

# COMMUNICATOR

QUARTERLY

TICHENOR MEDIA SYSTEM

SPRING 1993

## LYNDORA VALDEZ NAMED SALES PERSON FOR 1992



LYNDORA VALDEZ

**L**yndora Valdez was named Sales Person of the Year for 1992. Lyndora began her career in radio at stations KAMA/KAMZ in El Paso where she worked in sales, music, and promotions. In 1988, she joined KBNA AM/FM and for the past three years has been the top billing sales person.

Lyndora was instrumental in helping the stations achieve record revenues and profits in 1992. She exceeded her sales projections by 60 percent, added 37 new accounts, and maintained her 60+ days accounts receivable at 7.7 percent. Her winning personality and attentiveness to her clients have helped Lyndora build a solid account list since joining KBNA nearly five years ago.

Dan Wilson, KBNA General Manager stated, "We are very proud of Lyndora's sales performance for 1992. She is a true sales professional, self-motivated, personable, and loyal. Her responsiveness both to the needs of her clients and to KBNA is one of her biggest assets. Lyndora is a seasoned, veteran sales person, and we know we can depend on her to always strive to overachieve her sales goals."

KBNA General Sales Manager Kathy Clark said, "Lyndora never gets down. When she has a bad day, she doesn't dwell on it, and she always finds a way to bounce back and make the next day great. Her positive, can-do attitude is contagious and really makes her clients feel good about doing business with KBNA. We are fortunate and proud to have a sales person like Lyndora."

Lyndora grew up in Santa Fe, New Mexico, and received a B.A. degree in advertising and public relations from New Mexico State University.

*Lyndora Valdéz fue nombrada Vendedora del Año de 1992. Lyndora inició su carrera en radio con las emisoras KAMA/KAMZ, en El Paso, en donde trabajaba en ventas, música y promociones. En 1988, se unió a KBNA AM/FM y durante los últimos tres años ha sido la vendedora con las ventas más altas. Lyndora ha sido un factor clave ayu-*

*continued on page 2.*

## NEW FM STATION PURCHASED IN SAN ANTONIO

**T**ichenor Media System, Inc., was pleased to announce that it had signed a Definitive Purchase Agreement to purchase radio station KSRR-FM, San Antonio, Texas, from Genesis Broadcasting, Inc., pending FCC

approval. Other stations Genesis operates include KONO AM/FM, San Antonio.

*Tichenor Media System, Inc., tuvo el gusto de anunciar que ha firmado un Acuerdo Definitivo de Compra con*

*Genesis Broadcasting Inc., para adquirir la emisora KSSR-FM en San Antonio, Texas, sujeto a la aprobación del FCC. Entre otras, Genesis opera también las emisoras KONO-AM/FM en San Antonio.*

## WHAT'S NEWS

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**VALDEZ... From page 1.**

dando a las emisoras a alcanzar ventas y utilidades record en 1992. Sobrepasó sus proyecciones de ventas en un 60%, agregando 37 cuentas nuevas y manteniendo en un 7.7% sus cuentas por pagar de 60+ días. Su personalidad de triunfadora y la atención a sus clientes desde que se unió a KBNA hace casi cinco años, ha ayudado a Lyndora a crear una sólida cartera de clientes.

Dan Wilson, Gerente General de KBNA dijo: "Estamos muy orgullosos de la actuación en ventas de Lyndora

durante 1992. Ella es una verdadera profesional de las ventas, auto-motivada, agradable y leal. Su atención, tanto a las necesidades de sus clientes como a las de KBNA, es una de sus mejores cualidades. Lyndora es una vendedora madura, veterana y sabemos que podemos depender de ella para que siempre luche por sobrepasar sus objetivos en ventas".

Kathy Clark, Gerente General de Ventas de KBNA, comentó: "Lyndora nunca se desanima. Cuando ha tenido un mal día, no pierde el tiempo lamen-

tándolo, siempre encuentra la forma de hacer que el día siguiente sea magnífico. Su actitud positiva, de poder hacerlo todo, es contagiosa y realmente hace que sus clientes se sientan a gusto trabajando con KBNA. Somos afortunados y nos sentimos orgullosos de tener una vendedora como Lyndora".

Lyndora creció en Santa Fé, Nuevo México y se graduó de Publicidad y Relaciones Públicas en New Mexico State University.

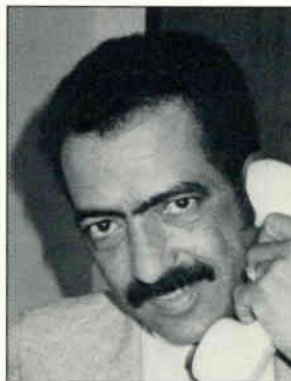
## STATION SALES PERSONS OF THE YEAR ANNOUNCED



**LAURA DE LA MATA  
WIND**



**MARY McEVILLY-  
HERNANDEZ — WOJO**



**DOMINGO LOPEZ  
KLAT**



**MARIA ZEPEDA  
KGBT**



**JUAN MENDEZ  
KCOR**

## KBNA AM/FM RECEIVE FOUNDER'S TROPHY FOR 3RD QUARTER

McHenry T. Tichenor, Jr., President, was pleased to announce that KBNA AM/FM received the Founder's Trophy for the third quarter. KBNA surpassed its net revenue projections by 23.3 percent, and net operating income for the stations transcended projections by 247.7 percent.

The corporate office would like to thank Dan Wilson and the entire staff at KBNA for the basket of goodies sent thanking corporate for its hard work and support. It was a great Christmas treat and thanks again for the gift!!

## MANAGERS SELECT SALES PERSONS FOR THE FOURTH QUARTER



### **ROBERT MORIN** **KCOR**

Robert kept his 60+ day accounts receivable under 5% for the quarter while beating his projections by 44% and eliciting 6 new accounts.



### **HENRY GARCIA** **KUNO**

Henry generated 8 new accounts, had a 11% average outstanding 60+ day accounts receivable, and exceeded his sales goals by 41%.



### **DOMINGO LOPEZ** **KLAT**

Domingo obtained 18 new accounts for KLAT, preserved an 11% average 60+ day accounts receivable, and topped his sales projections by 43%.



### **IRMA MUNOZ** **WOJO**

Irma eclipsed her fourth quarter goal by 53% and produced 8 new accounts.



### **LAURA DE LA MATA** **WIND**

Topping her fourth quarter goal by 50%, Laura gained 9 new accounts and had a 22% average for her outstanding accounts receivable for 60+ days.



### **JOSEPH CLEMENTE** **KGBT**

Joseph landed 3 new accounts, exceeded his fourth quarter projections by 20%, and had an 23% balance on his 60+ day accounts receivable.



### **JOSE CHAPA** **KIWW**

Jose topped his fourth quarter projections by 29%, placed 17 new accounts, and maintained his 60+ days accounts receivable at 13% for KIWW.



### **LYNDORA VALDEZ** **KBNA AM/FM**

Lyndora shattered her fourth quarter projections by 51% and acquired 10 new accounts while maintaining a 12% average on her 60+ days accounts receivable.

**WOJO** listeners entered the Ganando Y Volando con FM 105 promotion by registering at participating retailers. WOJO announcers then selected entrants and announced two names daily, Monday through Friday. The first of the selected listeners to call won an American Airlines round-trip ticket to a destination of his choice. The promotion was tied in with the holidays therefore affording listeners a wonderful opportunity to visit out-of-town relatives. The promotion was sponsored by American Airlines, Cremi International Payments, Inc., MG International Auto Insurance, and Trak Auto/AC Delco.

*Los radioescuchas de WOJO participaron en la promoción "Ganando y Volando con FM 105" al inscribirse en las tiendas participantes. Los locutores de WOJO después seleccionaron y anunciaron dos nombres cada día de lunes a viernes. El primero de los dos nombres en reportarse a la emisora ganó un boleto de viaje redondo en American Airlines al destino de su preferencia. La promoción coincidió con las fiestas Navideñas permitiendo así a los radioescuchas una magnífica oportunidad de visitar a sus familiares en lugares distantes. Los patrocinadores fueron American Airlines, Cremi International Payments Inc., MG International Auto Insurance y Trak Auto/AC Delco.*

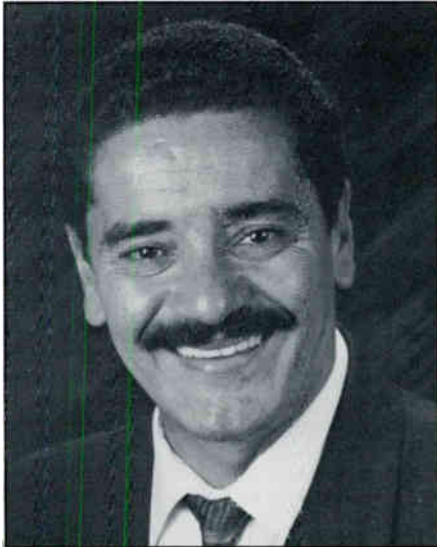


**WOJO Announcer Carlos Rojas and WOJO Program Director Alberto Augusto at Ganando Y Volando con FM 105 registration booth.**

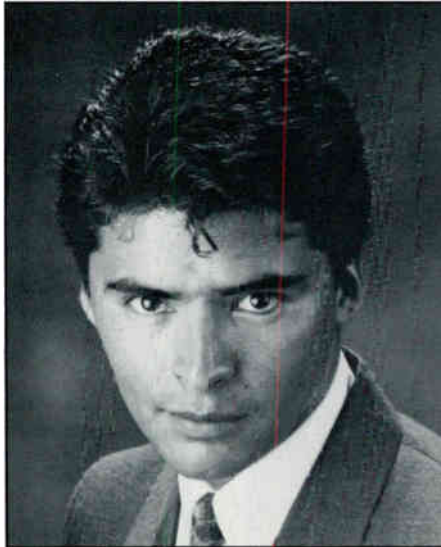
**WIND celebrated its 7th anniversary on December 12 at the Aragon Ballroom. Top-name talent from Mexico such as La Sombra, Los Abelardos, Los Aguirre, and Innovación joined in a special performance by La Banda Superbandido.**



**Shown left to right: Manuel Flores, WIND Account Executive; Martha Muñoz, WIND/WOJO Marketing Director; Victor Gomez, WIND Account Executive; Laura de la Mata, WIND Account Executive; Juan Montenegro, WIND General Sales Manager; and Lucy Díaz, WIND/WOJO National Sales Manager.**



**HECTOR ARMANDO MOLINA**



**HECTOR LOZANO**



**JUAN SILVERIO DIAZ**

**W**IND aired its first official home game of the World Champion Bulls on November 7, 1992. Popular radio personalities Hector Armando Molina and Hector Lozano announce all the home games as well as providing WIND listeners with pre-game and post-game information. Recently dubbed "The Hector & Hector Show" in a newspaper article in the Chicago Tribune, Molina and Lozano were featured on the front page of the Sports section and received good reviews on their show.

*El 7 de noviembre de 1992, WIND*

*transmitió el primer juego oficial en casa de los Chicago Bulls, campeones mundiales. Héctor Armando Molina y Héctor Lozano, populares personalidades de la radio, son los locutores de todos los juegos en casa proporcionando además a los radioescuchas de WIND información antes y después de los juegos. En un artículo publicado recientemente en el Chicago Tribune, los locutores fueron caracterizados como "El programa de Héctor y Héctor". Una foto de Molina y Lozano fue publicada en la primera plana de la sección de deportes y se recibieron buenos comentarios sobre su programa.*

**J**uan Silverio Díaz began his career at WOJO as a Production Assistant in 1981 and later was an Announcer from 1982 to 1987. Juan then switched his career to television and was Commercial Anchorperson and Account Executive. Juan rejoined the WOJO Sales Team as an Account Executive.

*Juan Silverio Díaz empezó su carrera en WOJO como ayudante de Producción en 1981 y como Locutor de 1982 a 1987. Juan cambió después su rumbo a la televisión y fue Conductor Comercial de Programas y Ejecutivo de Cuentas. Juan vuelve al equipo de ventas de WOJO como Ejecutivo de Cuentas.*

**ALEJANDRA MORAN**



**A**lejandra Moran joined the WIND Sales Team as an Account Executive in November. A native of Argentina, Alejandra joined WIND through the sponsorship program of Rotary International as a Scholar of Journalism while working on her master's degree in communications at Drake University in Iowa. Previously, she interned at ABC Capital of Chicago and as a Reporter, Entertainment Editor, and finally as Entertainment Director of Tourism at La Raza newspaper.

*Alejandra Morán se unió en noviembre al equipo de ventas de WIND como Ejecutiva de Cuentas. Originaria de Argentina, Alejandra llegó a WIND con el patrocinio de un programa del Rotary International con una beca en periodismo, mientras termina su maestría en Comunicaciones en Drake University, en Des Moines, Iowa. Anteriormente, Alejandra trabajó de interna con ABC Capital of Chicago y como Reportera, Editora de la Sección de Espectáculos y por último como Directora de Espectáculos y Turismo en el periódico La Raza.*

# ALBERTO COLLAZO "EL TIO PANCHO" NAMED MORNING BROADCASTER OF THE YEAR



ALBERTO COLLAZO "EL TIO PANCHO"

**K**LAT Announcer Alberto Collazo, known on the air as El Tío Pancho, was named Morning Broadcaster of the Year for 1992 during the Second Annual Hispanic Broadcasters Award ceremonies. Over 126 radio stations throughout the Southwest submitted nominees. Winners were picked by a panel of industry representatives. Alberto has been with KLAT since 1987.

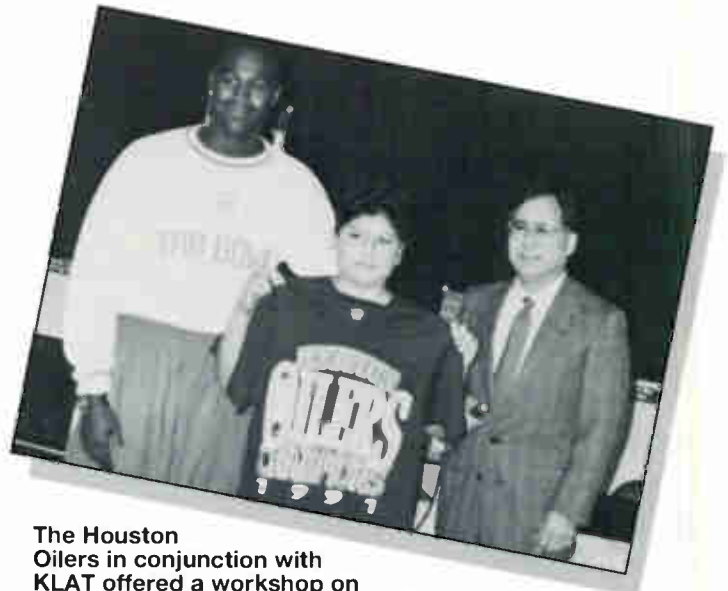
*El locutor Alberto Collazo, conocido en la radio como El Tío Pancho, fue nombrado Locutor Matutino del Año de 1992 por la Asociación de Radiodifusoras Hispanas durante su segunda ceremonia anual de entrega de premios. Más de 126 emisoras a través del suroeste sometieron candidatos. Los ganadores fueron seleccionados por un panel de representantes de la industria. Alberto ha estado con KLAT desde 1987.*



Olga Campos, Channel 26 reporter, interviewed Raúl Feliciano Sánchez, KLTN-FM Anchor News Reporter because of the excellent coverage provided by the News Department of KLAT and KLTN-FM regarding the earthquake in Central America. Shown left to right are Raúl Feliciano Sánchez, Olga Campos, and Channel 26 cameraman.



Well-known Mexican artist Angelica María visited KLAT and was interviewed by Announcer Lacho Pedraza. Shown is "Novia de Mexico" and Lacho Pedraza.



The Houston Oilers in conjunction with KLAT offered a workshop on American football to Houston's Hispanic youth. Several Houston Oilers players participated along with La Tremenda radio personalities. Shown are Oilers receiver Haywood Jeffries with a young participant and Manny López, KLAT Announcer.



The famous ballad singer Byanca visited KLAT and was interviewed by Antonio Hernandez, shown with her at the KLAT studios.



PAUL WILLIAMS

**P**aul Williams joined the sales department of KLAT as an Account Executive. Well known in the Houston market place, Paul brings over 20 years' experience to KLAT including stints as General Sales Manager at Traffic Central and most recently in advertising sales at The Houston Post.

*Paul Williams se unió al Departamento de Ventas de KLAT como Ejecutivo de Cuentas. Muy bien conocido en el mercado de Houston, Paul trae a KLAT más de 20 años de experiencia incluyendo su posición de Gerente de Ventas con Traffic Central y recientemente en Ventas de Publicidad en el Houston Post.*

**K**LAT's new Account Executive was Nicole Adler. Nicole previously worked at Boone de Leon Communications as a Media Buyer for two years and brought to KLAT extensive radio and television sales experience.

*Nicole Adler es la Nueva Ejecutiva de cuentas de KLAT. Nicole trabajó antes en Boone de Leon Communications como Compradora de Medios por dos años. Nicole trae a KLAT una experiencia extensa en radio y televisión.*



NICOLE ADLER

## KLTN NEWS

**G**loria Regil was appointed to the position of Promotions Director for KLTN-FM. A native of Guatemala, Gloria earned a Radio Announcer's Certificate. She joined sister station KLAT in 1990 before joining KLTN-FM where she entertains KLTN's listeners from 10 a.m. to 3 p.m.

*Gloria Regil fue nombrada Directora de Promociones para KLTN-FM. Originaria de Guatemala, Gloria recibió un Certificado de Locutora. Se unió a la emisora hermana KLAT EN 1990. Actualmente Gloria ameniza al auditorio de KLTN desde la 10 de la mañana hasta las 3 de la tarde.*



GLORIA REGIL

## KGBT NEWS



KGBT Announcer Armando Rangel, KGBT Announcer, at the grand opening of Circuit City with Mariachi Continental.



Shown standing left to right: Mary Sánchez, KGBT/KIWW Continuity Assistant and Delila Rojas, KGBT Continuity Director. Shown seated right to left: Dora Cisneros, KIWW Traffic Manager and Adela Espinoza, KGBT/KIWW Sales Secretary.



KGBT's Super Jackpot Promotion began in October, and for six weeks listeners registered to win at selected locations throughout the Rio Grande Valley. A name was drawn every Thursday morning and announced on the air; the named listener had 15 minutes and 30 seconds to call and claim the \$1,000 prize. Pictured with Rogelio Botello, KGBT/KIWW Program Director, is Elisa Fuentes shown receiving her check for \$1,000.

## KUNO/KSAB NEWS

**KUNO and KSAB** began the fourth quarter with a new Halloween promotion - the Halloween Witch Giveaway. Fifteen local merchants displayed a witch doll and listeners visited the merchants to register to win the doll. The promotion was a great success and increased traffic to each store. The stations also sponsored

the Halloween party at the Father Bill Elliott Boys & Girls Club.

*KUNO y KSAB iniciaron el cuarto trimestre con una nueva promoción de Halloween llamada "Halloween Witch Giveaway". Quince anunciantes exhi*

*bieron una Muñeca Bruja, los radioescuchas acudieron para inscribirse y poder ganar la muñeca. La promoción fue un gran éxito y aumentó el tráfico en todos los establecimientos participantes. Las emisoras también patrocinaron la Fiesta de Halloween del Father Bill Elliot Boys & Girls Club.*



October marked the 18th Annual KUNO/KSAB Pan American Golf Association Scholarship Tournament. Tournament chairman Ray Falcon reported that over 150 players participated with the proceeds donated to the Del Mar Financial Aid Office for distribution as scholarships.



**W**estside Business Association and KUNO/KSAB co-sponsored its annual Christmas children's party. Santa Claus came via helicopter and gave away lots of hugs and candy.

*El Westside Business Association y KUNO/KSAB co-patrocinaron la Fiesta Anual Navideña de los Niños. Llegó Santa Claus en helicóptero y regaló muchos dulces y abrazos.*



Two Christmas promotions were held by KUNO and KSAB-FM. Cartas a Santa Claus aired at 7 p.m. and featured Santa Claus reading letters sent in by area children. The promotion was a great success with lots of toys given away. And on Christmas Eve, Santa visited the stations aboard the P.A.D.R.E.S. fire engine distributing candy and fruit.

**EL PASO NEWS**

**T**he nationally known Dr. Manuel Sanguily was named the Hispanic Doctor of the Year by the Hispanic American Professionals Association in December. Dr. Sanguily's area of expertise and important efforts is in promoting education of the digestive system. Dr. Sanguily visited radio station KBNA for an on-air interview during which the doctor recommended a good diet, exercise, and reduced consumption of alcohol and cigarettes.



Dr. Manuel Sanguily, Hispanic Doctor of the Year, shown with Raymond Mesa, KBNA consultant.

*El doctor Manuel Sanguily, conocido nacionalmente, fue nombrado en diciembre, Médico Hispano del Año por la Asociación Hispano-Americana*

*de Profesionales. El área de especialización y de esfuerzos de gran importancia del Dr. Sanguily es promover la educación sobre el sistema digestivo. El Dr. Sanguily visitó los estudios de la emisora KBNA para transmitir una entrevista durante la cual, el Dr. Sanguily recomendó una buena dieta, ejercicio y una reducción en el consumo de alcohol y cigarrillos.*

**K**BNA AM/FM was busy this holiday season promoting good will and providing entertainment. In October, Rocio Durcal performed to a full house, and Juan Gabriel ended his U.S.A. Tour in El Paso in November. And once again, KBNA was the only radio station invited to participate in El Paso's annual Veteran's Day Parade.

*El personal de KBNA AM/FM se encontró muy ocupado durante esta temporada de fiestas promoviendo buena voluntad y proporcionando diversión. En octubre, Rocio Durcal actuó ante una gran audiencia y Juan Gabriel finalizó su gira de los E.U.A en El Paso en noviembre. Una vez más, KBNA fue la única emisora de radio invitada a participar en el desfile anual del Día de los Veteranos de El Paso.*

**I**n December, KBNA and a local car club sponsored a fund raiser collecting toys. The fund raiser featured an exhibition and competition of low-rider cars. KBNA employees also distributed turkeys and other food items to the El Paso residents.

*Durante diciembre KBNA y un club local de automóviles co-patrocinaron un evento para recolectar juguetes. El evento incluyó una exhibición y una competencia de autos "Low-Rider". Los empleados de KBNA también repartieron pavos y otros comestibles entre residentes de El Paso.*



Ricardo Gallegos, KBNA Remote Technician, and José Luis García, KBNA Public Relations Director, during the Turkey Drive at Thanksgiving.

**KBNA Program Director Pete Skaggs helping out with the Christmas Food Drive.**



## BIRTHDAY GREETINGS

|                 |             |
|-----------------|-------------|
| Yvonne Orona    | October 7   |
| Kathy Clark     | October 24  |
| Crispin Andrade | October 25  |
| Mario Castillo  | November 11 |
| Pete Skaggs     | November 21 |
| Leo Lugo        | December 27 |
| Ofelia Muñoz    | December 30 |

In June, María Almaras was awarded the Hidalgo Award for her work with the American Business Women Association which provides scholarships for Hispanic women in the insurance field. Ms. Almaras is also active in the "Reach for a Star" program and Candlelighters.

*En junio de 1992, María Almaras recibió el Premio Hidalgo por su trabajo con la American Business Women Association que proporciona becas a mujeres hispanas para estudios en el campo de los Seguros. La Srta. Almaras también participa en el programa "Reach for a Star" y los Candlelighters.*

Jesús José Sapien received the Hidalgo Award for the month of July. Mr. Sapien distributes food commodities monthly and donates his time and skills as a handyman for the elderly. He has volunteered a minimum of 1,000 hours during the past 3 years.

*Jesús José Sapien ganó el Premio Hidalgo del mes de julio. El Sr. Sapien distribuye mensualmente comestibles a los ancianos y también dona su tiempo y habilidades para trabajos manuales. Durante los últimos tres años El Sr. Sapien ha dedicado más de 1000 horas a esta actividad.*



**Shown left to right: Hidalgo Award committee member, Recipient María Almaras, Recipient Jesús José Sapien, KBNA Public Relations Director José Luis García, and Hidalgo Award committee member.**



**Recipient of the August Hidalgo Award Manuel Estrella provides medical transportation services for San Juan senior citizens, delivers food baskets to the needy, and is a member of the Eastside Advisory Committee.**



**As a member of the Bowie Alumni, Rosa Rangel, September Hidalgo Award honoree, works to generate funds for scholarships for Bowie High School students and has been involved in community service for 20 years.**



**Hidalgo Award recipient for October, Angelic tours nutrition centers providing entertainment for senior citizens and records PSA's for "Keep El Paso Beautiful" and "Texas War on Drugs."**

**RAUL OSCAR GOMEZ**



**R**aul Oscar Gomez, born in Torreon, Coahuila, Mexico, has an undergraduate degree in communications and a post-graduate degree in public administration.

Raul began his broadcast career as a television and radio announcer in Mexico City and Torreon. In the U.S., he was the voice of the Houston Astros 1984-85, and he joined KBNA AM/FM in 1986 as Program Director. Now Raul returns to KBNA as Production Manager. Raul and his wife Martha Aurora Valdez have three children, Adrian, Raul Jr., and Alan.

*Raúl Oscar Gómez, nació en Torreón, Coahuila, México y recibió su título universitario en Comunicaciones y un título de post-graduado en Administraciones Públicas. Raúl inició su carrera como Locutor de televisión y radio en la Ciudad de México y en Torreón. En los E.U.A. fue la voz de los Houston Astros de 1984 a 1985. Se unió a KBNA en 1986 como Director de Programación. Ahora Raúl regresa a KBNA como Gerente de Producción. Raúl y su esposa Martha Aurora Valdéz tienen tres hijos, Adrián, Raúl Jr. y Alan.*



**KBNA staff members celebrate the holiday season with Santa (KBNA General Manager Dan Wilson in the Santa hat!).**



**TERESA DE LA CRUZ**

**T**eresa de la Cruz joined KBNA AM/FM with responsibilities in production as well as the afternoon news.

*Teresa de la Cruz se unió a KBNA AM/FM como encargada de la producción y difusión de las noticias de la tarde.*

**KCOR NEWS**

**SALES DEPARTMENT ADDS THREE NEW ACCOUNT EXECUTIVES**



**O**rlando Salazar joined KCOR in October bringing over eight years of experience in marketing and sales. His most recent job was with the U.S. Treasury

Department. Born in Waco, Texas, Orlando earned a B.A. in marketing at the University of Texas at El Paso.

*Orlando Salazar se unió a KCOR en octubre. Orlando trae ocho años de experiencia en mercadotecnia y ventas. Su empleo más reciente fue con el U.S. Treasury Department. Nació en Waco, Texas y se graduó con el título B.A. en mercadotecnia de la Universidad de Texas, El Paso.*



**O**riginally from San Marcos, Norma Lopez joined KCOR in August with a background in broadcast and direct retail sales. Norma graduated from Southwest Texas

State University with honors in journalism and speech communications.

*Originaria de San Marcos, Texas, Norma López se unió a KCOR en agosto de 1992 con experiencia en radiodifusión y ventas al detalle. Norma se graduó, en Southwest Texas State University, con honores en periodismo y comunicaciones.*



**A** graduate of the University of Texas at Austin with a degree in advertising, Robert Morin has varied experience in field marketing, sales promotions, special events, and

retail marketing. Robert previously worked at R.J.R. Tobacco Co., Promotional Marketing, Inc., and Procter & Gamble.

*Robert Morín es un graduado de la Universidad de Texas con título en Publicidad. Robert tiene amplia experiencia en mercadotecnia, promociones de ventas, eventos especiales y mercadotecnia de ventas al detalle. Roberto trabajaba antes con RJR Nabisco, Promotional Marketing Inc. y Procter & Gamble.*

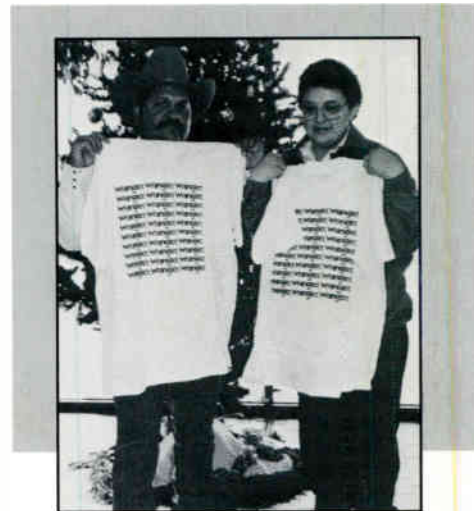
**FRANK CORTEZ, KCOR COMMUNITY AFFAIRS DIRECTOR, AND HELEN AYALA, HIDALGO AWARD RECIPIENT**

The winner of the Hidalgo Award for the month of October was Helen Ayala, Marketing Director of Ray Ellison Homes. Helen has been on the Advisory Board of the Alamo Area Chapter of The American Diabetes Association for two years and has a sincere interest in the disease due to its prevalence in the Hispanic population. Additionally, Helen has served as Chairman of the Local Minority Initiative Task Force and was instrumental in organizing the "Strike Out Diabetes" campaign in 1988.

*La ganadora del Premio Hidalgo del mes de octubre fue Helen Ayala, Directora de Mercadotecnia de Ray Ellison Homes. Helen ha estado en el*



*Advisory Board of the Alamo Area Chapter of the American Diabetes Association durante dos años y tiene un interés sincero en esa enfermedad debido a su frecuencia entre la población hispana. Helen prestó también sus servicios como presidente de la Local Minority Initiative Task Force y contribuyó materialmente en la organización de la campaña "Strike Out Diabetes" en 1988.*



**KCOR featured a trip give-away to Las Vegas for two lucky winners to see the National Rodeo Finals. The winners, Mr. and Mrs. Sergio Galindo, received round-trip air fare, a three-day hotel stay, and tickets to the finals. The trip was co-sponsored with Wrangler. Shown in the picture are Mr. and Mrs. Galindo.**

**PATSY TORRES AND FRANK CORTEZ OF KCOR**



The Hidalgo Award was given to Patsy Torres in November for her promotional efforts for the March of Dimes and the prevention of birth defects. Patsy strongly believes in self-motivation and spends much of her time encouraging young people to stay in school and drug free.

*Patsy Torres recibió el Premio Hidalgo del mes de noviembre por sus esfuerzos promocionando el "March of Dimes" y la prevención de los defectos congénitos. Patsy cree firmemente en la auto-motivación y dedica mucho de su tiempo animando a los jóvenes a evitar el uso de drogas y a permanecer en la escuela.*

**JOE DOMINGUEZ AND KCOR GENERAL MANAGER WARREN TICHENOR**

Joe Dominguez received the Hidalgo Award for the month of September. Born in northeast Texas in a small, rural town, Joe grew up with Spanish as his family's first language. He received his undergraduate degree in microbiology and is currently working on a graduate degree in public health.

*Joe Domínguez recibió el Premio Hidalgo del mes de septiembre. Nacido en un pueblo rural pequeño del noreste de Texas, Joe creció hablando español como idioma materno. Recibió*



*su título universitario en microbiología y actualmente estudia para un título de post-graduado en Salud Pública.*

The Communicator is published quarterly by Tichenor Media System, Inc., McHenry T. Tichenor, Jr., President.

Editor .....Tracey Medley

Translation .....Cinco Media Communications

Contributing Editors .....Joe Clemente, KGBT; Adela Espinoza, KIWW; Irene Herrera, KUNO/KSAB; Lupita Salinas-Imperial, KCOR; Dr. Arturo Sánchez, KLAT/KLTN; Lyndora Valdez, KBNA AM/FM; Martha Muñiz, WIND/WOJO.