaria de la Republica Dominicana.

Health Benefits Increased To \$1,000,000 Coverage

The Tichenor Media System has increased the maximum benefit paid by the company's health insurance plan from \$250,000 to \$1,000,000. This means that you or any member of your family covered under the company's health insurance plan will be protected for up to \$1,000,000 of medical expenses during their lifetime. This increase in your insurance coverage was implemented because of the rising cost of health care and will be paid for by the company with no increase in premium payments by the employees.

El domingo 16 de agosto, Fiesta Educativa llevo a cabo su segundo juego anual de softbol de celebridades. Fiesta Educativa es una organizacion no lucrativa que da ayuda a los ninos hispanos incapacitados. El evento ocurrio en el Parque Waveland cerca de la hermosa area del lago en Chicago con la colaboracion de WIND "La Tremenda", WOJO Radio Ambiente y la Asociacion Hispana de Propietarios de McDonald's. Las actividades del dia incluyeron paseos en pony, pintura facial, mariachis, la actuacion de Ronald McDonald y la Roberto Clemente Steel Band.

WIND "La Tremenda" ha sido la estacion oficial del Rodeo Urbano patrocinado por Cibco Importing Beer en Joliet, Illinois. Los rodeos se llevan a cabo cada tercer domingo y tendran lugar en el mes de octubre. Hay variedad en vivo en cada rodeo y el locutor de WIND, Armando Perez y Martinez realiza un control remoto.

Felicitaciones para Isabel Muniz Arrambide por haber sido nombrada por "Hispanic USA" como una de 100 Mujeres Hispanas Sobresalientes en Comunicaciones. Isabel es directora de relaciones publicas de WIND La Tremenda. Nacida y criada en Chicago, sus padres—ambos del norte de Mexico—hacen hincapie en la importancia de una educacion asi como tambien el mantener su lenguaje y cultura nativos. Ella nunca ha dejado de seguir este consejo.

La Camara de Comercio Hispana de Wisconsin y el MATC organizaron una conferencia sobre desarrollo economico en Milwaukee el 20 y 21 de agosto. La conferencia fue la primera que se ha celebrado en el medio oeste y mostro la importancia de estimular empresas y el desarrollo economico en los mercados hispanos. Entre los oradores estuvieron el Alcalde Cisneros de San Antonio y el Gobernador y el Senador Kasten de Wisconsin. Juan Montenegro, gerente de ventas, hizo la ponencia sobre los mercados hispanos surgientes en el medio oeste.

El director de programas Miguel Franco fue seleccionado como miembro de un grupo especial en la Convencion Anual de la NAB en Anaheim, California del 9 al 12 de septiembre. Miguel viajara tambien a Brasil, Argentina, Ecuador y Colombia con el Secretario de Estado, Kim Edgar, y un grupo hispano de hombres de empresa del primero al quince de noviembre. Miguel sera el unico representante de los medios de comunicacion que viaje con el grupo para promover la inversion extranjera en Estados Unidos.

La comunidad puertorriquena celebro sus Fiestas Patronales en el Parque Humboldt en Chicago otra vez este ano y WIND estuvo ahi celebrando con ella. El festival de una semana esta acompañado por un desfile, un banquete para los dignatarios y un festival. Rubiani De La Rosa, locutor de noticias de WIND y prominente puertorriqueno de Chicago, transmite en vivo desde el festival.

Indianapolis, Indiana, que esta a 250 millas al sureste de Chicago, fue sede recientemente de Fiesta '87, un festival anual celebrado en conjuncion con los Juegos Panamericanos. El festival es el evento cultural hispano mas grande de Indiana. WIND estuvo presente en vivo el sabado primero de agosto con premio y Alberto Agosto como animador. Esta fue la primera vez que una estacion en el lenguaje espanol de Chicago ha transmitido en vivo este evento ilustre de Indianapolis.

QUE BUENA!

920am KBNA 97fm

KBNA has affiliated with the Texas State Network's Spanish Information Service. A satellite receiving dish has been installed at the Trowbridge studios and the stations are now able to incorporate national and state stories into their newscasts.

KBNA coordinated the Sunny Ozuna Appreciation Dance which was held at the El Paso County Coliseum July 24. Fourteen local groups participated and funds raised were given to Tex-Mex singer Sunny Ozuna, who suffered a heart attack in June.

KBNA AM/FM, Coca Cola and Budweiser sponsored the four day "Budweiser Fiesta de las Flores" September 4 through 8. Four major events highlighted the Labor Day fiesta, with Ray Camacho performing on September 4, Fats Domino performing on September 5, Vikki Carr melting hearts on September 6 and the coronation of the fiesta queen on September 7. Other events included a parade on Montana Avenue and Cotton Street and a 10,000 meter run. All major events were held at the Hugo Meyer Field in Washington Park. Money raised from the fiesta will be awarded in scholarships and other charitable contributions.

El Paso's Planned Parenthood affiliate and KBNA-FM are taking the local lead in disseminating the sounds of abstinence. Two Mexican pop songs that encourage teenagers to "just say no" to sex are making their way into El Paso homes via 600 free copies of the record, distributed by Planned Parenthood, and air play on KBNA. The two duets - sung in Spanish and entitled "Restrain Yourself" and "When We're Together" are sung by Mexican songstress Tatiana Palacios, 18, and ex-Menudo star Puerto Rican Johnny Lozada Correa, 19.



Fats Domino sports a KBNA baseball cap as he performs for the crowds at the "Budweiser Fiesta de las Flores".

Fats Domino luce una cachucha de beisbol de KBNA al actuar para el publico en la "Budweiser Fiesta de las Flores."

KBNA se ha afiliado al Texas State Network's Spanish Information Service. Un plato receptor de satellite ha sido instalado en los estudios de Trowbridge y las estaciones pueden ahora incorporar notas a nivel nacional y estatal en sus noticiarios.

KBNA coordino el Baile de Reconocimiento para Sonny Ozuna el cual tuvo lugar en el Coliseo del Condado de El Paso el 24 de julio. 14 grupos locales participaron y los fondos recaudados se entregaron al cantante Tex-Mex Sunny Ozuna quien sufrio un ataque al corazon en junio.

KBNA AM/FM, Coca Cola y Budweiser patrocinaron la "Budweiser Fiesta de las Flores" del 4 al 8 de septiembre. Cuatro eventos principales realzaron la fiesta del Dia del Trabajo, con Ray Camacho presentandose el 4 de septiembre, Fats Domino el dia 5, Vikki Carr derritiendo corazones el 6 y la coronacion de la reina de la fiesta el 7 de septiembre. Otros eventos incluyeron un desfile por la Avenida Montana y Calle Cotton y una carrera de 10,000 metros. Todos los eventos principales tuvieron lugar en el Hugo Meyer Field en el Parque Washington. El dinero recaudado en la fiesta sera entregado como becas y otras contribuciones caritativas.

La afiliada Planned Parenthood de El Paso y KBNA-FM estan tomando localmente la delantera en diseminar los sonidos de la abstinencia. Dos canciones mexicanas "pop" que instan a los adolescentes a "solo di no" al sexo se estan escuchando en los hogares de El Paso mediante 600 copias gratuitas del disco, distribuido por Planned Parenthood y tocado al aire en KBNA. Los dos duetos, cantados en espanol e intitulos "Abstente tu Mismo" y "Cuando Estamos Juntos" son interpretados por la cantante mexicana Tatiana Palacios, 18, y un ex-menudo, el puertorriqueno Johnny Lozada Correa, 19.



Big Al and Jessica boast "Two Tons of Fun" on the new billboard located at I-10 and Trowbridge in El Paso.

Big Al y Jessica lucen "Dos Toneladas de Diversion" en el nuevo cartelon localizado en I-10 y Trowbridge en El Paso.

KUNO

Thousands of Corpus Christi area Hispanics attended KUNO's Annual Hispanic Festival on July 26th at the Bayfront Plaza Exhibit Hall. The free to the public event featured popular singer Viviana, Texas Hispanic Female Vocalist of the Year Selena y Los Dinos and many other popular groups.

On September 13, KUNO hosted its annual Fiestas Patrias Celebration. Activities included a parade with popular Mexico singer Joan Sebastian as Parade Grand Marshall. There were over 100 floats and 1,000 participants in the parade with bands, community units and low rider cars. That evening a show and dance was held featuring Joan Sebastian, La Brisa Tropical and La Onda Airways.

A warm welcome to Juan Carrillo who has joined KUNO's sales department. Juan was formerly a Marketing Representative for Missouri Pacific in Monterrey, Mexico.

Miles de hispanos del area de Corpus Christi asistieron al Festival Hispano Anual de KUNO el 26 de julio en el Bayfront Plaza Exhibit Hall. El evento gratuito para el publico presento a la popular cantante Viviana, a la Vocalista Femenina del Ano en Texas, Selena y Los Dinos y muchos otros grupos populares.

El 13 de septiembre, KUNO llevo a cabo la Celebracion de las Fiestas Patrias como todos los anos. Las actividades incluyeron un desfile con el popular cantante mexicano Joan Sebastian como Gran Comandante del Desfile. Hubo mas de cien carros alegoricos y mil participantes en el desfile con bandas, unidades de la comunidad y autos de los llamados "low rider." Esa noche un baile y variedad se llevaron a cabo contando como protagonistas a Joan Sebastian, La Brisa Tropical y La Onda Airways.

Una calurosa bienvenida para Juan Carrillo quien ha entrado al departamento de ventas de KUNO. Juan fue en un tiempo representante de Missouri Pacific en el departamento de Mercadotecnia en Monterrey, Nuevo Leon, Mexico.



For the second quarter ending August 31, 1987, the company is 2.8% below its operating profit goals. However, stations KGBT, KLAT, and WIND had a very successful quarter and are above their station's operating profit goals by 11%, 24% and 28%, respectively.



The "Low Riders" always get a crowd reaction as they slowly cruise with the parade.

Los "Low Riders" siempre consiguen una reaccion por parte del publico cuando circulan lentamente en el desfile.



Over 1,000 people participated in KUNO's parade at the Fiestas Patrias Celebration in Corpus Christi September 13. Mas de mil personas participaron en el desfile de KUNO en la Celebracion de las Fiestas Patrias en Corpus Christi el 13 de septiembre.

The Communicator

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Contributing Editor..... Sandra Borjorques, KCOR
Dr. Arturo Sanchez, KLAT; Isabel Muniz Arrambide, WIND; Florrie Riera, WOJO; Al Herrera, KUNO; Yvonne Orona, El Paso; Tad Griffin, KELT; J. L. Munoz, KGBT