

The Communicator

Tichenor Media System

January, February, March, 1986

TMS PLANS GROWTH

With the sale of KGBT-TV, Tichenor Media System is poised to actively pursue the corporate goal of solidifying our position as the preeminent Spanish language broadcasting organization in the United States. The strategy to achieve that goal is to acquire and operate the leading Spanish radio station in each of the top ten Hispanic markets in the country.

According to the 1980 census, those markets are:

- Los Angeles **A**
- New York **A**
- *San Antonio **A**
- *Chicago **A**
- San Francisco **B**
- Miami **B**
- *Houston **A**
- *McAllen/Brownsville **A**
- Albuquerque **B**
- *El Paso **B**

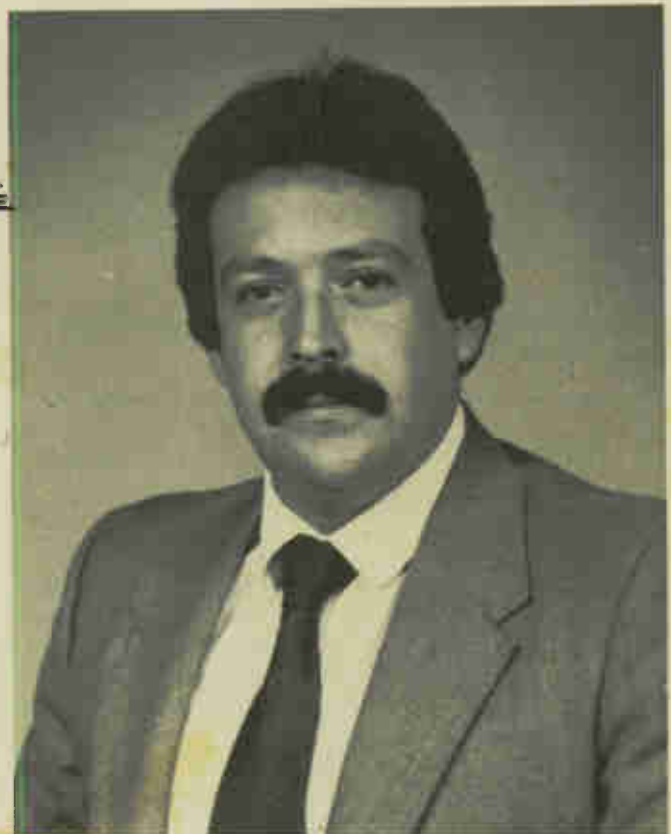
The company currently owns and operates stations in those cities which are astericked, as well as Corpus Christi which is ranked 16th in the U.S. for Hispanic population.

The Federal Communication Commission currently allows one company to own up to 12 AM stations, 12 FM stations and 12 TV stations at one time.

A secondary element of the strategy is to back up the existing "stand-alone" radio properties with sister FM stations, where those stations can be acquired at reasonable prices.

Corporate officers are currently studying the Los Angeles and San Francisco markets for the company's next acquisition.

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MANUEL ESCALANTE

Escalante Named TSRG Marketing Director

Tichenor Spanish Radio Group hired Manuel Escalante to head their new Marketing Department. As Director, Escalante will be coordinating all marketing efforts of the Group, to include advertising, promotions, research and all position-related activities that will help in obtaining more fruitful sales results for each and all of the stations.

The new marketing plans include:

- a) Achieving national awareness for TSRG at the level enjoyed by Spanish Information Network (SIN).
- b) Developing a network concept for TSRG.

c) Assisting each station in developing sales strategies for specific prospects.

d) Developing research for individual stations, advertisers and the Group.

Escalante is a graduate of the University of Illinois where he received a MBA in Marketing. He has recently moved to the United States from Costa Rica where he lived and worked for ten years. While in Costa Rica Escalante managed marketing research and product development for Republic Tobacco Company. During that time he was also President of his own marketing and management consulting firm. His work background includes advertising, public relations and teaching.

Escalante and his wife Roxanne have two sons, Guillermo and Manuel, Jr. They now live in Harlingen. Continued p. 2

Los Planes de Crecimiento de TMS

Con la venta de KGBT-TV Tichenor Media System esta ya en condicion de continuar de manera activa la meta a nivel empresarial de solidificar su posicion como la organizacion preeminente en las transmisiones en el idioma espanol en los Estados Unidos. La estrategia para lograr esa meta es el adquirir y operar la estacion dominante en espanol de cada uno de los diez principales mercados hispanos en el pais.

De acuerdo al censo de 1980, esos mercados son:

Los Angeles	Miami
New York	*Houston
*San Antonio	*McAllen/Brownsville
*Chicago	Albuquerque
San Francisco	*El Paso

Actualmente la compania posee y opera estaciones en las ciudades marcadas con un asterisco, asi como en Corpus Christi cuya posicion es la numero 16 en los Estados Unidos para la poblacion hispana.

La Comision Federal de Comunicaciones (FCC) permite actualmente a una compania poseer hasta 12 estaciones en AM, 12 estaciones en FM y 12 estaciones de television al mismo tiempo.

Un elemento secundario en la estrategia es el reforzar las propiedades actuales que estan en condiciones de "separacion" con estaciones hermanas FM donde esas estaciones puedan ser adquiridas a precios razonables.

Los funcionarios de la corporacion estudian actualmente los mercados de Los Angeles y San Francisco para la proxima adquisicion de la compania.

Escalante Es Nombrado Director de Mercadotecnia de TSRG

Tichenor Spanish Radio Group ha contratado a Manuel Escalante para que encabece su nuevo departamento de Mercadotecnia. Como director, Escalante coordinara todos los esfuerzos de mercadotecnia del grupo incluso publicidad, promociones, investigaciones y todas las actividades relacionadas con la posicion que ayudaran a obtener resultados de ventas mas fructiferos para todas y cada una de las estaciones.

Los nuevos planes mercadotecnicos incluyen:

- Lograr un conocimiento a nivel nacional de TSRG tal como lo tiene Spanish Information Network (SIN).
- El desarrollo de TSRG como una cadena (network).
- Asistir a cada estacion en el desarrollo de sus estrategias de ventas para prospectos especificos.
- El desarrollo de investigacion para estaciones individuales, anunciantes y el Grupo.

Escalante es graduado de la Universidad de Illinois de la que recibio un MBA en mercadotecnia. Recientemente se cambio a los Estados Unidos procedente de Costa Rica en donde vivio y trabajo por diez anos. En Costa Rica administro investigacion de mercadotecnia y desarrollo de productos para la compania Republic Tobacco. Durante ese tiempo tambien fue presidente de su propia firma consultora en mercadotecnia y administracion. Sus antecedentes de trabajo incluyen publicidad, relaciones publicas y la docencia.

Escalante y su esposa tienen dos hijos: Guillermo y Manuel, Jr. Ellos viven ahora en Harlingen.



Radio News

Welcome back Felipe Mendoza, Announcer, and Edmo Elizondo, Copywriter.

On Valentine's Day listeners were invited to register their dedications at a sponsor's place of business. Each sponsor drew a name and gave away a dinner for two and a bouquet of flowers. KCOR Radio also dedicated a song to each winner during their Valentine's program which ran from 6:30 p.m. to 9:30 p.m.

Sergio Rodarte, KCOR Morning Man, loves to wake people up. And he does so regularly with the traditional Mexican Mananitas and a dedicated tune. The public sends him letters requesting the service to surprise their friends and relatives with the warm birthday wish that only Sergio can give.

Bienvenidos otra vez Felipe Mendoza, locutor, y Edmo Elizondo, redactor de textos.

El dia de San Valentin los radioescuchas fueron invitados para inscribir sus dedicaciones en el local de algun patrocinador. Cada patrocinador extrajo un nombre y regalo una cena para dos y un ramo de flores. KCOR Radio tambien dedico una cancion a cada ganador en el programa de San Valentin de las 6:30 p.m. a las 9:30 p.m.

Sergio Rodarte, el Hombre Matutino de KCOR, adora despertar a las personas. Y lo hace regularmente con las tradicionales Mananitas Mexicanas y una cancion dedicada. El publico le manda cartas solicitando ese servicio para sorprender a sus amigos y familiares con el calido deseo de cumpleaños que solo Sergio puede dar.



Sergio Rodarte selected a registration card on Valentine's Day from the many he received at the station and gave away a giant box of chocolates and a flower bouquet.

Sergio Rodarte selecciono una tarjeta de inscripcion del dia de San Valentin de las muchas que recibio en la estacion y regalo una caja gigante de chocolates y un ramo de flores.



RAMIRO CORDOBA

Ramiro Sanchez Cordoba, News Director at KCOR, was selected to be the San Antonio correspondent on the program "The Voice of America" on world-wide radio broadcast from Washington, D.C. Whenever something "newsworthy" happens in or around San Antonio, Ramiro broadcasts the story in Spanish using KCOR'S I.D. and the news is then heard around the world. Ramiro has been working at KCOR for fourteen years. In the past he has been sent to the White House for a conference with President Jimmy Carter, he has travelled to Israel in connection with the Embassy of Israel in the United States and just in the last few months he has covered the conference between the Attorney General of Mexico and the United States.

Ramiro Sanchez Cordoba, Director de Noticias de KCOR, fue seleccionado como corresponsal en San Antonio del programa "The Voice of America" ("La Voz de America") transmitido a nivel mundial desde Washington, D.C. Cuando suceda algo "digno de ser noticia" en San Antonio y alrededores, Ramiro transmitira la nota en espanol utlizando la I.D. de KUNO y la noticia sera escuchada en todo el mundo. Ramiro ha trabajado en KUNO por catorce anos. Anteriormente ha sido enviado a la Casa Blanca para una conferencia con el presidente Jimmy Carter; ha ido a Israel en relacion con la embajada de Israel en los Estados Unidos; y en los meses recientes ha cubierto la conferencia entre el Procurador General de Justicia de Mexico y los Estados Unidos.



TONY PORRAS

Tony Porras has joined the KCOR announcing staff. Tony started his broadcasting career at a radio station in Guanajuato, Mexico. For the past five years he has been working at WOPA in Chicago.

Tony Porras ha entrado a formar parte del personal de locucion de KCOR. Tony comenzo su carrera como locutor en una estacion radial en el estado de Guanajuato en Mexico. Por los pasados cinco anos ha trabajado en WOPA en Chicago.



ROSA MARIA RAMOS

Rosa Maria Ramos is KCOR's new Receptionist/Secretary. Rosa was born in Saltillo, Mexico and has lived in San Antonio for ten years. She is single and has recently completed business courses at San Antonio Community College.

Rosa Maria Ramos es la nueva recepcionista/secretaria de KCOR. Rosa nacio en Saltillo, Coahuila, en Mexico, y ha vivido en San Antonio por diez anos. Es soltera y termino recientemente unos cursos empresariales en el San Antonio Community College.

KUNO Radio News

February was another good promotional month at KUNO, highlighted by the Budweiser sponsored "Sweethearts of Music" dance held on February 13 at the Memorial Coliseum. The dance featured all female music entertainment: Janie C. from the Valley, Patsy Torres of San Antonio, and Corpus Christi's own Linda Escobar (who in addition to being a popular recording artist is an Account Executive with KUNO!)

February 13, Vice President/General Manager Luis A. Munoz was honored by local public officials for KUNO's achievements in the Hispanic community. A small crowd gathered at Million Dollar Charlie's for the ceremony.

KUNO sponsored a Pre-Easter Fiesta for the children of Corpus Christi at Dr. Hector P. Garcia Park March 29. Free Pepsi, hot dogs, music, clowns, and a drawing for a bicycle brought the crowds out for a beautiful day at the park.

A warm welcome to Oscar Vela who has joined the KUNO sales staff. Oscar was formerly with KMMM in Austin.

Febrero fue otro mes muy bueno en promociones en KUNO cuyo evento sobresaliente fue el baile "Sweethearts of Music" patrocinado por Budweiser celebrado el 13 de febrero en el Memorial Coliseum. El baile conto con la presentacion de un elenco completamente femenino: Janie C., del Valle del Rio Grande; Patsy Torres, de San Antonio; y Linda Escobar, de Corpus Christi (quien, ademas de ser muy popular con sus discos, es agente de ventas en KUNO!).

El 13 de febrero Luis A. Munoz, Vice-presidente y Gerente General, fue honrado por funcionarios publicos locales por los logros de KUNO en la comunidad hispana. Una selecta concurrencia se dio cita en Million Dollar Charlie's para la ceremonia.

KUNO patrocino una Fiesta de Pre-Easter para los ninos de Corpus Christi en el parque Dr. Hector P. Garcia el 29 de marzo. Pepsi y hot dogs gratuitos, musica, payasos y la rifa de una bicicleta atrajeron a la multitud en un hermoso dia en el parque.

Una cordial bienvenida para Oscar Vela que se ha unido al personal de ventas de KUNO. Oscar trabajaba con KMMM en Houston.

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LA TREMENDA®

New Employees



SUSAN COFFMAN

Susan Coffman, new La Tremenda Account Executive, is a Californian with broad experience in sales. She is a Business graduate from California State University. Susan moved to Texas in 1979 and has sold for KODA and KTRH. She most recently has been working for Zenith Advertising.

Susan Coffman, la nueva agente de ventas de La Tremenda, es una californiana con amplia experiencia en ventas. Es graduada en el area de empresas de la California State University. Susan se cambio a Texas en 1979 y ha sido vendedora de KODA y KTRH. Recientemente habia trabajado en Zenith Advertising.



JULIAN TIMBERLAKE

Julian Timberlake, KLAT Account Executive, was born in Argentina and has lived in Mexico and Brazil. He graduated from the University of Houston with a degree in Latin American History. Prior to joining KLAT he traveled throughout South America and Mexico selling for Oilfield Service Company.

Julian Timberlake, agente de ventas de KLAT, nacio en Argentina y ha vivido en Mexico y en Brasil. Es graduado de la Universidad de Houston en Historia Latinoamericana. Antes de entrar a KLAT viajo por Sudamerica y Mexico como vendedor de la Oilfield Service Company.



Account Executive Ernesto Anaya presents Mrs. Luisa Gomez with a check for \$1,010, a lucky winner of La Tremenda's Cash Give Away.

Ernesto Ayala, agente de ventas, le entrega un cheque por \$1,010 a la senora Luisa Gomez, afortunada ganadora de la promocion Regalo en Efectivo de La Tremenda.

*KLAT
continued*



JESUS SOLTERO

Jesus Soltero is a well known radio personality from Monterrey that joined the La Tremenda programming department in October. Jesus brought with him an idea the station now calls "A Million Friends". KLAT listeners are encouraged to join the club of a million friends of La Tremenda and the group gets together once a week at community activities, KLAT remotes, or sometimes at one of the members' homes for a social gathering. The "friends" are identified by an I.D. card with their picture on it that KLAT laminates for them. Jesus Soltero and his Million Friends are making a great impact on the Hispanic community in Houston.

Jesus Soltero es una personalidad radial bien conocida de Monterrey que ha entrado a La Tremenda en el departamento de programación en octubre. Jesus trajo a la estación la idea que ahora es conocida como "A Million Friends" ("Un Million de Amigos"). Los radioescuchas de KLAT son animados para unirse al club del millón de amigos de La Tremenda. El grupo se reúne una vez a la semana para realizar actividades comunitarias, en controles remotos de KLAT, o, algunas veces, en la casa de alguno de los miembros para una reunión social. Los "amigos" se identifican con una tarjeta con su foto la cual es enmascarada por KLAT. Jesus Soltero y su Million de Amigos están causando un gran impacto en la comunidad hispana de Houston.

Listeners are winning big money during 1986 with La Tremenda. KLAT listeners can register for the "La Tremenda Cash Give Away" at any of 34 client's businesses throughout Houston. Every Wednesday afternoon for a whole year one registration card will be drawn and the lucky winner will get a check for \$1,010.

KLAT and Crisco co-sponsored a Supermarket Shopping Spree that gave Antonia Garza two minutes of free shopping at the Fiesta Supermarket. Antonia selected \$248 worth of groceries in those two minutes! The contest started by listeners calling in during Martha Pruneda's program and giving the 5 ingredients to a recipe which Martha would ask for. (One ingredient was always Crisco Corn Oil). Winners were given T-shirts and their names were placed in a box for the drawing for the shopping spree.



The Winner of the Crisco Corn Oil Supermarket Sweep, Antonia Garza, smiles at the end of her two minutes of shopping at the Fiesta Supermarket. She is pictured with Robert Ricondo, Manager of the Store, and Louis Jensen from The Rowland Company, representing Crisco.

La ganadora de la Rifa del Supermercado del aceite de maiz Crisco, Antonia Garza, sonríe al final de los dos minutos de compras en el Fiesta Supermarket. Aquí aparece con Robert Ricondo, gerente de la tienda, y Louis Jensen de The Rowland Company, en representación de Crisco.

Los radioescuchas ganan buen dinero en 1986 con La Tremenda. Los que escuchan KLAT pueden inscribirse para el concurso "La Tremenda Cash Give Away" ("Regalos en Efectivo de La Tremenda") en cualquiera de 34 negocios en Houston anunciándose en la estación. Cada miércoles por la tarde durante todo un año una tarjeta de inscripción será extraída y el número afortunado obtendrá un cheque por \$1,010.

KLAT y Crisco co-patrocinaron una Supermarket Shopping Spree ("Juega de Compras en el Supermercado") que dio a Antonia Garza dos minutos para hacer sus compras gratuitamente en el Fiesta Supermarket. Antonia seleccionó comestibles con valor de \$248 en esos dos minutos! El concurso comenzó cuando los radioescuchas llamaron al programa de Martha Pruneda y proporcionaban los 5 ingredientes de una receta por la cual Marta preguntaba (uno de los ingredientes siempre era el aceite de maiz Crisco). Los ganadores recibían una camiseta y sus nombres eran colocados en una caja para la rifa de la juega de compras.



Congratulations to El Paso employees who have recently been promoted:

Felicitaciones para los empleados de El Paso que recientemente obtuvieron un ascenso:

El Paso listeners are tuning in to KDXX and KBNA and local merchants and retailers are benefiting.

January 18, KDXX and KBNA sponsored a Little Joe y La Familia concert at the County Coliseum. Tickets sold for \$3 in advance, \$5 the day of the dance. Ticket sales were slow until payday Friday, and then the lines started and 7,945 tickets were sold. The dance floor was packed and because of fire regulations, there were lines of people who had to be turned away because the coliseum was filled to capacity at 10 o'clock. Everyone had such a great time the dance lasted from 7 p.m. to 1:30 a.m.

January 28, the stations promoted a Blood Drive at Tigua General Hospital and doubled the amount of blood donated at previous drives.

February 1, Big 8 Supermarkets held a remote from 1:00 p.m. to 4:00 p.m. to celebrate the grand opening of a new store and experienced the largest gross sales for any given weekend in the chain's history. Over three gross of jewel tone balloons were given away and the station promoted a drawing for two sides of beef. The store, which normally closes its doors at 9:00 p.m., had difficulty escorting the customers out at 11:00 p.m.

February 10, 12 and 14, the stations broadcast live remotes from Safeway grocery stores and gave away over 7,000 tickets to the Festival of the Stars, which was planned for February 15 and 16, and which was promoted heavily throughout the month.

February 11, the stations held a live remote from Del Norte Exterminators. Over 2,500 tickets to the Festival of the Stars were given away. So many listeners visited the remote that it arouse the attention of the owner of the business located next door. Sun City Realty called Account Executive Mike Garcia and scheduled a remote of their own for February 13. The Realty office sold 1,300 lots during February as a result of the remote.

February 14, the stations held Tichenor Spanish Radio Group's first International Remote at Meson Bayo Restaurant in Juarez, Mexico. Mariachi America and La Rondalla performed for the diners and dancers celebrating Valentine's Day.

Valentine's Day was also a memorable one for KDXX/KBNA employees. The new billboard in front of the office was finally painted with the station's logos, the new van was delivered and the miniblinds were installed on all the windows throughout the station!

All the remotes and hard work that went into the promotion of the station's Festival of the Stars paid off the weekend of February 15 and 16. Entertainers Fame, Michelle, Johnny Hernandez and Sunny and the Sunliners, Rene Ornelas and River City Band played to a crowd of 9,000 at the County Coliseum Saturday night. Sunday at 4:00 p.m. Valentina Leyva, Las Hermanas Huerta, Humberto Craviota, Felipe Arriaga, Michelle, Roberto Pulido, Mariachi America and Juan Montoya performed.

Congratulations to Albert and Carol Calvo on the birth of their son Alan Patrick Richard, who was born February 2.



Alberto Calvo
Operations Manager
Gerente de Operaciones



Johnny Garcia
KDXX Programmer
Programador de KDXX



Ignacio Peinado
Director of Public Service and Copywriter
Director de Servicio Publico y Redactor de Textos



Ricardo Sagrero
News Coordinator
Coordinador de Noticias

Done de KCOR



Baltazar Munoz
Production Manager
Gerente de Produccion

El primero de febrero los supermercados Big 8 llevaron a cabo un control remoto de 1:00 p.m. a 4:00 p.m. para celebrar la gran apertura de una nueva tienda y lograron la venta total mas grande para un fin de semana en la historia de la cadena de tiendas. Mas de tres gruesas de globos fueron regaladas y la estacion promovio una rifa de dos costados de carne de res. La tienda, que normalmente cierra sus puertas a las 9:00 p.m., tuvo dificultades para despedir a los clientes a las 11:00 p.m.

Los dias 10, 12 y 14 de febrero las estaciones transmitieron en vivo a control remoto desde las tiendas de comestibles Safeway y regalaron mas de 7,000 boletos para el Festival of the Stars (Festival de la Estrellas) planeado para febrero 15 y 16 y fue promovido intensamente durante el mes.

El 11 de febrero las estaciones tuvieron un control remoto desde Del Norte Exterminators. Mas de 2,500 boletos para el Festival de las Estrellas fueron regalados. La asistencia al remoto fue tan numerosa que llamo la atencion del dueno de la tienda de al lado. Sun City Realty llamo al agente de ventas Mike Garcia y programo un control remoto por su cuenta el 13 de febrero. La oficina de Realty vendio 1,300 lotes en febrero como resultado del remoto.

El 14 de febrero las estaciones tuvieron el primer Remoto Internacional de Tichenor Spanish Radio Group desde el Meson Bayo Restaurant en Ciudad Juarez, Chihuahua, en Mexico. El Mariachi America y la Rondalla amenizaron la velada en celebracion del dia de San Valentin.

El dia de San Valentin tambien fue memorable para los empleados de KDXX/KBNA. El anuncio nuevo frente a la oficina fue pintado finalmente con el logo de la estacion, la nueva camioneta van fue entregada y las persianas fueron instaladas en todas las ventanas de la estacion.

Todos los remotos y el duro trabajo que se tomo la promocion del Festival de las Estrellas de la estacion dieron fruto el fin de semana de febrero 15 y 16. Fame, Michelle, Johnny Hernandez, Sunny and the Sunliners, Rene Ornelas y River City Band actuaron ante una concurrencia de 9,000 en el County Coliseum la noche del sabado. El domingo a las 4:00 p.m. Valentina Leyva, Las Hermanas Huerta, Humberto Cravioto, Felipe Arriaga, Michelle, Roberto Pulido, el Mariachi America y Juan Montoya tuvieron su actuacion.



Albert Calvo, Operations Manager for KBNA and KDXX, was Master of Ceremonies for the Festival of Stars held in El Paso February 15 and 16. The County Coliseum was filled to capacity.

Albert Calvo, Gerente de Operaciones de KBNA y KDXX, fue el maestro de ceremonias en el Festival de las Estrellas celebrado en El Paso los dias 15 y 16 de febrero. El County Coliseum estuvo lleno a toda su capacidad.

El 28 de enero las estaciones promovieron una Blood Drive (Recoleccion de Sangre) en el Hospital General Tigua logrando recolectar el doble de sangre que en anteriores ocasiones.

Los radioescuchas de El Paso ahora sintonizan KDXX y KBNA y los comerciantes locales se benefician de ello.

El 18 de enero KDXX y KBNA patrocinaron un concierto con Little Joe y La Familia en el County Coliseum. Los boletos costaban \$3 en preventa y \$5 en la puerta. La preventa fue lenta hasta el dia de pago en viernes y entonces comenzaron las lineas. Se vendieron 7,945 boletos. La pista de baile estaba llena, y, debido a restricciones referentes a casos de incendio, hubo que negarle la entrada a muchas personas dado que el coliseo estaba lleno a su capacidad a las diez en punto. Todo mundo se divirtio en grande en este baile que duro de las 7 p.m. hasta la 1:30 a.m.

Felicitaciones asimismo para Albert y Carol Calvo por el nacimiento de su hijo Alan Patrick Richard, ocurrido el 2 de febrero.



Workers are pictured above raising the new sign outside the El Paso studios. The sign has been newly painted with KDXX's logo on one side and KBNA's on the other.

Unos trabajadores son vistos en la grafica al colocar el nuevo anuncio en el exterior de los estudios en El Paso. El anuncio fue pintado recientemente con el logo de KDXX en un lado y el de KBNA en el otro.



The station's new van was delivered on February 14. La camioneta van nueva de la estacion fue entregada el 14 de febrero.



The engineers have just completed construction of K-Lite's new production studio. The room features a new sixteen channel HOWE console. A Lexicon prime-time digital delay unit and an eight track reel to reel will be added when they arrive. The new equipment will save production time and will also expand the station's creativity abilities.



Kenny Garcia shows off K-LITE's new audio board!

K-Lite recently purchased the Selector Music System, a computerized music rotation program. Mark Alan has been busy programming the machine, which will eliminate the hours announcers currently spend preparing the music for their shows.

Congratulations to K-Lite Consultant Bob Elliott, who has been named a partner in the consulting firm Burkhardt/Abrams/Douglas/Elliott and Associates in Atlanta.

K-Lite, The World of Fitness and Coca Cola sponsored their second annual "Liten Up Sweepstakes" during February and March. Three times a day, K-Lite announcers would invite listeners to call one of the seven World of Fitness locations. The first five callers won a K-Lite Fit-Pack (one week free membership). The third caller received a Super Fit-Pack (one month free membership). Listeners were encouraged to mail in registration forms for the Ultra Fit-Pack drawings, which were held at 7:20 a.m. and 5:10 p.m. every Thursday. The registration forms could be found on specially marked six packs of coke or picked up from any World of Fitness location. Ultra Fit-Pack winners were given either \$100 or six months free membership to any World of Fitness, a Sony walkman radio, heavy hands workout weights, an official "liten up" sweatshirt, and six packs of diet Sprite, diet Coke, Tab and sugar free Dr. Pepper.

K-Lite welcomes Joel Luna (alias Jason Roberts) and Jerry Tobias (better known as Tony Crockett) to their on air team.

Congratulations to Margot Moczygemba, Pharr Office Manager, who has been promoted to K-Lite Upper Valley Account Executive.



Clarence T. McKasson has joined KGBT Radio as Upper Valley Sales Manager. Chuck brings 41 years of radio experience to KGBT. He owned/managed KIRT for 25 years and was an announcer, salesman and manager at KRIO for ten years. Chuck and his wife Mary Alice have four grown children and have been active in the McAllen community for many years. Chuck is a past president of the McAllen Chamber of Commerce, Mission Rotary Club and McAllen United Way.

Clarence T. McKasson ha entrado a KGBT Radio como Gerente de Ventas para el Alto Valle. Chuck trae consigo 41 años de experiencia en la radio a KGBT. Por 25 años fue el dueño y gerente de KIRT, y fue locutor, vendedor y gerente de KRIO por diez años. Chuck y su esposa Mary Alice tienen cuatro hijos ya crecidos y han sido activos en la comunidad de McAllen por muchos años. Chuck fue presidente de la Camara de Comercio de McAllen, el Club Rotario de Mission y el United Way de McAllen.

A warm welcome to Lionel Izaguirre, who has joined KGBT's announcing staff. Izaguirre will be working part-time on Sundays. He acquired his announcing experience at XEOR and XERI in Reynosa and KCCT in Corpus Christi. Izaguirre currently works full-time as a painter.

Plans are underway for the Annual Slave for a Day promotion, which will begin in April. Contestants are being asked to make signs with the station's call letters and to post them in front of their homes. For eight weeks, KGBT employees will ride up and down the Valley looking for the most creative and original signs. Each week a winner will be picked and that lucky person will receive \$1,000 and the services of a D.J. for one day to serve as a slave to the winning family.

KGBT will be introducing "KGBT's Valley Trivia" to their listeners in April. Every hour between 8 a.m. and 6 p.m., Monday through Friday, a specified listener will be invited to call in to answer the KGBT Valley Trivia question. Correct answers will win \$20. Incorrect answers will let the pot build up to \$10,000 prize money.

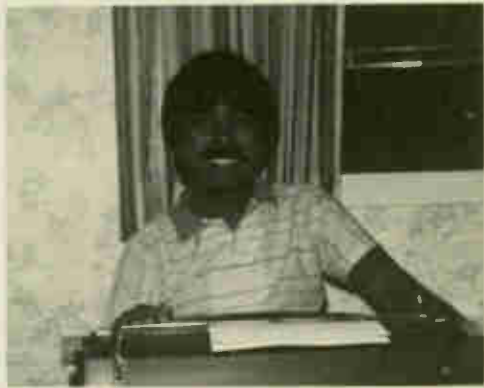
February 27th, KGBT helped start off Charro Days in Brownsville with their famous "Noche Mexicana". This is the annual event where the prestigious "Mr. Amigo" greets the people of the Valley and Northern Mexico. This year's recipient of the Mr. Amigo title was Mexican singer, Emmanuel. KGBT also sponsored the traditional street dance March 1st from 5 to 7 p.m.

which Mr. Fiala told me was important!

KGBT

1530 RADIO PANAMERICANA

Laura Alicia Trevino was crowned Miss KGBT 1986 February 24th at the Coronation Ball held at the Villa Real Convention Center in McAllen. Laura is a seventeen-year-old high school senior from Mission. She was one of 38 participants in this year's contest. Two preliminary contests took place before the Coronation Ball. The first was February 10th at Greg's Ballroom in Mission and the second was on the 17th of February at the K.C. Hall in Mercedes. The judges had a hard time selecting only one winner from so many lovely contestants. In the end, Laura's beauty, talent and poise won out and she was crowned Miss KGBT by Tony Guerrero of the La Sombra Band from Chicago.



Congratulations to Armando Rangel, who has been promoted to News Announcer. Rangel joined KGBT Radio as a part-time discjockey in August. Prior to joining KGBT, he was a singer/announcer for ten years with the bands Grupo Sangre Joven and Grupo Super Estrella in Houston. Rangel and his wife Guadalupe live in Harlingen and have one daughter, Armandina.

Felicitaciones para Armando Rangel quien ha sido ascendido a Locutor de Noticias. Rangel entro a KGBT Radio como locutor de tiempo parcial el mes de agosto. Anteriormente era el animador y cantante del grupo Sangre Joven y El Super Estrella de Houston por diez años. Rangel y su esposa Guadalupe viven en Harlingen y tienen una hija, Armandina.

Laura Alicia Trevino fue coronada Senorita KGBT 1986 el 24 de febrero en el Baile de Coronacion celebrado en el Centro de Convenciones La Villa Real en McAllen. Laura tiene diecisiete años de edad y cursa el ultimo año de secundaria en Mission. Ella fue una de 38 participantes en el certamen de este año. Dos eventos preliminares se llevaron a cabo previos al Baile de Coronacion. El primero fue el 10 de febrero en Greg's Ballroom en Mission y el segundo el 17 de febrero en el K.C. Hall en Mercedes. Los jueces tuvieron una tarea muy difícil para seleccionar solamente una ganadora de entre tantas bellas concursantes. Al final, el talento y la presencia de Laura ganaron y fue coronada Senorita KGBT por Tony Guerrero del grupo La Sombra de Chicago.

Una cordial bienvenida para Leonel Izaguirre quien ha entrado a KGBT Radio como locutor. Izaguirre trabajara tiempo parcial los domingos. Su experiencia como locutor la adquirio en XEOR y XERI en Reynosa, y KCCT en Corpus Christi. Actualmente trabaja tiempo completo como pintor.

Se preparan los detalles para la promocion anual de Esclavo por un Dia la cual comenzara en abril. Los concursantes deben colocar carteles con las letras de la estacion en el frente de sus casas. Por ocho semanas el personal de KGBT ira por el Valle en busca de los letreros mas creativos y originales. Cada semana un ganador sera seleccionado y la persona afortunada recibira \$1,000 y los servicios de un locutor por un dia como esclavo de la familia ganadora.

KGBT introducira "La Trivia del Valle de KGBT" para sus radioescuchas en abril. Cada hora de 8:00 a.m. a 6 p.m., de lunes a viernes, un radioescucha sera invitado a llamar y responder la pregunta de La Trivia del Valle de KGBT. La respuesta correcta ganara \$20. Las respuestas incorrectas iran acumulando hasta \$10,000 dolares de premio en efectivo.

El 27 de febrero el personal de KGBT colaboro en el inicio de los Dias del Charro en Brownsville con la famosa "Noche Mexicana". Este es el evento anual en el que el prestigiado "Mister Amigo" saluda a la gente del Valle y el norte de Mexico. Este año el cantante mexicano Emmanuel fue quien recibio el titulo de Mister Amigo. KGBT patrocino tambien el tradicional baile en la calle el primero de marzo de 5 a 7 p.m.



Popular Announcer Hugo de la Cruz and buddy Fidencio Ayala have friends in high places.

El popular locutor Hugo de la Cruz y su amigo Fidencio Ayala tienen amigos en altas posiciones.

WIND

560 AM/CHICAGO

WIND in Chicago recently participated in their first sporting event. The United States and Cubas volley ball teams competed against each other for the entertainment of audiences in five cities across the United States. WIND co-sponsored the event for Chicago. The Americans played an excellent game, winning the match. The game was aired via telephone remote.

WIND co-sponsored their first dance January 19 at the Park West. The Chicago Latin Jazz Orchestra provided music for the evening. Highlight of the event was a dance routine performed by Lou Brock and Ziomara Roldan, winners of "Dance Fever", a popular TV program.

"I Listen to La Tremenda" were the words to remember if you were the lucky recipient of a telephone call from WIND announcers during January and February. WIND placed registration boxes at participating retail stores throughout the Hispanic communities in Chicago, Wisconsin and Indiana. Between ten and 15 times a day WIND announcers would draw from the box and place a phone call to a WIND listener. If the listener answered "I listen to La Tremenda" they won big money. Each phone call was worth \$56 and the money accumulated with each incorrect or unanswered telephone call. The promotion ended February 24 with a total of 113 winners and prize money amounting to \$20,440 having been given away.

Miguel Franco, Program Director and Morning Man for WIND, is always complaining about "how hungry" he is every morning. Someone at McDonald's must be listening to WIND, as MacMan showed up at 8:00 a.m. February 26 with breakfast for the whole staff.



Mr. Arencibia of Arencibia Jewelry Store and Account Executive Teresita Ortiz are pictured above congratulating a "I Listen to WIND" winner.

El Sr. Arencibia, de Arencibia Jewelry Store y la agente de ventas Teresita Ortiz aparecen en la grafica al felicitar a una persona ganadora en "Yo Escucho WIND".



MacMan of McDonald's brought the WIND staff breakfast the morning of February 26. From left to right are Italina Dreas, Receptionist; MacMan; Chuck Brooks, General Manager; Isabel Muniz Arrambide, Director of P.R.; and Alfonso Valdez, Announcer. Seated are Raul Resendez, Account Executive, and Juan Montenegro, Sales Manager.

MacMan de McDonald's llevo al personal de WIND un desayuno la mañana del 26 de febrero. De izquierda a derecha se ven Italina Dreas, recepcionista; MacMan; Chuck Brooks, Gerente General; Isabel Muniz Arrambide, Directora de R.P.; y Alfonso Valdez, locutor. Aparecen sentados: Raul Resendez, agente de ventas; y Juan Montenegro, Gerente de Ventas.

WIND participo recientemente en Chicago en su primer evento deportivo. Los equipos de volley ball de los Estados Unidos y Cuba compitieron mutuamente para el entretenimiento del publico en cinco diferentes ciudades a traves de los Estados Unidos. WIND co-patrocinó el evento en Chicago. El equipo americano jugo de manera excelente y gano el partido. El juego fue transmitido a control remoto via telefonica

WIND co-patrocinó su primer baile el 19 de enero en el Park West. La orquesta Chicago Latin Jazz amenizó la velada. Lo sobresaliente del evento fue la rutina de baile presentada por Lou Brock y Ziomara Roldan, ganadores en "Dance Fever", un popular programa de television.

"Yo escucho La Tremenda" eran las palabras a recordar si usted fuera el afortunado en recibir una llamada telefonica de parte de los locutores de WIND durante enero y febrero. WIND coloco cajas para inscripcion en las tiendas que participaron en todas las comunidades hispanas en Chicago, Wisconsin e Indiana. Entre diez y 15 veces diarias los locutores de WIND sacarian una forma de la caja y harian una llamada a un radioescucha de WIND. Si el radioescucha respondia "Yo escucho La Tremenda", habria ganado buen dinero. Cada llamada valia \$56 y el dinero se acumulaba con cada respuesta incorrecta o llamada que no se respondia. La promocion termino el 24 de febrero con un total de 113 ganadores y premios en efectivo con un monto de \$20,440.

Miguel Franco, Director de Programas y el hombre matutino de WIND, siempre se queja del "hambre que tiene" cada mañana. Alguien en McDonald's ha de haber escuchado WIND, ya que MacMan se aparecio a las 8:00 a.m. el 26 de febrero con un desayuno para todo el personal.



Isabel Muniz Arrambide, Director of Public Relations, was pleasantly surprised when co-workers remembered her birthday January 10. Account Executive Raul Resendez is pictured above giving Isabel explicit instructions on the size of the piece of cake he wants. Other employees waiting to see if there is any left are left to right, Margarita Vazquez, Announcer; Maria Luisa Torres, Announcer; Donald Jeffers, Assistant Engineer; and Miguel Franco, Director of Programming.

Isabel Muniz Arrambide, Directora de Relaciones Publicas, recibio agradable sorpresa cuando sus companeros de trabajo recordaron su cumpleaños el 10 de enero. Raul Resendez, Agente de Ventas, aparece dando instrucciones a Isabel acerca del tamaño de rebanada de pastel que quiere. Otros empleados en espera de ver si les queda algo son, de izquierda a derecha, Margarita Vazquez, Locutora; Maria Luisa Torres, Locutora; Donald Jeffers, Ingeniero Asistente; y Miguel Franco, Director de Programacion.

KUNO

Radio News CONTINUED



KUNO's own Linda Escobar belts out a popular tune at the "Sweethearts of Music" dance held February 13.

Linda Escobar, que trabaja en KUNO, interpreta una popular tonada en el baile "Sweethearts of Music" celebrado el 13 de febrero.



KUNO Announcer Virginia Costante, local TV personality Mike Chavez and KUNO General Manager Luis Munoz accepted awards for their achievements in the Hispanic community in Corpus Christi.

Virginia Costante, locutora de KUNO, Mike Chavez, personalidad de la television local y el Gerente General de KUNO, Luis Munoz, recibieron reconocimientos por sus logros en la comunidad hispana en Corpus Christi.

TMS

PRODUCTION



Louis Gorena of TMS adjusts the camera during the filming of a North Park Lincoln Mercury commercial. The spot features "The San Antonian" a special, limited edition of the 1986 Cougar. Warren Tichenor, Vice President/General Manager of TMS Production, is pictured on the left as he watches from behind.

TMS recently completed a series of three television commercials for San Antonio Nissan dealers. The 30-second customized "donut" spots feature a combination of national Nissan footage and shooting at San Antonio locations like Lucchese Boot Factory, Paesano's Restaurant, Jim Cullum's Landing at the Hyatt Regency and Maverick Plaza at La Vallita. The spots denote excellence by tying Nissan's products and workmanship together with the best San Antonio has to offer and were filmed using fog for a softer, diffused look.



Kip Klein, radio/TV production manager at Ross Advertising in St. Louis poses with the actor Bill Tracy and TMS director Greg Mogford at the TMS Production studios. Tracy portrayed inventor Dave Lennox, founder of Lennox Heating and Air Conditioning, during spots for local dealerships.

TMS has produced 30 dealer tags for the Lennox heating and Air Conditioning dealerships in South Texas. The 30-second television spots feature actor Bill Tracy portraying inventor Dave Lennox, who founded the company in 1895. TMS coordinated the project with Kip Klein, radio/TV production manager at Ross Advertising in St. Louis, the regional agency for Lennox. The spots are scheduled to begin airing in April.

Congratulations to Laura Powell, administrative assistant, on the birth of her first child, Jessica Diane, January 28.

And congratulations also to Mark Thurman, field engineer/auto technician, on the birth of his eight pound one ounce daughter, Johanna Rose, born January 6.

TMS recently shot and edited a 30-second television commercial for North Park Lincoln Mercury. The spot was shot on location in front of the Alamo featuring "The San Antonian", a special limited edition of the Cougar.

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