

# The Communicator

TICHENOR MEDIA SYSTEM

FALL 1988

## PROGRAMMING CHANGES RESULT IN SUCCESS IN SPRING '88 RATINGS

"Tichenor (Spanish Radio Group) deserves particular praise because they had 8 stations with up books and 1 station which equalled its 1987 share. Not a single losing station in the company," stated Jim Duncan in

*American Radio*, Spring '88. Changes in individual station's programming and hard work have made this Spring '88 ratings race a success for Tichenor Spanish Radio Group.

The goals set for Tichenor Spanish Radio Group are to improve market share and to have consistency from book to book. Combined, this will preclude any competition in our markets. To aid in this endeavor, TSR hired Bob Elliot as programming consultant. His expertise in the radio industry has aided each station in achieving an increase in market share. The goals have been set, the work has begun, and now, a first indication that the programming changes are succeeding.

"Tichenor (Spanish Radio Group) merece una mencion especial porque tuvo 8 estaciones que subieron en estimados de audiencia y una que permanecio igual en su rango de 1987.

Ninguna estacion de la compania bajo en audiencia," declaro Jim Duncan de la revista *American Radio*, Edicion de la primavera de 1988. Los cambios de programacion y el trabajo duro por parte de cada estacion ha resultado en el exito de Tichenor Spanish Radio en esta contienda por la audiencia.

Las metas de Tichenor Spanish Radio son de mejorar su participacion en el mercado y de tener consistencia de libro a libro. La realizacion de estas

metas excluire a la competencia en los mercados de TSR. Para ayudar en este proyecto, Tichenor ha contratado a Bob Elliot como consultor de programacion. La experiencia radial de Bob ha ayudado a que cada estacion obtenga un aumento en su participacion en el mercado. Se han fijado las metas, el trabajo ha comenzado y ahora veamos una indicacion. en principio, que los cambios en programacion estan teniendo exito.

### TICHENOR ARBITRON RATINGS

	<u>Spring '88</u>	<u>Spring '87</u>
KGBT-AM	20.6	17.6
KCOR-AM	8.4	5.1
KUNO-AM	8.2	7.7
KELT-FM	6.9	6.9
KBNA-FM	5.3	3.2
KBNA-AM	3.1	0.6
KLAT-AM	2.1	1.1
WOJO-FM	1.4	1.2
WIND-AM	1.1	0.9

*Quoted with permission.*

## CORPORATE OFFICES SETTLED IN DALLAS

Tichenor Media System opened its corporate offices for business August 15 in Dallas. The new offices are located in the beautiful Crescent building in the downtown area. Decorated with a Southwestern and Mexican theme, the offices are located on the top floor of the 100 building with a panoramic view of Dallas.

Tichenor Media System oficialmente abrio las puertas de sus nuevas oficinas ejecutivas el 15 de agosto en Dallas. Las oficinas se encuentran en el ultimo piso del Crescent Office Building 100 en el centro de Dallas. Decoradas con un hermoso tema mexicano y latino americano, las oficinas tienen una vista panoramica de la ciudad.

# MANAGERS SELECT SALES PERSONS OF THE QUARTER



**GERARD PASTRANO**  
KCOR

Gerard cultivated 21 new accounts for KCOR and exceeded his sales quota by an average of 9%. He maintained his 60+ day accounts receivable near 10% for the quarter.



**HUMBERTO "BETO"**  
ALMARAZ  
KUNO

Exceeding his sales goals by 3%, Beto also cultivated 19 new accounts. His average 60+ day accounts receivable was 15%.



**PAT YOUNG**  
KELT

Pat produced 6 new accounts this quarter and maintained a negative average on his 60+ day accounts receivable.



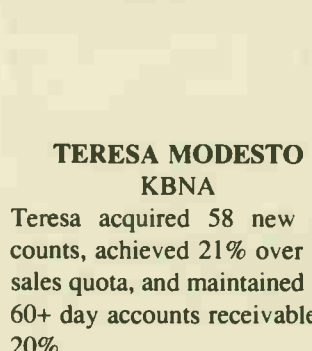
**OSCAR VARGAS**  
WOJO

Oscar surpassed his projected sales goals by 6%, developed 6 new accounts, and maintained his 60+ day accounts receivable at 5%.



**LUIS RODRIGUEZ, JR.**  
KLAT

Luis maintained a three month record average of 0% 60+ day accounts receivable and secured 12 new accounts for KLAT.



**TERESA MODESTO**  
KBNA

Teresa acquired 58 new accounts, achieved 21% over her sales quota, and maintained her 60+ day accounts receivable at 20%.



**MIKE KASANOFF**  
WIND

With an average of 21 accounts on the air a month, Mike also acquired 7 new ones. He eclipsed his sales quota by 21% and averaged 24.9% on his 60+ day accounts receivable.

# SEVERAL STATIONS SEND AID TO VICTIMS OF HURRICANE GILBERT

KUNO, LULAC, and The Boys Club of Corpus Christi joined together in an effort to collect medical supplies, food, and monetary donations to give to the victims of Hurricane Gilbert. LULAC initiated the fund raiser by requesting KUNO to publicize and coordinate the effort. Luis Munoz, General Manager of KUNO, was in charge of the coordinated effort. There were two phases with the first one being to obtain large supplies of goods from major corporations. Armor Dial donated 80,000 pounds of household goods and food products.

Phase Two was a local effort to collect food products and medical supplies. Combined, the two phases collected 180,000 pounds of household goods, food products, and medical supplies. HEB donated the use of four of their semi-trucks to deliver the items to Cadereyta, a small community near Saltillo and Monterrey. On October 1, the collection was delivered to the Red Cross and other proper authorities in Cadereyta. Although this initial effort provided some relief, more is needed, and KUNO is continuing the effort to collect more money for medical supplies by hosting a benefit dance on Sunday, October 9.

KGBT and the Harlingen and San Benito Chapter of the International Good Neighbor Council organized a food drive to aid the flood victims in the northern Mexican city of Monterrey. Hundreds of Rio Grande Valley residents responded promptly to the public service announcement issued by KGBT which convinced local officials to rent a bus to carry the non-perishable items to the victims. The bus delivered hundreds of pounds of food on September 24.

As part of their Mexican Independence Day celebration, KLAT held a collection for the victims of Hurricane Gilbert. Over a six hour period, approximately \$5,000 in monetary donations, food, clothing, and medical supplies were collected. Gary Stone, General Manager, made the presentation of KLAT's effort to the Red Cross.

KUNO, LULAC, y The Boys Club de Corpus Christi se unieron en un esfuerzo para colectar provisiones medicas, comida, y donaciones en efectivo para las victimas del huracan Gilberto. LULAC inicio la recaudacion de fondos al pedirle a KUNO que publicara y coordinara el esfuerzo. Luis Munoz, gerente general de KUNO, estuvo a cargo de coordinar este esfuerzo. Hubo dos fases: la primera fue obtener grandes cantidades de abastecimientos regalados por las principales corporaciones. Armor Dial dono 80,000 libras de comida y productos para el hogar.

La segunda fase consistio en un esfuerzo local para recaudar comestibles y medicinas. Combinados, estas dos fases recogieron 180,000 libras de productos para el hogar, comida y provisiones medicas. Las tiendas HEB donaron el uso de 4 de sus camiones para llevar los abastecimientos a la comunidad de Cadereyta que se encuentra en el camino entre Saltillo y Monterrey. El primero de octubre, lo recogido, fue entregado a la Cruz Roja y a otras autoridades competentes de Cadereyta. Aunque esta ayuda proporciono alivio para el pueblo, se necesita mas. KUNO continuo su esfuerzo de recaudar fondos para provisiones medicas auspiciando un baile-beneficio el domingo, 9 de octubre.

KGBT y el International Good Neighbor Council de Harlingen y San Benito organizaron una colecta de alimentos para auxiliar a las victimas en la

ciudad de Monterrey. Tantos residentes del Valle respondieron a los anuncios publicos hechos por KGBT, que los funcionarios locales tuvieron que alquilar un autobus para llevar todas las donaciones. El primero de octubre, lo recogido fue entregado a la Cruz Roja y a otras autoridades competentes de Cadereyta.

Como parte de la celebracion de la independenciamexicana, KLAT recaudo fondos para las victimas del huracan Gilberto. En un periodo de seis horas se colectaron aproximadamente \$5,000 dolares en donaciones en efectivo, comida, ropa y provisiones medicas. El gerente general, Gary Stone, hizo una presentacion a la Cruz Roja por parte de KLAT.

## HURRICANE GILBERT MISSES THE TEXAS GULF COAST

A special thanks for the long hours and hard work done while reporting the path of Hurricane Gilbert to the following people:

Se otorga un agradecimiento muy especial a los que trabajaron duras y largas horas reportando la trayectoria del huracan Gilberto. Muchisimas gracias a:

### KGBT Radio

Rogelio Botello, Martin Carrillo, Juan Cuellar, Hugo de la Cruz, Jorge Guillen, Nathan Lindsey, Jose Espinosa, Jesus Espinosa, Trini Lozano, Jose Luis Munoz, Armando Rangel, Tony Solis, and Ramon Tellez.

### KELT Radio

Paul Davis, Debbie Del Rio, Jesse Espinoza, Tad Griffin, Laura Martinez, and Lee Martinez.

### KUNO Radio

Luis Munoz and Sregoso Gomez.

### KCOR Radio

Pilar Comporredondo, Ramiro Sanchez Cordoba, Frank Cortez, Sandra Bojorquez, Jose Lupe Duarte, and Victor Rivera.

# KUNO

Over 70,000 Corpus Christi residents attended the 1988 Fiesta Patrias. KUNO sponsored the Diez y Seis de Septiembre parade, the largest parade of the Spanish community. It featured local high school marching bands, floats, charros, and mariaches. KUNO also sponsored a contest for the best float with the winners receiving trophies. Famous comedian and movie star Paul Rodriguez served as the parade's Grand Marshall. His presence promoted tremendous media coverage of this historic event. Mr. Rodriguez also performed on September 11 at the Hershey Hotel, and KUNO used the proceeds from his comedy show to offset the costs of the parade.

A special thanks to Luis Munoz, General Manager, for his above and beyond the call of duty performance during Hurricane Gilbert. Luis stayed at KUNO starting Thursday, September 15 and did not leave until Saturday, September 17. In addition, Announcer Sregosa Gomez went to Monterrey, Mexico to cover the tragic flood caused by Gilbert.



*KUNO's float during the Diez y Seis de Septiembre parade.*

Mas de 70,000 residentes de Corpus Christi asistieron a las Fiestas Patrias de 1988. KUNO auspicio el desfile del 16 de septiembre que fue el mas grande de la comunidad hispana. Participaron bandas de musica de las escuelas preparatorias locales, charros, mariachis, y carros alegoricos decorados por los participantes. KUNO tambien patrocino el concurso de los carros alegoricos mejor decorados entregando trofeos a los ganadores. El comediante y estrella de cine Paul Rodriguez sirvio de Grand Marshall del desfile. Su presencia origino enorme cobertura por la prensa para este evento historico. El señor Rodriguez tambien se presento el 11 de septiembre en el hotel Hershey. KUNO uso lo recaudado en el espectaculo para cubrir los costos del desfile.

Gracias especiales a Luis Munoz, gerente general, por su excelente trabajo durante el huracan Gilberto. Luis permanecio en KUNO desde el jueves 15 de septiembre y no abandono hasta el sabado 17. El locutor Francisco Gomez fue a Monterrey, Mexico para cubrir el tragico acontecimiento causado por Gilberto.



**CHRISTINA GAMEZ**

Christina Gamez has been promoted to Traffic Director. She has been with KUNO previously as receptionist and sales assistant.

Christina Gamez ha sido ascendida a directora de trafico. Previamente Christina ha trabajado en KUNO como recepcionista y asistente de ventas.



The K-Lite Krew is compiling the Rio Grande Valley's all time Top 100 Oldies! Listeners mail in their all-time top five favorite oldies to K-Lite. The entries will be tabulated to get the Top 100! The listener whose list matches the top five of the completed survey will get to choose his/her grand prize of a CD player, a \$100, or \$50!!

K-Lite Up the Nite Golf Tournament was held the last week of August. Sponsors included: The Harlingen Chamber of Commerce, Parks & Recreation Department, and L&F Distributors. Proceeds from the Tournament benefitted the Harlingen Junior Golf Program. KELT announcers Tad Griffin and J.J. Montana gave live play-by-play action throughout the tournament. Forty-five golfers played nine holes of Par 3 golf from 8:45 p.m. to 11:00 p.m. with plenty of spectators watching. The golfers used special glow in the dark golf balls...the winning team shot 5 under par!! Winners received gift certificates from local golf shops.



For the second quarter ending August 31, 1988, the company is 9% under its net operating income goal, and 8% above last year.



With an attendance of over 50,000, KCOR's Sixth Annual Hispanic State Fair was an overwhelming success. Held July 24 on the La Villita property, artists from Mexico, San Antonio, and other parts of Texas gave live performances on three separate stages from 12 noon until after eleven o'clock that night. Maria de Lourdes, known as the ambassador of "ranchero" music, was a favorite of the audience. Other entertainers included: King of the "Corrido" Francisco "Charro Avitia," and Manolo Munoz, whose best known songs include Speedy Gonzalez, En Un Rincon Del Alma, and Lllamarada.

On September 15, Ramiro Cordova, News Director of KCOR, was asked by President Ronald Reagan to represent KCOR at a White House conference on the Hispanic Information Medium. This was Ramiro's second visit to the White House representing KCOR; previously, he was a guest of President Jimmy Carter.

The recent Arbitron ratings show that KCOR once again is the #1 station in the San Antonio area among Spanish language radio stations and is ranked #3 among all general audience stations. KCOR is also #1 in a two-book average of Fall '87 and Spring '88 with a 9.1 share. They have a 60.4 share of the Spanish radio audience which is 52% more than the five other Spanish stations combined.

Paco Lara's morning show is the #1 most listened to show among all 30 stations. Pilar Camporredondo holds second place in the 9:30 a.m. to 10:30 a.m. time slot with her show "La Pareja." Pepe Duarte holds second place overall for the midday show from 9:00 a.m. to 2:00 p.m. La Papa Caliente, an hour of jokes and funny stories, is in third place as is Hector Rodarte's show which is aired from 6:00 to 11:00 p.m.

Con mas de 50,000 en asistencia, la presentacion de la Sexta Feria Estatal Hispana 1988 por KCOR fue todo un exito. Tuvo lugar el 24 de julio en los terrenos de La Villita. Tres escenarios estuvieron constantemente activos con artistas de Mexico, locales, y de otras partes de Texas, desde las doce del dia hasta las once de la noche. Maria Lourdes, conocida como la embajadora de la cancion ranchera fue una de las mas aplaudidas por el publico. Otros artistas que tomaron parte en el festival incluyen el rey del corrido Francisco "Charro Avitia", Manolo Munoz que compuso las populares canciones: "Speedy Gonzalez", "En un rincon del alma" y "Lllamarada".

El 15 de septiembre Ramiro Cordova, director de noticias de KCOR, fue invitado por el presidente Ronald Reagan, a que representara a KCOR en la Casa Blanca durante una conferencia sobre los medios informativos hispanos. Esta es la segunda vez que Ramiro Cordova asiste a la Casa Blanca para este tipo de conferencia. La primera ocasion fue durante el gobierno del Presidente Jimmy Carter.

La reciente encuesta sobre la audiencia de Arbitron pone a KCOR, una vez mas, en primer lugar entre las estaciones de habla hispana y en tercer lugar entre las estaciones en el area de San Antonio. KCOR tambien se encuentra en primer lugar en los dos libros de Otono '87 y Primavera

'88 con una participacion de 9.1 de la audiencia. Tiene una participacion de 60.4% de la audiencia de radial de habla hispana, que equivale al 52 por ciento mas que las otras cinco estaciones de habla hispana juntas.

El programa de Paco Lara en la manana, es el numero 1. Es el mas escuchado entre todas las 30 estaciones. Pilar Camporredondo toma segundo lugar en las horas de 9:30 a.m. a 10:30 a.m. con su programa "La Pareja". Pepe Duarte tambien obtuvo el segundo lugar, en total, con su programa del mediodia de 9:00 a.m. a 2:00 p.m.. El programa "La papa caliente" una hora de chistes e historias divertidas esta en tercer lugar empatado con el show de Hector Rodarte que sale al aire de 6:00 a 11:00 p.m.



*Nathan Safir, General Manager of KCOR (on the left) is shown presenting a check for \$5,000 to the winners of the "Pague La Renta" contest, Mr. and Mrs. Jesus Ramon and their daughters. On the right is Sam Murray, Station Manager of KCOR.*



*Franco performing the popular song "Toda la Vida" at the Hispanic State Fair on July 24, 1988.*



Hurricane Gilbert, predicted to hit the Valley on the evening of September 16, outsmarted the weather forecasters and instead hit the coast of Mexico. Although Gilbert missed the Valley, KGBT's staff went the extra mile in covering the storm and its destructive path. Rogelio Botello, Program Director at KGBT, organized the news department and News Director Martin Carrillo and Reporter Armando Rangel did an excellent job of covering Gilbert's path. The announcers at KGBT worked three-hour shifts with six-hour rests. This continued for 41 hours, and during the whole time, Trini Lozano, KGBT's receptionist, manned the phone lines and saw that every caller received vital information. Chief Engineer Nathan Lindsey saw that the station never lost power to ensure that the local population continued to receive important updates. Local municipalities and governments of the neighboring state of Tamaulipas in Mexico depended solely on KGBT's coverage of Gilbert and awarded KGBT a commendation for its excellent coverage.

Approximately 2,500 persons braved the threat of Hurricane Gilbert to attend KGBT's Fiestas Patrias on September 14. Earlier that morning, the Rio Grande Valley and Gulf Coast regions of Texas were put under a Hurricane Watch as weather forecasters tried to predict the landfall of Hurricane Gilbert. However, KGBT decided not to cancel the festival; and in spite of the chaos surrounding Gilbert, KGBT held its contests and gave away cash prizes and several other prizes consisting of TV sets, VCR's, and microwave ovens.

El Huracan "Gilberto" que segun los meteorologos afectaria al Valle en la tarde del 16 de septiembre se burlo de los pronosticos y en su lugar golpeo la costa de Mexico. Aunque el huracan no llego al valle, los empleados de KGBT siguieron esforzandose para reportar el paso destructor del huracan. Rogelio Botello, director de programacion de KGBT, organizo el departamento de noticias mientras el director de noticiero Martin Carrillo y el reportero Armando Rangel hicieron un excelente trabajo reportando sobre la trayectoria del huracan Gilberto. Los locutores de KGBT trabajaron en turnos de tres horas con seis horas de descanso. Durante estas 41 horas la recepcionista de KGBT, Trini Lozano, atendio las lineas telefonicas y se aseguro que cada llamada recibiera importantes informaciones. El jefe de ingenieria, Natan Lindsey se aseguro que nunca perdiera potencia la estacion para que la poblacion local continuara recibiendo noticias acutalizadas. Las municipalidades locales y el gobierno del vecino estado de Tamaulipas en Mexico dependieron solamente de la cobertura del huracan hecha por KGBT, haciendo merecer a KGBT de un reconocimiento especial por su excelente trabajo en dicha cobertura.

A pesar de las amenazas del huracan Gilberto, aproximadamente 2,500 personas atendieron las fiestas patrias que KGBT realizo el 14 de septiembre. Temprano esa manana el Valle del Rio Grande y las costas del golfo en Texas fueron puestas bajo advertencia de huracan. Sin embargo, KGBT decidio no cancelar el festival. A pesar del caos creado por Gilberto KGBT sostuvo sus concursos y regalo efectivo y otros premios de televisores, videocaseteras, y hornos de micro ondas.

## WIND

WIND La Tremenda continues to maintain its leading position as the most preferred AM station among Hispanic listeners according to results from in-home interviews conducted by Hispanic Market Research based in San Antonio. WIND moved into the leading position in January and has held it for the past nine months. According to General Sales Manager, Juan Montenegro, WIND's success is due to great music selection, featuring as many songs per hour, and special promotions. During 1988 more than \$100,000 in cash and prizes were awarded to the community through special promotions.

WIND was selected by the Mexican Civic Society as the official radio station sponsor for El Grito held September 15 at the Petrillo Bandshell in Grant Park and for the Michigan Avenue Parade, both of which are a part of the Fiestas Patrias. La Tremenda and Tecate Beer sponsored a 40-foot long white limousine, the longest in the Midwest, to feature Miss Latino Illinois



*The "longest limo in the Midwest" ridden by WIND's Account Executives Raul Resendez and Salomon Carmona and Miss Latina Illinois.*

during the parade. On Sunday, September 18, WIND, Old Style Beer, and Carnicerias La Victoria sponsored a reviewing stand for the 26th Street Parade. The reviewing stand consisted of a red double-decker London style bus covered with banners.

WIND's Programming Director Miguel Franco has been appointed to the Distinguished Selection Committee for the National Song Festival O.T.I. The committee is responsible for selecting the song that will represent Chicago and WSNS Channel 44 at the O.T.I. Festival in Miami, Florida, at the end of September. Ten finalists were selected from 53 local talent entrants. These finalists performed on Channel 44 on September 4 where the winner was selected and announced. Miguel Franco was the only Spanish language radio representative selected to serve on the committee.

La Tremenda continua manteniendo su posición como la estación AM preferida entre su audiencia hispana según los resultados de las entrevistas conducidas por el grupo basado en San Antonio, Hispanic Market Research. WIND ascendió a su lugar de liderazgo en enero y lo ha mantenido en los últimos nueve meses. Según el gerente general de ventas, Juan Montenegro, el éxito de WIND se debe a una buena selección de música, tocando el máximo número de melodías por hora, y promociones especiales. Durante 1988 más de \$100,000 en efectivo y premios han sido regalado a la comunidad por medio de promociones especiales.

WIND fue seleccionado por el Mexican Civic Society como el patrocinador oficial de El Grito que se hizo el 15 de septiembre en el Petrillo Bandshell en el Parque Grant y para el desfile de Michigan Avenue. Los dos eventos formaron parte de las celebraciones por las Fiestas Patrias. La Tremenda y la Cerveza



*Luisa Torres co-hosting live for Channel 26 the Fiesta Patrias parade in downtown Chicago.*

Tecate patrocinaron una limosina de 40 pies, la más larga en el Medio Oeste, para transportar a la Miss Latino Illinois durante el desfile. El domingo 18 de septiembre WIND, Old Style Beer, y Carnicerias La Victoria patrocinaron un quiosco para revisar el desfile de la calle 26. El quiosco consistía en un camión doble estilo Londres cubierto de banderas.

El director de programación de WIND, Miguel Franco, ha sido nombrado al distinguido comité de selección para el festival nacional de la O.T.I. El comité tiene la responsabilidad de seleccionar la canción que representará a Chicago y WSNS Canal 44 en el festival de la O.T.I. en Miami, Florida a finales de septiembre. Diez finalistas fueron escogidos entre 53 participantes. El ganador fue escogido y anunciado el 4 de septiembre en el canal 44 donde se hizo una presentación de los diez finalistas. Miguel Franco tuvo el honor de ser el único representante de radio de habla hispana seleccionado para servir en el comité.



**CHRISTOPHER  
JAROSZEWSKI**

Christopher Jarowszewski es el nuevo contador de WIND y WOJO. Nativo de Valparaiso, Indiana, Christopher se graduó en contabilidad del Calumet College que se encuentra en Indiana. Chris y su esposa tienen tres hijos y él es un buen cazador y pescador.

Christopher Jarowszewski is WIND and WOJO's new Accounts Payable/Receivable and Payroll Accountant. A native of Valparaiso, Indiana, Chris received his Accounting Degree from Calumet College in Indiana. Chris and his wife have three children, and he is an avid fisherman and hunter.

Vicki Vallejo joins WIND's sales team as an Account Executive. Previously, she held a managerial position in the Finance Department of CBS in New York and later transferred into the radio and television division in Chicago. A native of Chicago, she attended Loyola University.



**VICKI VALLEJO**

Vicki Vallejo viene a formar parte de WIND como agente de ventas. Anteriormente, Vicki fue una directiva en la división financiera de CBS en Nueva York y más tarde en la división de radio y televisión en Chicago. Vicki asistió a la universidad de Loyola.

New Account Executive, Rita Hernandez, joins WIND from local Spanish television station Channel 26 and Spanish language radio station WTAQ. Previously, she was a school teacher for 22 years, teaching kindergarten through college. Rita received her B.A. in Spanish from the University of Illinois at Chicago, her M.A. in Spanish and French, and her Ph.D. in Administration and Supervision both from Loyola University. A native of Chicago, she has had photography exhibits in the Museum of Contemporary Arts and the Museum of Sci-



**RITA HERNANDEZ**

ence and Industry. In addition, she has worked on a documentary on the history of Mexico in Chicago and on a film on Hispanics. Through her work Rita has received extensive media exposure.

La nueva agente de ventas, Rita Hernandez, nos llega a WIND de una estación de televisión hispana el canal 26 y de radio hispana WTAQ. Previamente, Rita fue maestra de pre-escolar hasta universidad por 22 años. Rita se graduó en español de la universidad de Illinois en Chicago. Terminó una Maestría en español y francés y doctorado en administración y supervisión de la universidad de Loyola. Nativa de Chicago, Rita ha tenido exhibiciones de sus fotografías en los museos de Arte Contemporáneo y de Ciencia e Industria. Adicionalmente, ella ha trabajado en un documental sobre la historia de México en Chicago y en una película sobre hispanos. A través de su trabajo Rita ha recibido una extensa exposición a los medios publicitarios.



**JENNIFER PHILPOT**

Jennifer joins the TMS corporate offices in the capacity of Marketing Assistant. A graduate of Baylor University with a Marketing Degree, Jennifer has worked for Carmen, Carmen & Hugel, a political firm in Washington D.C., and for Hill & Knowlton in its International Trade and Development Department.

Jennifer viene a formar parte de las oficinas ejecutivas de TMS como asistente de Mercadotecnia. Originaria de la Ciudad de México, Jennifer se graduó de Baylor University en mercadotecnia y relaciones internacionales. Ha trabajado en relaciones públicas políticas en Washington, D.C. y para Hill & Knowlton en el departamento de Desarrollo e Intercambio Internacional.



**ARTURO PALACIOS**

Art has been promoted to Auditor/Systems Manager for TMS. Starting as a computer operator with the company in 1975, he advanced to Chief Accountant in 1985. A graduate of Pan American University in 1984, Art has a degree in Accounting. He and his wife, Consuelo, have a son, Gabriel.

Arturo ha sido ascendido al puesto de Auditor/Gerente de sistemas para TMS. Empezando como operador de computadoras con la compañía en 1975, ascendió a contador en jefe en 1985. Se graduó de la Universidad Pan American en 1984, Art recibió su grado en contaduría. Arturo y su esposa Consuelo tienen un hijo, Gabriel.

## The Communicator

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