

THE COMMUNICATOR

HISPANIC BROADCASTING CORPORATION

SUMMER1999

President's Address

In this issue I want to address that part of our Mission Statement that refers to a creative, challenging, and rewarding work place.

I know that we are all familiar with the challenges. Every year we aim to improve on the job we did last year even as the competition gets tougher, and the standards of success get higher and higher. It is our company culture to see these challenges as opportunities to perform and distinguish ourselves in the eyes of our audiences, advertisers, shareholders, and communities. That's where the creativity comes in. We have, and must continue to, stay attuned to our market, and adapt our products and services to super-serve it. The new HBC University is being put in place to ensure that we have the skills necessary to accomplish this. We have met the challenges with distinction so far, and I am confident this will continue in the future.

In terms of a rewarding workplace, I am sure you will be pleased with the changes that we are implementing in our benefits package. These changes are based on the feedback we received from the survey that was conducted last spring. In particular, we have addressed the two biggest problem areas: the high cost of dependent healthcare coverage and the 401(k) match. There are a number of other positive changes to the various benefits plans, as well, highlighted on the benefits insert inside this issue.

Our efforts together have brought us the success that makes these changes possible. I look forward to even bigger challenges, more creativity, and more rewards in the coming year.

En esta edición quiero dirigirme a esa parte de nuestra Declaración de la Misión que se refiere a un lugar de trabajo creativo, de desafío y de recompensa .

Sé que estamos todos familiarizados con los desafíos. Cada año tenemos la meta de mejorar el trabajo que hicimos el año pasado aun cuando la competencia se ponga más dura, y las normas para tener éxito sean más y más altas. Es la cultura de nuestra compañía ver estos desafíos como oportunidades para desempeñar y distinguirnos nosotros mismos en los ojos de nuestros oyentes, anunciantes, accionistas, y comunidades. Allí es donde viene la creatividad. Nosotros hemos y debemos continuar estando al día con nuestro mercado y adaptar nuestros productos y servicios para servirlo de una manera superior. El nuevo HBC University se está estableciendo para asegurar que tenemos las destrezas necesarias para lograr esto. Hemos cumplido con los desafíos con distinción hasta ahora, y tengo confianza que esto continuará en el futuro.

En términos de un lugar de trabajo que recompensa, estoy seguro que ustedes estarán complacidos con los cambios que estamos realizando en nuestro paquete de beneficios. Estos cambios se basan en las sugerencias que recibimos de la encuesta que se efectuó en la última primavera. En particular, nos hemos preocupado de las dos áreas de problemas más grandes: el alto costo de la cobertura del cuidado de la salud del dependiente y el emparejamiento del 401(k). Hay, además, muchos otros cambios positivos en los diversos planes de beneficios destacados en la inserción dentro de esta edición.

Nuestros esfuerzos conjuntos nos han traído el éxito que hace que estos cambios sean posibles. Estoy a la espera de desafíos aún mayores, mayor creatividad y mayores recompensas en el año que viene.

DALLAS

2



A. Sales (Left to Right) Top Row Eddie Gutierrez, Jessica Alani, Gina Neal, Silvia Hernandez, Shelly Garay, Luis Sosa, Joe Ramirez, Maria Martinez & Edgar Lopez Middle Row: Nancy Martinez, Carlos Pina, Annette Colon, Betsy Eby, Andrea Sanchez, Andy Garcia and in front - Richa d Graham

B. Lucinda Arreola and Regina Loveless

C. Sales -Sonia Bass

D. Sales -Oscar Mejia

E. Accounting -Tonya Greer, Lucinda Arreola, Jesus Armando Ruiz & Daphne Guy

F. Administration-Kelly Arreola-Jones & Thelma Mata

G. Engineering-Charles Staples & Mike Lopez

H. GM-Jose Valle

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I. KESS 1270-Ermilio Obiedo, Climaco Blanco, Javier Olalde, Eleno Orenlas, April Horner, Jesus Padilla, Juan Escobar, Mari Sotelo & Juan Puebla
J. Traffic-Raymond Cervantes, Martha San Miguel, M rentxu Ravelo, Francisco Covarrubias
K. KHCK-FM-Eloy Morado, Victor Medina, Frank Gonzales, L.T. Hinojos, Carlos Gutierrez & Mauricio Reynoso
L. KDXX-Jesus Espicuerta, Rossy Garza, Ermino Ortuno
M. Promotions-Nora Sandoval, Tricia Mojica, Dalia Boatright, Ruby Luna





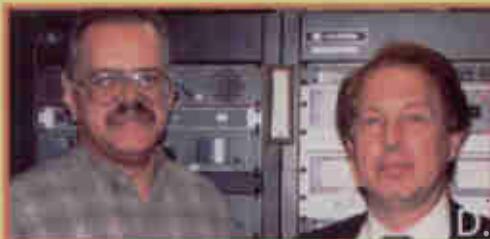
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A. JOSE "EL BANDIDO" DARIO, DANNY SALAMI, JIMMY THE STRIPPER, NASTYBOY, KID MANGU, COCO CABRERA, JOSE LUIS URENA, EL PRIMO, "EL VERDUGO" ERIC RIVERA, GEORGE NENADICH, ROSEMARIE "BOQUITA" ALMONTE, DJ JUANO 5.9, RAY CARREON, TONY LUNA
 B. GERSON BORRERO, JACK RICO
 C. DJ JUANO 5.9
 D. SANTOS LEBRON AND RICHARD ROSS
 E. MAX PEREZ JIMENEZ

F. KID MANGU

G. GEORGE NENADICH

H. GARY SAVOY

I. RAFAEL PUJOLS

J. SHIRLEY RAMBALDI, DORA DIAZ, ROSA MEIN-HOFER, LUCRECIA GOMEZ-ELDER

K. ERMIN SANTOS

L. ESPERANZA CEVALLOS

M. MARZ RODRIGUEZ, LESLIE VAQUEZ

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S Benefits Blast

You all should have received "Your New Benefit Choices" newsletter that discusses all the new exciting changes taking place with respect to the HBC benefit plans. In case you didn't get a chance to read this newsletter - please note the following highlights:

- New health and dental benefit plan which offers an HMO without gate-keepers!
- Lower dependent health premiums!
- New 401(k) Retirement and Savings Plan that offers many more investment options!
- Increased company match on your 401(k) plan to 50% of 4% compensation (capped at a contribution of \$1,500.00) - vs. 50% of 2% previously!
- New vision plan that offers discounts on glasses, lenses and contacts!

Please make certain that you participate in your station's open enrollment meeting in late October - these benefits take affect on January 1, 2000 and you must actively enroll to be covered.

Lastly, always feel free to call me directly with any questions or for further clarification.

Ellen Fox
Director of Human Resources

E Explosión de Beneficios

Todos ustedes deben haber recibido su boletín informativo "Sus Nuevas Elecciones de Beneficios" que discute todos los nuevos cambios fabulosos que se están realizando con respecto a los planes de beneficios de HBC. En caso que usted no haya tenido la oportunidad de leer este boletín informativo - le rogamos que note los siguientes aspectos destacados:

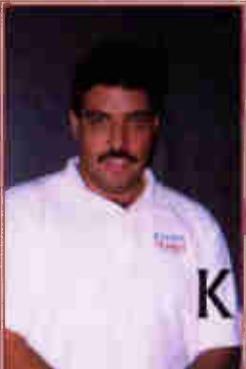
- * ¡Nuevo plan de beneficio de salud y dental que ofrece un HMO sin guardias en la puerta!
- * ¡Primas más bajas de salud del dependiente!
- * ¡Nuevo Plan de Jubilación y Ahorros 401(k) que ofrece muchas más opciones de inversión!
- * ¡Una mayor contribución de emparejamiento de la compañía en su plan 401(k) al 50% de la compensación del 4% (con una contribución límite de \$1,500.00) - versus el 50% del 2% anterior!
- * ¡Nuevo plan de la visión que ofrece descuentos en los anteojos, lentes y lentes de contacto!

Por favor, asegúrese de participar en su reunión de inscripción abierta a fines de octubre - estos beneficios comienzan el 1ro. de enero del 2000 y usted debe inscribirse activamente para estar cubierto.

Finalmente, siempre siéntase en libertad para llamarle directamente con cualquiera pregunta o para una mayor aclaración.

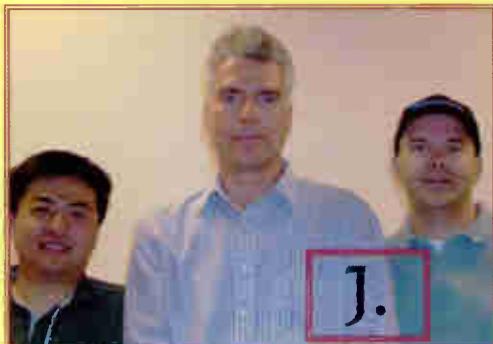
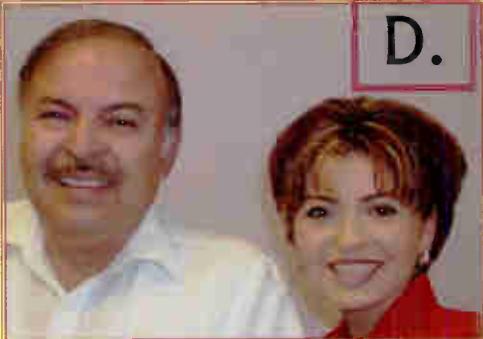
Ellen Fox
Director of Human Resources

L A S V E G A S



- A. Edwin Murillo(bottom) skydiving
- B. Gary Horky
- C. Zulema Bash
- D. Javier Mata and Paty Cabrera
- E. Edwin Murillo
- F. Monica Bejarano
- G. Gloria Salvador and Salvador Gomez
- H. Mindy Sileo
- I. Cynthia Irene
- J. Sharon Plumlee
- K. Javier Mata
- L. Lissette Belmares
- Cynthia Irene and Paty Cabrera

GANG LOS L



A. Production Dept: Rodrigo Ochoa, Sergio Tejeda, Manny Sepulveda, David Castro, Santiago Nieto, Pepe Vega.

B. Payroll - Eleanor Smiley

C. Sales - Gina Hahn, Cecilia Brenes, Jerry Symon, Judy Taboada, Len Boardman, Monica Hernandez, David Alas, Avra Diamond, Jose Luis Ramirez, Christine Penning, Ismael Valle, Monica Taboada, Eva Castillo, Heidi Katz

D. Continuity Dept: Juan Fco. Arechiga, Claudia Pastora

E. Business Mgr: Charles Willson

F. Accounting Dept: Darin Marinov, Beverly Pancake, Angie Fernandez, Letty Soda, Eleanor Smiley

G. Administration Dept: Jose "Profe" Fregoso, Leslie Menendez, Richard Heftel, Jo Krutulewski, Raul Diaz

H. Director of Internet Sales: Marlon Rivera

I. Special Event Staff: Bill Beadles, Adriana Navarro, Paul Reyes, Jo Krutulewski, Raul Diaz

J. Engineering: Warren Wong, Greg Strickland, Michael "X-Rey" Rey

K. Sales Manager Andres Fuentes

G O S A N G T M T S



Q.



T.



L. Promotions Team: Luis Albeno, David Vasquez, Maria Valdez, Adriana Navarro, Ana Penagos, Paul Reyes

M. Research Dept: Kara Hunter, Jeff Williams, Alex Santamaria

N. Music Research: Cindy Garcia, Nora Coellar, Ana Mundos, Violeta Eliaz, Sara Rivera, Alvaro Hernandez, Lazaro Cortez

O. KSCA Sales Team: Roaldo Moran, Mauricio Vinan, Angie Sanchez, Dianna Macias, Julie Acevedo, Naomi Giles, Luis Cardenas, Sandra Rodriguez, Zeke Chaidez

P. HBC Network: David Gleason

Q. KTNQ Sales Team: Maria Jacobo, Irvin Martinez, Andres Fuentes, Tom Chavez, Libby Balmaceda, Ivonne Almeida, Bella Cespedes, Mario Omar, Carlos Serrano

R. NTR Sales Director: Christine Penning

S. KTNQ Programming: Mirna Olivares, Amalia Gonzalez

T. Pio Ferro (Program Director) and Carlos Alvarez (PD Asst.)

U. KSCA Programming: Lourdes Fuentes, Veronica Nava and Maria Nava

V. Traffic Department: Diana Inkelaar, Avis Turner, Linda Daniels and Ray Joyner

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A. AM Sales Team: (backrow) Juan Chacin, Connie Koukourinis, Arnaldo Anas, Juan Fina (middle) Eyda Perez, Yvette Sanguily, Loretta Amaya, Maria Cristina Ruiz, Berta Martinez (seated) Esther Valdes-Cruz, Gina Diaz and Gloria Moscoso

B. National Sales Assist.: Mariana Ferro, Janice Munoz

C. Sales Assistants: Lourdes Borrego, Yne Gonzalez, Alina Estrada, Nadine Marquez, Nrnoska Trigueros

D. On-Air Personality: Jose Antonio Alvarez

E. On-Air Personality: Osvaldo Vega

F. Messenger - Hebert Yero, Custodian - Irene Alvarez and Security - Jose Luis Medel

G. Reception: Alicia Banos and Rita Perez

H. On-Air Personalities: Lazaro Lorenzo and Mario Andres Moreno

I. WAMR Program Director Tony Campos, On-Air Personality Javier Romero and On-Air Personality Julio Cesar Muchado

J. National Sales Manager: Madelaine Lamela

K. Engineering:Armando Menenez, Jose Fonts and Miguel Triay

L. Executive Assistant: Vivian Mourino



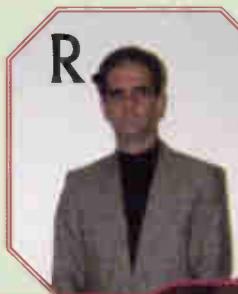
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M. Production and Traffic: (standing) Ernesto Morales, Efrain Garcia, Jaime Almirall, Jr., Luis Guillermes, David Verjano (seated) Maria Martinez, Virgilio Gonzalez, Jenny Diaz

N. General Sales Mgr: Brian Barber

O. Accounting: (standing) Miriam Esquerra, Hilda Bardella, Liza Gonzalez, Rosa Perez, Sam Potter (seated) Fabiana Bouza, Tamara Aparicio

P. On-Air Personality: Leo Vela

Q. 1140 AM Staff: (standing) Luis Lopez, Luandy Sardinas, Carlos Alvarez del Castillo, Marcela Gomez, Maurizio Passariello, Lucy Breno, Ninoska Perez, Gladys Mendez, Ricardo Arroliga, Roberto Avalos, Georgette Iglesias (seated) Eduardo Gonzalez Rubio and Alexis Lopez

R. On-Air Personality: Agustin Acosta

S. FM Account Executives: (standing) Mike Martinez, Roger Morales, Julio Izquierdo, Lourdes Marrero, Carlos Gutierrez, Johnnie Morales, Anna Figueroa, Tanyette Colon, Santiago Finale, Donny Hudson (seated) Henry de Arcos, Berta Martinez, Luz Villasmil and Alicia Jimenez

T. Promotions/Marketing/Research: Rick Vega, Betty Aparicio, Nelson Albareda, Annie Lanz, Ramiro Maseda, Luis Suarez

U. WAQI Mambi Staff: (back) Jaime Aldeaseca, Agustin Tamargo, Juan Amador Rodriguez, Armando Perez-Roura, Martha Flores, Santiago Aranegui, Manuel Morales-Flores, (front) Lourdes Montaner, Marta Casanas, Sarvelio del Valle, Magaly Garcia, Grisel Fernandez, Angel Mojica

SAFARI FUNDRAISING

A.



A. (back row) Maria Alvarado (Promotions), Leticia Gonzales (Sales Asst.), Brenda Cannon (Res. Dir.), Arturo Riera (NSM), Krystyna Nitschke (Bus. Mgr.), Bill Brooks (Chief Engineer), Oscar Juarez (Production), Ali Shepherd (GM), Maura Rojas (Accounting), Bismarck Espinoza (Promo Dir.), Herbert Monterrosa (A/E), Michelle Falo (GSM), Eleazar Garcia (Operations Director), Marco Cisneros (A/E) (front row) Dan Carrillo (A/E), Nancy McKinley (LSM), Eunice Martinez (Traffic Director)

B.



B. (back row) Arturo Riera (NSM), Paul De La Rosa (A/E), Leticia Gonzalez (Sales Asst.) (front row) Dan Carrillo (A/E), Herbert Monterrosa (A/E), Nancy McKinley (LSM), Michelle Falo (GSM) and Marco Cisneros (A/E)

C.



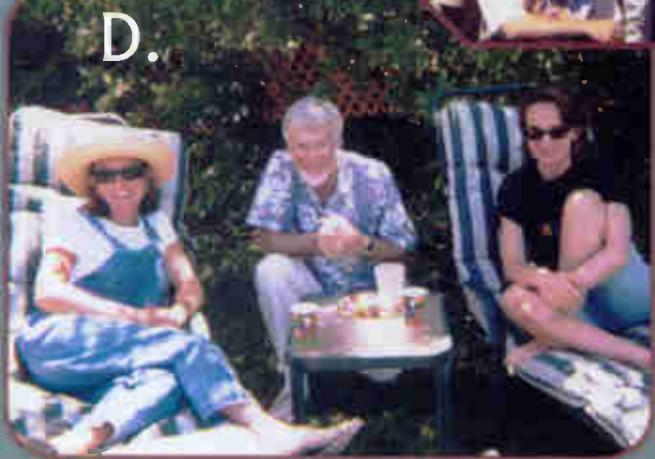
C. Promotions Dept: Maria "Tita" Alvarado, Dora Zamora, Bismarck Espinoza, Miguel Perez, Martha Benitez, Francisco Silva

E.



D. Managers: Michelle Falo (GSM), Bill Brooks (Chief Engineer) and Krystyna Nitschke (Business Mgr)
E. Dan Carrillo (A/E), Ali Shepherd (GM), Nancy McKinley(LSM), Paul De La Rosa (A/E), Marco Cisneros(A/E), Herbert Monterrosa (A/E), Arturo Riero (NSM) and Michelle Falo (GSM)

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A. Isaias Moreno (D.J.), Dobby White (Traffic Manager), and Cesar Canales (Program Director)

B. Pablo Felix (A/E), Margie La Fleur (GSM), Rafael Novoa (A/E), Michael Peto (Sales Assistant)

C. Cindy Lintz (Business Manager), Jerry Ryan (General Manager) and Liz Reissig (Office Manager/Asst. to Jerry Ryan)

D. The KHOT offices in Phoenix

SANTANTONIO



A.



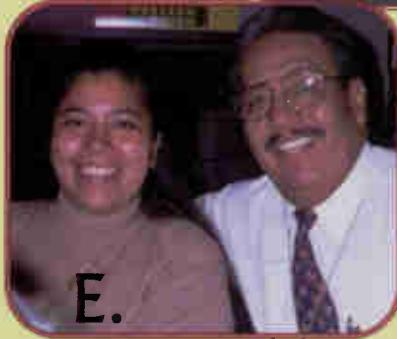
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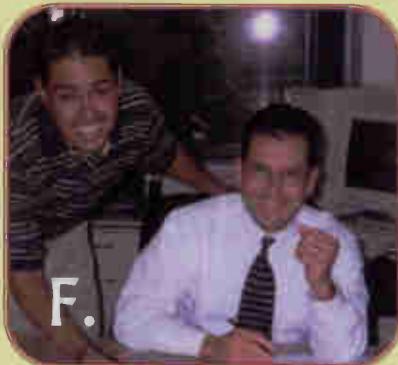
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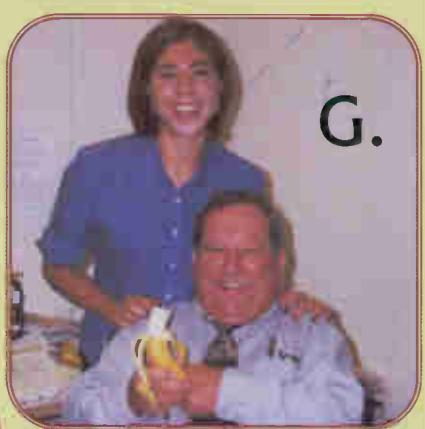
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J.

- A. Olga and Dan Wilson(GM), Barbara Carreon (Asst. to GM), Lupita Salinas (NSM)
- B. Scott Vowinkle (NTR Director), Rosemary Scott (Director of Research), Liza Gransee (AE)
- C. On-Air personality, Lady Di
- D. Dan Wilson(GM) and Frances Harper (Corp. Credit Mgr.)
- E. On-air personalities Matty & Pepe Lupe
- F. Speedy Petey (Asst P.D.), and JD Gonzales (PD)
- G. Brenda Carmona (On-Air Personality) and Frank Cortez (Community Relations Dir.)
- H. Account Executives: Michelle Acquart, Henry Garcia and Paz Schroeder
- I. Carol Barrera (Receptionist)
- J. Fran Yacovone (GSM) and Rosemary Scott (Director of Research & Marketing)

SAN ANTONIO



K.



M.



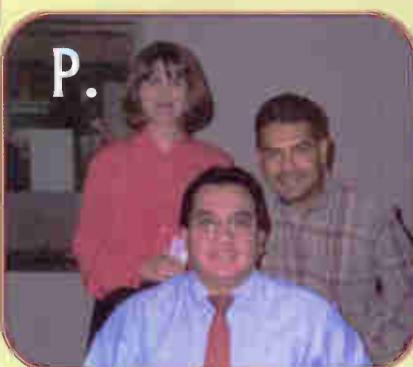
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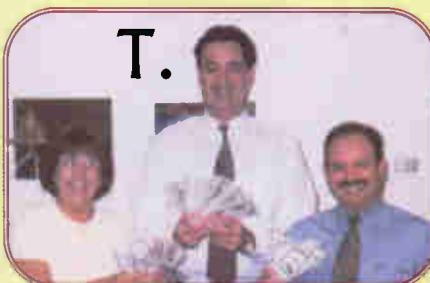


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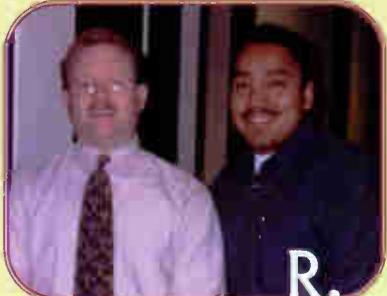


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R.



K. Henry, Silvia, Loretta, Juan, Scott, Paz, Fran, Lupita, Tomas, Michelle, Susanne, Rosemary (seated) Shawnee, Laura, Jeanette and Liza

L. Eugenio Sepulveda (Program Director)

M. Assistants: Terri Prado, Loretta Rodriguez and Sylvia Pizzini

N. Promotions: Richard, Lupe, Melissa and Carlos

O. Accounting: Angel Alonso, Frances Harper, Manuela Brown, and Emilio Gonzales

P. Production Dept.: Cristina Gallardo, Reggie Pena and Gary Flores

Q. Bonnie

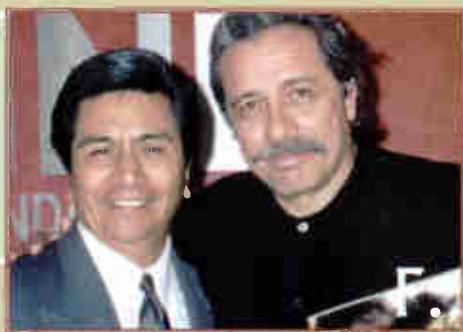
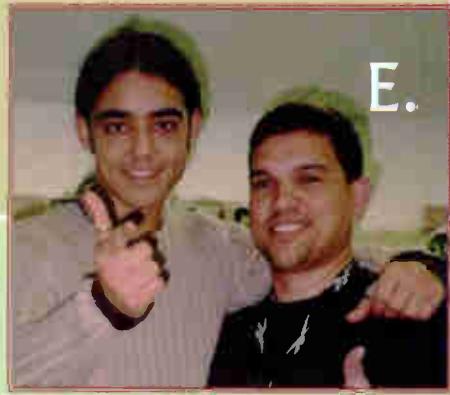
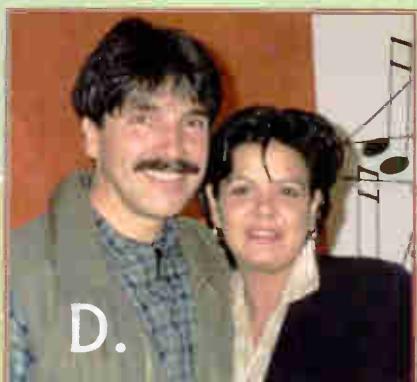
R. Brett Huggins (Engineering Dir) and Juan Velasquez (Engineering Asst)

S. Brett Huggins

T. Lupita Salinas (NSM), Fran Yacovone (GSM) and Juan Mendez (LSM)

U. Ramon Loo and Marilyn Rodriguez (On-air personalities)

O A G A C

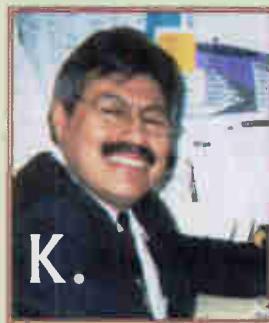


- A. WOJO Sales Team
B. Emilio Abadala (Research Director)
C. On-air personalities: Cesar Osmar, Marilyn Santiago and Luis Guillermo
D. Sandra Gomez (Executive Asst.) and Diego Verdaguer
E. Luis Guillermo (on-air personality) with Jordi
F. Carlos Rojas de Morelos (on-air personality) with Edward James Olmos
G. Mary Hernandez (Sales Asst.)
H. Luisa Torres

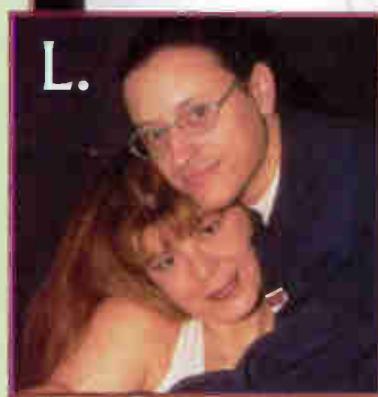
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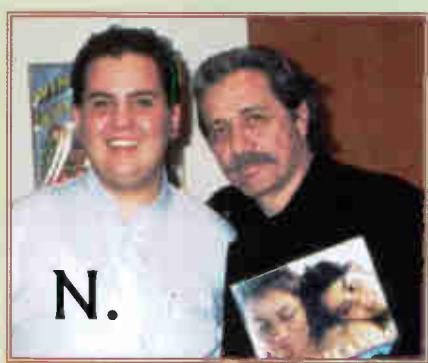
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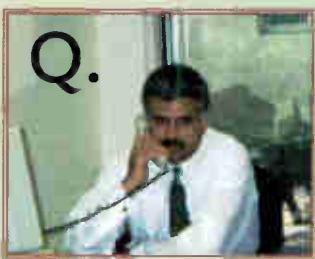
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P.



Q.

I. Jim Pagliai (General Manager) and George H. Ryan(Governor of Illinois)

J. Orlando Diaz (Account Executive)

K. Jesse Cervantes

L. Marilyn Santiago and Elvis Crespo

M. David Rice (Account Executive)

N. Jose Santos (Program Director) with Edward James Olmos

O. Marcia Castillo (Sales Asst./Mktg. Promotions Asst.)

P. Rose Veduzco (Account Executive)

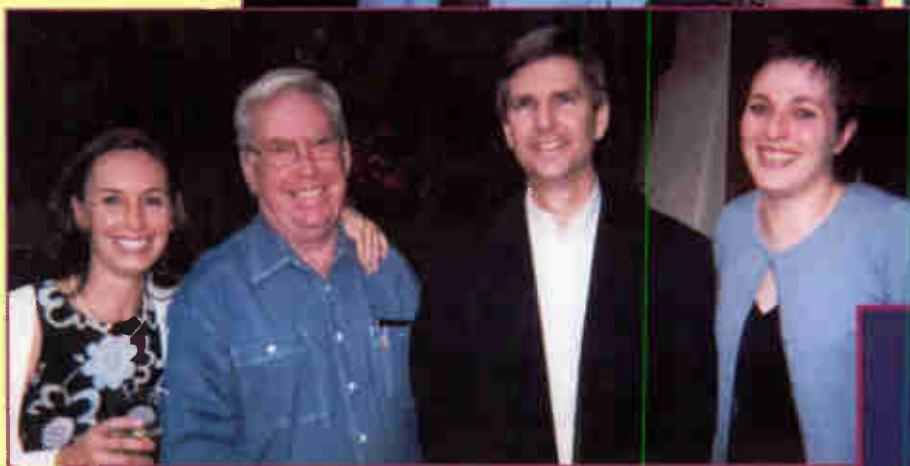
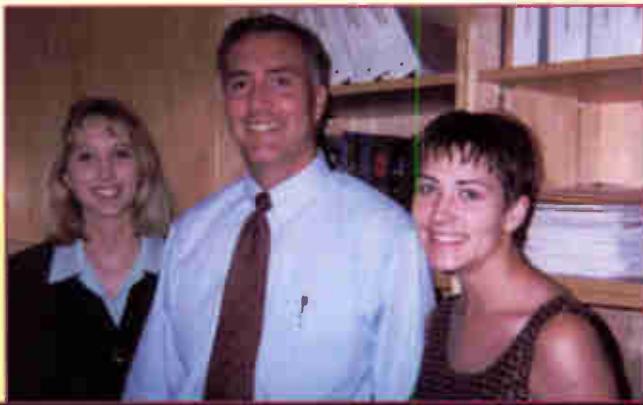
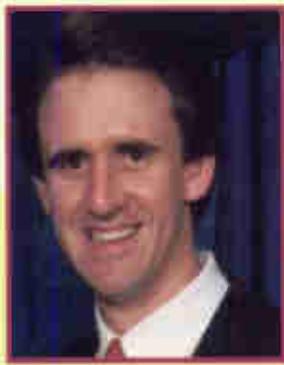
Q. Jose A. Lopez (Local Sales Manager)

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Left to right : Lawrence Arevalo; Dana Demerjian; Art Palacios; Tao Li; Samone Hill; Eddie Prieto; Linda George; Lan Yao; Jeff Hinson; Jack Hobbs; David Lykes; Doug Darfield.

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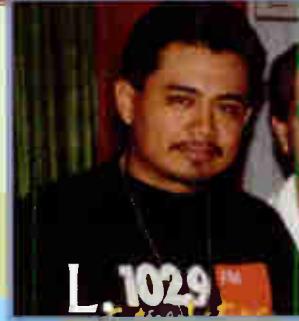
Left to right : Marianne Leal; Debbie Pilgrim; Christy Danna; Susan Brandt; Bertha Brown; Ellen Fox; Geoffrey Kemp; Holly Veazey; Dave Gerow; Amy Beesley; Maria Calvo; Madeleine Vermeire; David Lykes; Mac Tichenor; Traci Dorman; Claudia Romero.

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- A. Mark Masepohl (GSM), Arnulfo Ramirez (Operations Mgr.), and Domingo Lopez (Sales Manager)
B. Mario Flores and Betti Maciel
C. Traffic Department: Tiffany Rather, Claudetta Rose and Nikki Rose
D. Carlos Machado (PR and PSA Director), and Production Department: Horacio Pedraza, Cesar Rincon, Antonio Hernandez (Production Director) and Roberto Valle
E. KLAT News Dept: Marcos Pitter and Ericka Garza
F. Moussa Nuseibeh (Research/Mkt. Dir.), Account Mgrs: Keith Bolin, Anna Munoz, Lisa Olsen, Fran Iago, Paula Vick, Steve Ponce, Silvia Ramirez and Joe Libios (Sales Promotion Mgr/Client Services Director)

H O C S T O R Y



G. AD Rigmaiden (Engineer), Doug Frederiksen (Chief Engineer)

H. Reynaldo Perez (DJ), Carlos Desio (DJ) and Cesar Augusto (DJ)

I. Sales Assistants: Stephanie Artell, Andrea Beltran, Kelly Borns, Sandi Reta (Reception), Patricia Hernandez (Ex. Asst.), Cynthia Valdivia, Joel Escobar (Web Developer)

J. Angel Basulto (DJ), Pedro Reyes (DJ), Rene Rodriguez (DJ)

K. Martha Pruneda and Tio Pancho

L. Raul Brindis (PD)

M. Kim Guerrero (NSM) and Gary Stone (GM)

N. Sales - Connie Martinez

O

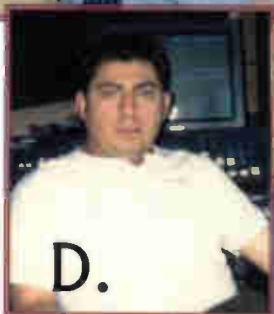


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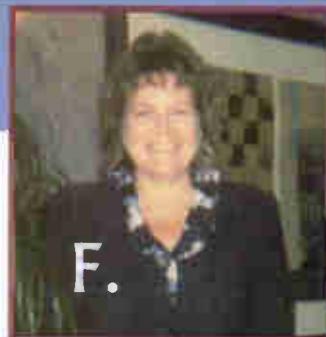
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A. Account Executives: Teresa Buswell, Todd Williams, Monica Gallazdo, ReneReynoso

B. Judy Morgan, Sales Asst.

C. LSM's: Kevin Crespo and Kellie Burns

D. PD: Jorge Velasquez

E. DJ: Luis Barton

F. Office Administrator Helen Carmichael

G. Translator/Creative Writer Mary Gallo and Traffic Mgr. Janet Creamer

H. VP and GM Peter Moore and Admin Asst/National Sales Coordinator Patty Aguilar

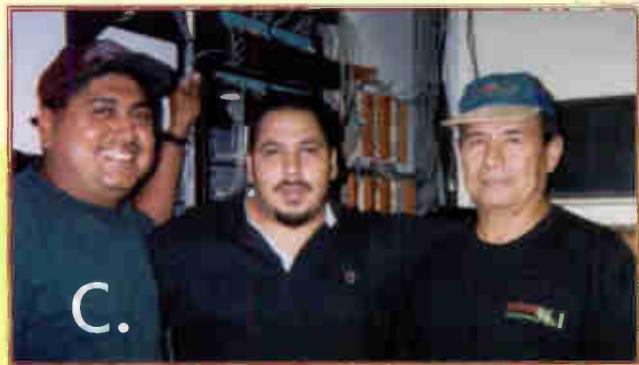
I. Nate Mendez (Promotions/Mkt. Mgr), Maggie Araiza (Promo Asst) and Abel Sanchez (Promo Asst.)

J. Christina Moreno (Reception)

K. Jose "El Gallo" Gadea(PD), Kelly Granados (DJ), Gabriel Alvarez (DJ) and Alejandra Torres (Metro Traffic Reporter)

L. Account Executives: Tess Steinwehe, Justin Valdivia, Steven Blanco and Pete Colonelli

S



A. Sales: Adela Espinoza, Ulysses Arrigoitia(GSM), Vicky Guerrero, Celia Maldonado, Victor Reyna, Joe Hinojosa, Nancy Alanis, Veronica Calderon, Delilia Rojas.

B. Alma Tomlinson (Reception), Vicky Gomez (Asst to GM), Monica Mayorquin (Prod. Asst.), Eddie Olivarez (Prod. Asst)

C. Engineering: Rick Alvarado, Joe Espinoza, Tony Guzman, Jr.

D. KIWW Programming: Hiram Almaguer, Iris Hinojosa, Chris Serna, Javier De Anda, Lilly Lopez, Mico Rodriguez(PD) and Eddie Olivarez

E. KGTV Programming: Armando Almazan, Ben Valdez, Ramiro Olvera, Jose Luis Villarreal, Hugo de la Cruz(PD), Armando Rangel (News), Brenda Lee Huerta (News Dir), Trini Lozano(Production Director)

F. Accounting/Traffic: Odilia Chavez(Acct. Asst), Gracie Garza (Bus. Mgr) and Rosalinda Solis (Traffic Asst.)

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I.

A. Rick Vasquez (DJ), Caroline Bruder (Sales), Kathy Clark (GM), Diana Solis (DJ), Jose Luis Garcia (PR/DJ)
B. Javier Gonzalez (AE), Soledad Basoco (Sign Pro Mgr)
C. Debra Villalobos (Business Mgr.)
D. Mario Castillo (PD)
E. Marco Montana (DJ)
F. Sales: Raul Soriano, Yvonne Ortega, Rebecca Stephaskin, and Caroline Bruder
G. Andrew Kiska (Engineer)
H. Lupe Castro (DJ)
I. Carlos Estrada (Remote Coordinator)

M

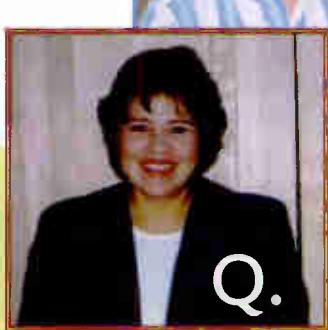
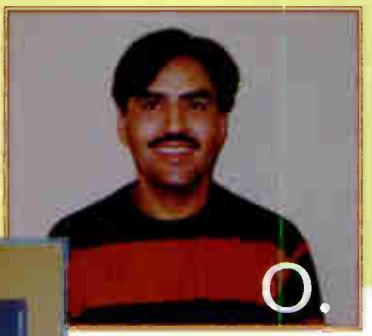
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J. Jose Luis Garcia (DJ)
K. Traffic: Imelda Barbosa and Maria Serna
L. Teresa Fendi De La Cruz (News Director)
M. Crispin Andrada (DJ)
N. Jorge Chaparro (DJ)
O. Leo T. Lugo (DJ)
P. Fernando Rubio (Production Director)
Q. Norma Leticia Gonzalez (Reception)
R. Caroline Bruder, Soldead Basoco, Debra Villalobos, Kathy Clark and Maria Serna



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Somos un grupo de estaciones de radio dedicado a una calidad excelente y comprometido a ser la primera compañía de mercadeo dedicada a servir a la comunidad Hispana en los mercados Hispanos más importantes de los Estados Unidos. Para lograr este compromiso, le daremos un servicio superior a nuestra audiencia, clientela y comunidad.

Nosotros, los empleados de Hispanic Broadcasting Corporation, creemos en nuestra responsabilidad individual para afianzar y satisfacer a nuestros clientes y oyentes más allá de sus expectativas, y al mismo tiempo realizando nuestras actividades con los más altos niveles de integridad. Cumpliendo esta misión, proporcionaremos a los accionistas de la compañía una justa compensación sobre su inversión manteniendo un lugar de trabajo con un ambiente de retos creativos y gratificantes.

We are a quality-driven radio broadcast group committed to being the premier marketing company dedicated to serving Hispanics in the major United States Hispanic Markets. To accomplish this, we will provide superior service to our audiences, advertisers, and communities.

We the employees of Hispanic Broadcasting Corporation, believe it to be our individual responsibility to secure and satisfy our customers and listeners beyond their expectations while conducting ourselves with the highest levels of integrity. In fulfilling this mission, we will provide a fair return to the company's shareholders and maintain a creative, challenging, and rewarding work place.



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