

The Communicator

TICHENOR MEDIA SYSTEM

WINTER, 1987

TMS BUYS WOJO 105 FM RADIO AMBIENTE FOR \$14 MILLION

McHenry Tichenor Honored At Addy Awards



Warren Kininmonth, Chairman of the Selection Committee, presents McHenry Tichenor with the Advertising Silver Medal Award.

McHenry Tichenor, Chairman of the Board of Tichenor Media System, Inc., was presented with the Advertising Silver Medal Award at the Valley Ad Federation Annual Awards Banquet held on South Padre Island February 14. The national award was given in recognition of Mr. Tichenor's outstanding contributions to advertising, furtherance of the industry's standards, creative excellence and responsibility in areas of social concern.

Tichenor Media System, Inc. completed its purchase of WOJO FM, Evanston, Illinois from Broadcast Communications, Inc. on December 29, 1986, for \$14 million.

WOJO 105 FM Radio Ambiente has been broadcasting 24-hours in Spanish since 1980 and has been serving the Hispanic community in the Chicago area since 1968. Radio Ambiente features an adult contemporary format with news, sports, weather and traffic reports. WOJO's news department is one of the largest in Chicago with seven full-time reporters on staff and two remote units for covering breaking news on location and at special events. The station focuses its attention on local news and community service efforts.

Special programs offered on Radio Ambiente include: "La Escala de Fama" (Stairway to Fame), a weekly program for amateur performers; "Extension 105", a public affairs program; "La Ley Y Usted" (The Law and You), an in-depth look at the laws of the United States and how they affect Chicagoland's Hispanics; "Corridos Y Cancione," a comedy show; Live broadcasts in Spanish of Chicago Cubs games and other sporting events and remotes from Hispanic community festivals.

WOJO is currently broadcasting from 2425 Main Street in Evanston, but future plans call for the station to share office space with its sister station WIND at 625 Michigan Avenue some time this Spring.

TMS Compra WOJO 105 FM Radio Ambiente En \$14 Millones

Tichenor Media System, Inc. concluyo la adquisicion de WOJO FM, en Evanston, Illinois, de Broadcast Communications, Inc. el 29 de diciembre de 1986 en \$14 millones.

WOJO 105 FM Radio Ambiente ha estado transmitiendo las 24 horas en espanol desde 1980 y ha servido a la comunidad hispana en el area de Chicago desde 1968. Radio Ambiente ofrece un formato contemporaneo para adultos,

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WOJO's Management Team



ATHENA SOPHIOS
General Manager

Athena Sophios, General Manager of WOJO 105-FM, has been with the station since 1974. She joined the station as Operations Manager and was promoted to General Manager in 1976. Athena is the only female radio station general manager in Chicago.

Athena holds a masters degree in Speech and Radio-Television from Northwestern University. She earned her bachelor's degree from Bowling Green University in Radio-Television and Journalism.

Athena is married to Chris Marks and they are enjoying their new baby boy named Christopher.

Athena Sophios, gerente general de WOJO 105-FM, ha estado con la estacion desde 1974. Entro a la estacion como gerente de operaciones y fue ascendida a su puesto actual en 1976 siendo asi la unica mujer con tal titulo en todo Chicago en el ramo de la radio.

Athena posee una maestria en Lenguaje y Radio-Television de la Northwestern University habiendo obtenido su licenciatura en Radio-Television y Periodismo de la Universidad Bowling Green.

Esta casada con Chris Marks y actualmente gozan la presencia de su nuevo bebe llamado Christopher.



MAURA DONAHUE
General Sales Manager

Maura Donohue is General Sales Manager of WOJO. Maura started with WOJO in 1977 as the Traffic Manager. She was promoted several times throughout the years: Special Events Director 1978, Account Executive 1981, National Sales Manager 1983 and General Sales Manager 1985.

Maura earned a degree in Spanish and Philosophy from the University of Notre Dame. She got into Spanish radio because of her desire to work in a field where she could use her second language skills.

She is married to John E. Stevenson III.

Maura Donohue es la gerente general de ventas de WOJO. Maura comenzo con WOJO en 1977 como gerente de trafico. Ha sido ascendida en varias ocasiones a traves de los anos: directora de eventos especiales en 1978, agente vendedora en 1981, gerente de ventas nacionales en 1983 y a gerente general de ventas en 1985.

Maura obtuvo un grado en espanol y filosofia de la Universidad de Notre Dame. Entro a la radio en espanol por su deseo de trabajar en un campo en el cual pudiera utilizar sus habilidades con su segundo idioma.

Actualmente esta casada con John E. Stevenson III.



GUILLERMO PRINCE
Program Director

Guillermo Prince originally came to work for WOJO as a broker in 1973. He worked for the station off and on for several years before returning in 1985 as a full time Production Assistant. Since then he has held the positions of Director of Announcers, Production Director and his current position as Program Director.

Prior to joining Radio Ambiente, Guillermo worked with several different radio stations including WXRT in Chicago, WJOB in Hammond, Indiana and WLNR in Lansing, Illinois.

Guillermo was born and raised in Gomez Palacio, Durango, Mexico. He earned a degree in Accounting from Academia Commercial Gomez Palacios. He and his wife Lilliana have three children, Guillermo, Jr. 10, Ricardo 8 and Lilliana Heidi 4.

Guillermo Prince entro originalmente a trabajar en WOJO como corredor en 1973. Trabajo en la estacion en forma discontinua por varios anos antes de regresar en 1985 como asistente de produccion a tiempo completo. Desde entonces ha ocupado los puestos de director de locutores, director de produccion y el que ocupa actualmente que es el de director de programas.

Antes de entrar a Radio Ambiente, Guillermo trabajo con varias estaciones de radio incluso WXRT en Chicago, WJOB en Hammond, Indiana y WLNR en Lansing, Illinois. *

Guillermo nacio y se crio en Gomez Palacio, Durango, en Mexico. Obtuvo su titulo en contabilidad de la Academia Comercial Gomez Palacio. Con su esposa Lilliana tiene tres hijos, Guillermo, Jr. de 10, Ricardo de 8 y Lilliana Heidi de 4.



**Welcome WOJO to the Tichenor Spanish Radio Group. We're glad you've joined the team!!!
Bienvenida al Tichenor Spanish Radio Group, WOJO. Nos da gusto el que te hayas unido al equipo!**

Tichenor Spanish Radio Group Names "Salesperson of the Quarter"



Offering congratulations to Luis de la Garza, KGBT Account Executive, for being named "the best of the best" are KGBT General Manager, Tony Solis; Sr. Vice President of Sales David Lykes; and KGBT General Sales Manager Jose Luis Munoz. Winners of the honor of being named "Outstanding Salesperson" are given an all expense paid three day vacation to Acapulco, New Orleans or Las Vegas.

Al ofrecer sus felicitaciones a Luis de la Garza, agente vendedor de KGBT, por haber sido nombrado "el mejor de los mejores", aparecen en la grafica el gerente general de Radio KGBT, Tony Solis; el vice-presidente principal de ventas, David Lykes; y el gerente general de ventas de KGBT, Jose Luis Munoz. Los ganadores de esta distincion de ser nombrados "Vendedor Sobresaliente" reciben unas vacaciones con todo pagado para viajar ya sea a Nueva Orleans, Las Vegas o bien Acapulco.

Congratulations to Luis de la Garza, Account Executive for KGBT Radio, who has been named "Salesperson of the Quarter" for the fourth quarter of the company's fiscal year. Luis served in the United States Marine Corp for four years. He spent the majority of his working life in the grocery and meat marketing business before trying his hand at radio sales. In 1979 he accepted an Account Executive position with KEYH Radio in Houston. From there he joined KLAT La Tremenda. After twenty years in the big city, he wanted to come home to the Valley and signed on at KGBT Radio in April 1981. He has been and continues to be KGBT's largest biller. He has no collection problems, as most of his clients "pay in advance". In Harlingen they call him "the greatest" — and he is. He rolls up his shirt sleeves and he hits the streets. Congratulations, Luis, on all your hard earned success!

Felicitaciones para Luis de la Garza, agente de ventas de Radio KGBT, quien ha sido nombrado "Vendedor del Trimestre" en el cuarto trimestre fiscal de la compania. Luis presto servicio en los Marines por cuatro anos. La mayor parte de su vida laboral la ha pasado en el ramo del abarrote y la carne antes de tratar de ser un vendedor para la radio. En 1979 tomo el puesto de vendedor en Radio KEYH en Houston. De ahi paso a KLAT La Tremenda. Despues

de veinte anos en la gran ciudad, quiso volver a casa en el Valle y firmo con Radio KGBT en abril de 1981. Ha sido y continua siendo el mejor facturador de KGBT. No tiene problemas con los cobros dado que la mayoria de sus clientes "pagan por adelantado". En Harlingen le llaman "el mejor", y realmente lo es. Se remanga su camisa y se lanza a la calle. Felicitaciones, Luis, por tu bien ganado triunfo.



For the fiscal year ending February 28, 1987, the company was 29.6% under its operating profit goal.

WIND is inviting their listeners to "Play Bingo With La Tremenda" and the response has been phenomenal. Two hundred thousand bingo cards have been picked up from 29 participating locations in various areas ranging from Milwaukee, Wisconsin to East Chicago, Indiana. Every week-day morning at 10:30 Announcer Luisa Torres calls several numbers in both English and Spanish, giving WIND listeners an opportunity to win \$100 in cash.

With Chicago's mayoral and aldermanic election campaigns in full force, WIND's news department, under the direction of Antonio Navas, organized four political forums on the air. These forums gave the Hispanic candidates an opportunity to elaborate on various issues pertinent to the community.



Two of WIND's promotional posters won awards at the Addy's February 7th which was sponsored by the Advertising Club of Racine, Wisconsin. "CATCH THE WAVE WITH COCA COLA AND MARGARITA" took a first and "THE GRAND ANNIVERSARY DANCE" took a proud second in the division Full Color Print Category. Both posters, designed by Rivera and Associates, will be resubmitted to a Mid-Western competition.

Dos de los carteles promocionales de WIND ganaron un premio en el Addy's el 7 de febrero patrocinado por el Advertising Club de Racine, Wisconsin. "AGARRE LA ONDA CON COCA COLA Y MARGARITA" obtuvo un primer lugar y "EL GRAN BAILE DE ANIVERSARIO" gano un satisfactorio segundo sitio en la division de Categoria de Impresion a Todo Color. Ambos carteles, disenados por Rivera and Associates, seran enviados a la competencia del Medio Oeste.

WIND

560 AM/CHICAGO

"Catch the Wave with Coca Cola and Margarita" means WIND listeners can enjoy Announcer Margarita Vasquez playing rock oldies, as well as the most recent hits, from 10 to midnight every Friday night. She also interviews live guests such as Tatiana, Pandora and Javier, former members of the group Menudo, during this popular two hour program.

Announcer Armando Perez y Martinez was arrested, tried by a mock jury, judged and jailed during the Chicago Boys Club's fundraising event entitled "Jail N' Bail". He called friends to collect his bail set at \$2,000. Other sports and media celebrities were arrested to help reach the \$10,000 goal.

Lucy Diaz, WIND Account Executive, sold a remote broadcast for May 9 in Holland, Michigan. This is the fourth state in which WIND has done a remote broadcast. Previously remotes have been aired from Wisconsin, Indiana and Illinois. Holland is 250 miles from WIND studios.





ITALINA DREAS

Italina Dreas has been promoted to Collections Director in WIND's accounting department. She has worked as the station's receptionist since December, 1985. Italina earned a degree in International Business, Social Policy and Spanish from the University of Illinois and also attended the University of Barcelona in Spain.

Italina Dreas ha sido ascendida al puesto de directora de cobranzas en el departamento contable de WIND. Italina ha trabajado como recepcionista de la estacion desde diciembre de 1985. Obtuvo un titulo en Empresas Internacionales, Planeamiento Social y en Espanol de la Universidad de Illinois y asistio tambien a la Universidad de Barcelona en Espana.



Congratulations to Raul Resendez, who was named top WIND Account Executive for the month of March. Pictured above, Sales Manager Juan Montenegro presents Raul with a plaque honoring him for having billed \$40,000 on the station in just one month.

Felicitaciones para Raul Resendez quien fue nombrado el mejor vendedor de WIND en el mes de marzo. En la grafica aparece el gerente de ventas Juan Montenegro al entregarle una placa a Raul en la que se le honra por haber facturado \$40,000 a la estacion en solamente un mes.



Teresita Ortiz and Armando Perez y Martinez conducted an exclusive interview with opera tenor Placido Domingo.

Teresita Ortiz y Armando Perez y Martinez entrevistaron en exclusiva al tenor operatico Placido Domingo.

Placido Domingo granted Teresita Ortiz and Armando Perez y Martinez an exclusive interview while he was in town. Placido, one of the outstanding tenors of the opera world, has agreed to work with WIND in fundraising events to benefit hospitals affected by the earthquake in Mexico City.

Placido Domingo concedio una entrevista exclusiva a Teresita Ortiz y Armando Perez y Martinez mientras se encontraba en la ciudad. Placido, uno de los tenores sobresalientes en el mundo de la opera, convino en trabajar con WIND en eventos de recaudacion de fondos a beneficio de los hospitales afectados por el terremoto ocurrido en la ciudad de Mexico.



Public Relations Director Isabel Muniz Arrambide presents a \$100 check to a happy Bingo winner.

La directora de relaciones publicas, Isabel Muniz Arrambide, entrega un cheque por \$100 a una feliz persona ganadora en el juego del bingo.



ALBERTO AGUSTO

Alberto Augusto has joined WIND's programming department as Assistant to the Program Director and Announcer. Alberto immigrated to the United States in 1982 from Columbia. He studied engineering for three years at the Universidad Distrital in Bogota, Columbia. Alberto was the Program Manager/Announcer at KXYZ and has worked as an Announcer for KEHY. He and his wife Nora have been married for three months.

Alberto Augusto ha entrado al departamento de programacion de WIND en funciones de asistente del director de programacion y como locutor. Alberto inmigro a los Estados Unidos en 1982 procedente de Colombia en donde estudio ingenieria por tres anos en la Universidad Distrital en Bogota, Colombia. Alberto fue gerente de programas y locutor en KXYZ y ha trabajado como locutor en KEHY. EL y su esposa han estado casados por tres meses.



EVELYN MARROQUIN

Evelyn Marroquin is WIND's new receptionist. Evelyn came to Chicago from Guatemala City five years ago. While in Guatemala she earned a diploma in Early Childhood Education and she has been working as a teacher in a nursery school.

Evelyn Marroquin es la nueva recepcionista de WIND. Evelyn vino a Chicago procedente de la ciudad de Guatemala hace cinco anos. Alla obtuvo un diploma en Educacion de la Primera Infancia y ha trabajado como maestra en una escuela de parvulos.



LAZARO MEGRET

Lazaro Megret has joined WIND's sales department as an Account Executive. Lazaro came to Chicago from Houston where he was Sales Manager at Radio 13 KXYZ. Prior to working in radio, Lazaro was the top salesman for Haverty's Furniture for five years. Lazaro studied accounting for two years at Loyola University in Havana, Cuba. He and his wife Janet have two daughters, Regla, 22 and Sandra, 18.

Lazaro Megret ha entrado al departamento de ventas de WIND como agente vendedor. Lazaro vino a Chicago procedente de Houston donde fue gerente de ventas en Radio 13 KXYZ. Antes de trabajar en la radio, Lazaro fue el mejor vendedor en la Muebleria Haverty's por cinco anos. Lazaro estudio contabilidad por dos anos en la Universidad Loyola en La Habana, Cuba. Con su esposa Janet tiene dos hijas, Regla, de 22, y Sandra, de 18.

WIND

560 AM/CHICAGO

La respuesta ha sido fenomenal por parte del auditorio cuando WIND invita a "Juegue Bingo Con La Tremenda". 200 mil tarjetas de bingo han sido recogidas en 29 locales participantes en varias areas que van desde Milwaukee, Wisconsin, hasta East Chicago, Indiana. Cada manana de la semana laboral a las 10:30 la locutora Luisa Torres "canta" varios numeros en ingles y en espanol para dar al auditorio de WIND la oportunidad de ganar \$100 en efectivo.

Con las campanas de las elecciones para alcalde y cabildos de Chicago a todo vapor, el departamento de noticias de WIND, bajo la direccion de Antonio Navas, organizo cuatro foros politicos al aire. Estos foros dieron a los candidatos hispanos una oportunidad de tratar varios temas concernientes a la comunidad con todo detalle.

"Agarre la Onda con Coca Cola y Margarita" significa que los escuchas de WIND pueden disfrutar el que la locutora Margarita Vazquez toque musica antigua de rock, asi como

los mas recientes exitos, de diez a doce los viernes por la noche. Tambien tiene entrevistas en vivo con invitados tales como Tatiana, Pandora y Javier, que fueran miembros del grupo Menudo, durante este popular programa de dos horas.

El locutor Armando Perez y Martinez fue arrestado, enjuiciado por un falso jurado, juzgado y encarcelado durante el evento de recaudacion de fondos del Boys Club de Chicago titulado "Carcel y Fianza". Armando llamo a sus amigos a fin de juntar su fianza fijada en \$2,000. Otras celebridades en los deportes y medios de comunicacion fueron arrestadas a fin de ayudar en la consecucion de \$10,000, que fue la meta fijada.

Lucy Diaz, vendedora de WIND, vendio un control remoto para el 9 de mayo en Holland, Michigan. Este es el cuarto estado en el cual WIND ha hecho un control remoto. Con anterioridad ha habido remotos desde Wisconsin, Indiana e Illinois. Holland esta a 250 millas de los estudios de WIND.

On Sunday, December 21, KCOR Radio observed its 40th anniversary with a formal, black tie dinner dance at the San Antonio Wyndham Hotel. Close to 100 guests enjoyed a gourmet dinner and danced until midnight to the music of a 17 piece band.

El domingo 21 de diciembre Radio KCOR observo su cuadragésimo aniversario con una cena-baile de gala en el hotel San Antonio Wyndham. Cerca de 100 invitados disfrutaron una cena de gastronomía y bailaron hasta la medianoche al son de una banda de 17 elementos.



At KCOR's 40th anniversary, Lalo Astol, Veteran KCOR Announcer, was presented an award for 40 years of service. Pictured with him from left to right: Julia Murray, Sam Murray, Evelyn Kunkle (behind Lalo), Nathan Safir and Lillian Safir.

Durante el cuadragésimo aniversario de KCOR el veterano locutor de KCOR Lalo Astol, recibio un reconocimiento por 40 años de servicio. En la grafica aparecen con el de izquierda a derecha, Julia Murray, Sam Murray, Evelyn Kunkle (detras de Lalo), Nathan Safir y Lillian Safir.



Guests enjoyed a seven course gourmet dinner.

Los invitados disfrutaron una cena de gastronomía de siete platillos.

KCOR placed third among all radio stations in San Antonio and first among Spanish Radio Stations according to the Fall Arbitron. KCOR also placed first above all other San Antonio stations in Women 18+, 6A-12M, Mon-Sun.

KCOR ocupó el tercer lugar entre todas las estaciones de radio de San Antonio y el primero entre las estaciones en español de acuerdo a la encuesta de otoño de Arbitron. KCOR también ocupó el primer sitio por sobre todas las estaciones de San Antonio en mujeres 18+, 6A-12M, de lunes a domingo.



General Manager Nathan Safir and Station Manager Sam Murray hosted a dinner for the KCOR Announcers February 23rd at Little Red Barn Steakhouse where the announcers shared their experiences with the managers and everyone talked about programming, new projects and the latest ratings.

El gerente general Nathan Safir y el gerente de estación Sam Murray ofrecieron una cena a los locutores de KCOR el 23 de febrero en el Little Red Barn Steakhouse en la cual los locutores compartieron sus experiencias con los gerentes y todo mundo hablo de la programación, nuevos proyectos y los más recientes ratings.



KCOR employees enjoyed a break from the routine when Announcer Pepe Lupe Durate cooked fajitas on the patio of the KCOR building for them at noon February 27th. The employees agreed that it was a great idea on the part of Nathan Safir and Sam Murray.

Los empleados de KCOR disfrutaron de un descanso de la rutina cuando el locutor Pepe Lupe Duarte cocino fajitas en el patio del edificio de KCOR para ellos el mediodía del 27 de febrero. Todos estuvieron de acuerdo en que fue una gran idea de parte de Nathan Safir y Sam Murray.



ANTONIO
BARRIOS ELIZALDE

Antonio Barrios Elizalde has joined KCOR's news department as a News/Announcer. Antonio has worked in radio in Mexico and the United States for 35 years. His experience includes having been the Programming Director of both *Recuerdo* in Monterrey and *Radio Red* in Mexico City. He was General Manager of FM radio *Sensacion* and *XEDO* in Mexico City. Antonio was once News Director of *WOJO Ambiente* in Chicago and an Announcer at *KLAT La Tremenda* in Houston.

Antonio Barrios Elizalde ha entrado al departamento de noticias de KCOR como locutor informativo. Antonio ha trabajado en la radio en Mexico y los Estados Unidos por 35 años. Su experiencia incluye el haber sido director de programación en *Recuerdo*, en Monterrey, y *Radio Red* en la ciudad de Mexico. Fue gerente general de *Radio Sensacion FM* y *XEDO* en la ciudad de Mexico. Antonio fue una vez director de noticias de *WOJO Radio Ambiente* en Chicago y locutor en *KLAT La Tremenda* en Houston.



General Sales Manager Michelle Sanders presented a plaque to Mr. Virgil Parker, President of Westside Bank, in appreciation for the bank's consistent advertising on KCOR Radio. Mr. A.J. Lewis, President of Communications, Inc., the advertising agency for the bank, was also present for the presentation.

La gerente general de ventas Michelle Sanders presento una placa al señor Virgil Parker, presidente del Westside Bank, en reconocimiento de la consistencia con que el banco se ha anunciado en Radio KCOR. El señor A.J. Lewis, presidente de Communications, Inc., la agencia de publicidad para el banco, también estuvo presente en el acto de la entrega.



CESAR CAMACHO

Cesar Camacho is a well-known radio personality in San Antonio and he is, without a doubt, one of the pillars of KCOR Radio. He has been with the station since 1954.

Cesar's first words during his daily program are "Se ... seee ... Puede Pasar", (Can I come in?) — which are pronounced with much joy and enthusiasm. Everyone who listens to his program knows that there will always be a little bit of everything during his program: theatre, artists, vocalists, jokes and a variety of good music.

On March 2nd Cesar Camacho introduced a new program to KCOR's listening audience called "En Confianza", (Confidentially) in which he asks listeners to write in with their romance problems. He then reads the letters on the air (without using the senders name, of course) and gives his idea for a solution as well as asks listeners to call in to give advise.

Cesar Camacho es una personalidad radiofónica bien conocida en San Antonio y es, sin duda alguna, uno de los pilares de Radio KCOR, estación con la que ha estado desde 1954.

Lo primero que dice Cesar en su programa diario es: "Se ... seeee .. Puede pasar," lo que es pronunciado con mucho entusiasmo y alegría. Quien escucha su programa sabe que siempre habrá un poquito de todo en el mismo: teatro, artistas, vocalistas, chistes y un variedad de buena música.

Los locutores Federico Rodríguez Alarcón y Pepe Lupe Duarte fungieron como maestros de ceremonias en el primer Baile de Radio Variedades patrocinado por KCOR que tuvo lugar el 27 de febrero. Tropical Caribe, Tropical Payande, Los Migistrales de Houston y Los Pasteles Verdes tocaron ante casa llena en el Blanco Ballroom desde las seis PM hasta pasada la medianoche.

LA TREMENDA®



The first week of March was Immigration Week at KLAT in Houston. The program "La Voz del Pueblo" was dedicated during the week to discuss the new Immigration Law. For the first day, the guests were Mr. James Prappas, Immigration Attorney; Mr. Santos Ybarra, Deportation Officer with Houston's Immigration and Naturalization Service; and Mrs. Corina Almeida, Attorney for the same department. With them, the host of the program, KLAT's Elsa Garcia.

A crowd of over 9,000 enjoyed La Tremenda's Festival for Valentine's Day in the Astro Arena of Houston. The Astro Arena was crowded by an audience of all ages because there was something for everyone. Children enjoyed the rides of a free carnival. Adults listened to the great singer and movie actor Juan Valentin and his famous "boleros rancheros", the beautiful Rosenda Bernal and the sensational performer Tono Infante. Also present were musical groups Industria del Amor, Los Ruisenores, El Grupo Primo, Los Centricos, Los Condes de Nuevo Leon, Los Hermanos Teran, Sonora Santa Ana del Salvador, Elsa Garcia and Compania and Mariachi "Tecate". The Festival was sponsored by Chihuahua Beer, Penafiel Sodas and Pioneer White Wings Tortilla Mix. It was a great celebration of the day of friendship and love.

Una multitud de mas de 9,000 disfruto del Festival del Dia de San Valentin de la Tremenda en la Astro Arena de Houston. La Astro Arena se lleno con una audiencia de todas las edades dado que hubo algo para todos. Los adultos escucharon al gran cantante y actor de cine Juan Valentin y sus famosos "boleros rancheros," la hermosa Rosenda Bernal y el sensacional artista Tono Infante. Tambien estuvieron presentes los grupos musicales Industria del Amor, Los Ruisenores, El Grupo Primo, Los Centricos, Los Condes de Nuevo Leon, Los Hermanos Teran, Sonora Santana de El Salvador, Elsa Garcia y Compania y el Mariachi "Tecate". El festival fue patrocinado por la cerveza Chihuahua, refrescos Penafiel, y Pioneer White Wings Tortilla Mix. Fue una gran celebracion del dia de la amistad y del amor.

La primera semana de marzo fue la Semana de Inmigracion en KLAT de Houston. El programa "La Voz del Pueblo" se dedico durante la semana a discutir la nueva Ley de Inmigracion. El primer dia los invitados fueron el señor James Prappas, abogado en inmigracion; el señor Santos Ybarra, oficial en deportacion en el Servicio de Inmigracion y Naturalizacion en Houston; y la señora Corina Almeida, abogada en el mismo departamento. Con ellos, la encargada del programa, Elsa Garcia, de KLAT.



BEATRICE BREELAND

Beatrice Breeland has joined KLAT's sales department as an Account Executive. Beatrice is a graduate of Central Christian High School and has been in sales since 1978. She most recently held the position of District Manager of the Texas Area of Royal Doulton, a New Jersey based corporation.

Beatrice Breeland entro al departamento de ventas de KLAT como agente de ventas. Beatrice se graduo de Central Christian High School y ha estado en las ventas desde 1978. Recientemente ocupo la posicion de gerente distrital en el Area de Texas para Royal Doulton, una corporacion con base en Nueva Jersey.



MILDRED GARCIA

Mildred Garcia is a new Account Executive for KLAT. Mildred was born in the Bronx, raised in Puerto Rico and is currently studying Radio-Television at the University of Houston. While in Puerto Rico she sold for WKAW Radio.

Mildred Garcia es una nueva vendedora en KLAT. Mildred nacio en el Bronx, se crio en Puerto Rico y estudia actualmente Radio-Television en la Universidad de Houston. En Puerto Rico trabajo en ventas en Radio WKAW.



Tono Infante delighted the audience who attended KLAT's Valentine's Day Festival.

Tono Infante deleito al auditorio asistente al Festival del Dia de San Valentin de KLAT.



Juan Valentin performing one of his famous "boleros rancheros".

Juan Valentin interpreta uno de sus famosos "boleros rancheros".

La promocion del "Esclavo Por Un Dia" de Radio KGBT lleugo a su fin con tremendo exito el diez de marzo. Los ingresos procedentes de esta promocion excedieron los \$27,000. mas la tremenda exposicion para KGBT a traves de miles de letreros con las siglas de la estacion que fueron colocados al frente, al lado y en el techo de las residencias por todo el Valle.

Este tipo de promocion crea bastante interes dado que los radioescuchas deben de colocar un cartel con las siglas de KGBT en su propiedad y mandar una carta a la estacion a fin de inscribirse. El gerente general, Tony Solis, recibio incluso una carta y una fotografia procedente de tan lejos como lo es Puebla, en Mexico.

Un ganador fue seleccionado semanalmente durante seis semanas y cada uno de ellos recibio un cheque por mil dolares, un certificado de regalo por \$300 de parte de una muebleria y los servicios de uno de los locutores por un dia. Los ganadores pusieron a nuestras personalidades a pintar sus casas y podar sus jardines! Cada dia laboral se convirtio generalmente en una gran "pachanga" ya que la familia ganadora invito a todos sus parientes y amigos para tal ocasion y les ofrecio una barbacoa. Cada hora se rindieron reportes al aire en la estacion de como iba desarrollandose el dia para el esclavo de 9AM a 4:30PM.



KGBT Radio's "Slave for a Day" promotion ended with a tremendous success on March 10th. The revenues from this promotion were in excess of \$27,000, plus the tremendous exposure for KGBT through the thousands of signs with KGBT Call letters that were erected in front, on the side and on the top of roofs of residences throughout the entire market.

This type of promotion creates a lot of interest because the station's listeners are asked to erect a sign with the call letters KGBT on their property and then write a letter to the station to register their entry. General Manager Tony Solis even received a letter and picture from as far away as Puebla, Mexico.

A winner was chosen every week for six weeks and each winner received a check for \$1,000, a \$300 gift certificate from a furniture store and the services of a D.J. for one day. Winners had our personalities painting their houses and mowing their lawns! Each day of work usually turned into a big "Pachanga" as the winning family invited all their relatives and friends over for the occasion and threw a bar-b-que party. Hourly progress reports were called into the station by the "Slave" from 9 AM to 4:30 PM.



Candelario and Paulina Longoria were thrilled to get a \$1,000 check from their "Slave" George Guillen.

Candelario y Paulina Longoria se emocionaron mucho al recibir un cheque por \$1,000, de parte de su "Esclavo" Jorge Guillen.



DAVID STEWART

David Stewart, Chief Engineer of KDXX/KBNA, was selected Secretary-Treasurer of Chapter 38, Society of Broadcast Engineers for 1987. David started working for Tichenor Radio of El Paso, Inc. in 1985. While still in High School, David worked as a board operator at all news station WRR (now KAAM). He got into engineering in 1979 and since has held the positions of Assistant Chief Engineer for KVYO, Assistant Chief at KLBK AM/FM, Staff Engineer and Remote Supervisor at KCBT-TV and Assistant Chief Engineer at KSWB-TV in Roswell, New Mexico. In 1983, David held his first Chief Engineering position at KFMX-AM/FM.

David Stewart, ingeniero en jefe de KDXX/KBNA, fue elegido secretario-tesorero del capitulo 38 de la Sociedad de Ingenieros en Comunicaciones para 1987. David comenzo a trabajar con Tichenor Radio of El Paso, Inc. en 1985. Cuando estudiaba la escuela preparatoria, David trabajo como operador de consola en la estacion de noticias WRR (ahora KAAM). Se inicio en la ingenieria en 1979 y desde entonces ha ocupado los puestos de ingeniero asistente en jefe en KVYO, asistente en jefe en KLBK AM/FM, ingeniero de equipo y supervisor de controles remotos en KCBT-TV e ingeniero asistente en jefe en KSWB-TV en Roswell, Nuevo Mexico. En 1983, David ocupo su primer puesto como jefe de ingenieros en KFMX AM/FM.

KDXX y KBNA comenzaron 1987 con la campana promocional "Gracias El Paso". Al agradecer al auditorio su sintonia con las estaciones, regalaron mas de \$25,000 en premios en un periodo de diez semanas.

Los escuchas remitieron tarjetas postales para inscribirse en la promocion del Dia de San Valentin de las estaciones. Las tarjetas fueron extraidas al azar y el gran premio para la pareja ganadora fue una velada con chofer a su disposicion, cena y vinos en el Centro Civico del Holiday Inn.

KDXX and KBNA started 1987 with the "Gracias El Paso" promotional campaign. Thanking their listening audience for tuning in the stations, they gave away over \$25,000 in prizes over a ten week period.

Listener's sent in postcards to register for the station's Valentine's Day Promotion. Cards were drawn at random and the grand prize winning couple were chauffeured, wined and dined at The Holiday Inn Civic Center.

On March 9, Tichenor Radio of El Paso began simulcasting an all Spanish format on both frequencies, 920 AM and 97 FM. General Manager Gus Perez announced to the public "the move is a reaffirmation of Tichenor Media Systems' goal of providing the very best in Spanish Language Radio in each of its operations. Tichenor is recognized as a leader nationwide in Spanish language broadcasting. The variance to a bilingual format in the El Paso market put part of our operation in the position of a general market station. We are Spanish language broadcasters, and we intend to offer this market the top Spanish language programming available on both of our frequencies."

The stations will be known as KBNA AM/FM.

El 9 de marzo, Tichenor Radio of El Paso inicio la transmision simultanea con un formato totalmente en espanol en las frecuencias 920 AM y 97 FM. El gerente general, Gus Perez, anuncio al publico "el cambio es una reafirmacion del proposito que tiene Tichenor Media Systems de proveer en cada una de sus operaciones lo mejor de lo mejor de la radio en el lenguaje espanol. Tichenor es reconocida a nivel nacional como un lider en las transmisiones en el lenguaje espanol. La divergencia de un formato bilingue en el mercado de El Paso coloco parte de nuestra operacion en la posicion de una estacion para un mercado general. Somos radiodifusores en el lenguaje espanol y nuestra intencion es ofrecer a este mercado lo maximo disponible en programacion en el lenguaje espanol en nuestras dos frecuencias.

Las estaciones seran conocidas como KBNA AM/FM.



Tejano Superstar "Little Joe" visited the KDXX/KBNA studios during a promotional tour of the Southwest. Pictured with the legendary entertainer is KDXX Program Director Jose Luis Garcia.

El superestrella tejano "Little Joe" visito los estudios de KDXX/KBNA durante una jira promocional por el suroeste. En la grafica el legendario artista posa con el director de programas de KDXX Jose Luis Garcia.

Three Account Executives Hired



CHRISTINE FARLEY

Christine Farley is K-Lite's new Account Executive in the Lower Valley. Chris earned a B.A. degree in Advertising from the University of Texas. While in school she worked an internship at Texas Monthly Magazine and upon graduation she went to work for Breeden McCumber Advertising Agency in Brownsville. Chris is single and is currently living in Brownsville.



CISSY ROTTER

Cissy Rotter has joined the K-Lite Krew and is selling in the Upper Valley. Cissy attended several Universities including Sullins College, University of Houston, Southwestern Business University and Pan American University. She has an extensive sales background having worked for Trinity Broadcasting/Palestine Broadcasting, Delta Office Supply and Cook Office Supply. Cissy lives in Harlingen and has two children, David 14 and Jennifer 11.



MARTHA HINOJOSA

Martha Hinojosa has joined K-Lite as an Account Executive in the Lower Valley. Martha studied Business Management at Pan American University. Her work history includes being a Sales Representative for RGV Copier Sales, Inc., Store Manager of Lady Diane's and sales person at Joe Brand's in McAllen. Martha and her husband Liborio have two children, Liborio III (Trea) 19 months and Krista 4 months.



K-Lite's Creative Services Krew was honored at the Addy Awards Ceremony on South Padre Island on February 14. The station won a Merit Award for the Fishhouse commercial in the category "30: Local Radio" and a Merit Award for the Lauderdale's commercial in the "60: Radio Best Work" category. Lamar Outdoor Advertising also won a Merit Award for the K-Lite billboard they designed for the station.

The World's Largest Valentine Cards were given to five lucky Valley couples by K-Lite and Lamar Outdoor Advertising. Listeners mailed in postcards naming their valentine. The winners were drawn at random and billboards were up Valley-wide the three days before and after Valentine's Day.

It was another great Arbitron for the K-Lite Krew. Returning to 25-44 year-old dominance after an off Spring '86 book, KELT and KGBT once again combine for the Adult Combo buy in the Valley.

No-repeat Tuesday in the classroom? One of the biggest regular features on K-Lite is "No Repeat Tuesday" when not one song is played twice during the day. The idea caught on so well, reports K-Lite Weekend Announcer Ken Copeland (a full-time teacher in Los Fresnos), that one teacher at that school has her own version of "No Repeat Tuesday". She does not repeat instructions to her Tuesday classes!



Dennis and Emily Stoll of San Benito were one lucky couple who got to share their Valentine wish on a billboard this year.

KUNO

KUNO conducted a Voter Awareness Campaign and gave away \$1 bills to Corpus Christi residents who were carrying their voter registration cards. The campaign, which was held on February 28 was written up in the Corpus Christi Caller and was covered on all 3 local network affiliate TV stations.

KUNO tuvo una campana para concientizar votantes y regalo billetes de un dolar a los residentes de Corpus Christi que portaran su tarjeta de registro de votante. La campana, que tuvo verificativo el 28 de febrero, fue reportada en el Corpus Christi Caller y fue cubierta en todos los tres canales locales con afiliacion en una red de television.



KUNO General Manager is being interviewed by a Channel 3 news team during KUNO's Voter Awareness Campaign.

El gerente general de KUNO es entrevistado por un equipo noticioso del Canal 3 durante la Campana para Concientizar Votantes hecha por KUNO.



ANITA SAENZ

Anita Saenz has joined KUNO's sales department as an Account Executive. Anita graduated from TSTI with certification as a Legal Secretary and she has studied Business at Pan American University. For the past two and one half years she has been selling for KOPY and KDSI in Alice, Texas.

Anita Saenz ha entrado al departamento de ventas de KUNO como vendedora. Anita se graduo en TSTI con certificacion como secretaria legal y ha estudiado administracion de empresas en la Universidad Panamericana. Por los pasados dos anos y medio ha sido vendedora en KOPY y KDSI en Alice, Texas.

General Manager Luis Munoz' daughter Anna was married to Brad Duda of West Virginia March 7. Anna is a past employee of KUNO and is currently the Director of Marketing and Advertising for the Pepsi-Cola Company in Corpus Christi.

La hija del gerente general Luis Munoz, Anna, contrajo matrimonio con Brad Duda de West Virginia el 7 de marzo. Anna trabajo en KUNO y es actualmente la directora de mercadotecnia y publicidad de la Compania Pepsi-Cola en Corpus Christi.



CONTINUED FROM PAGE 1

con noticias, deportes, reportes sobre el clima y el trafico. El departamento de noticias de WOJO es uno de los mas grandes de Chicago con siete reporteros de tiempo completo en el equipo y dos unidades de control remoto para cubrir las noticias segun se presenten en locacion y eventos especiales. La estacion enfoca su atencion en noticias locales y en esfuerzos para los servicios a la comunidad.

Algunos de los programas especiales que ofrece WOJO incluyen: "La Escala de la Fama", un programa semanal para aficionados; "Extension 105", un programa de interes publico; "La Ley y Usted", un analisis a fondo de las leyes de los Estados Unidos y como afectan a los hispanos de Chicago; "Corridos y Canciones", un programa de comedia; transmisiones en vivo en espanol de los juegos de los Cachorros de Chicago y otros eventos deportivos y controles remotos de festivales en la comunidad hispana.

En la actualidad WOJO transmite desde la Calle Main #2425 en Evanston, pero los planes para el futuro proponen que la estacion comparta el espacio de las oficinas con su estacion hermana WIND en el numero 625 de la Avenida Michigan para esta primavera.

Communicator

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