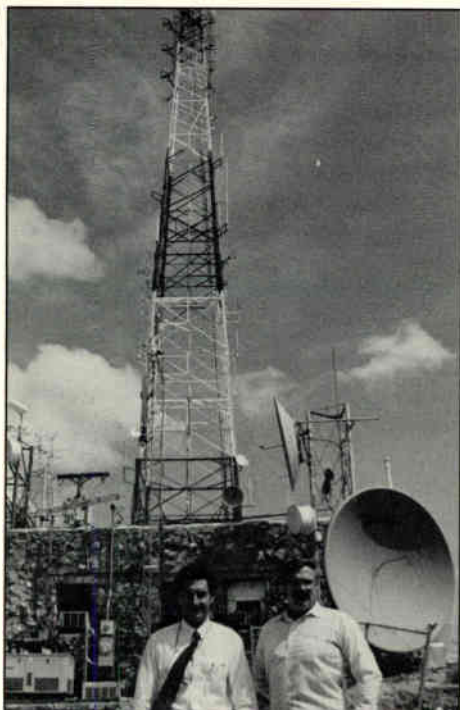


# COMMUNICATOR

QUARTERLY

TICHENOR MEDIA SYSTEM

FALL 1993



**Ricardo Castillo, Vice President of Operations, shown with David Stewart, Chief Engineer at KBNA AM/FM, at the FM transmitter site on the top of Franklin Mountain Range, El Paso, Texas.**

## TMS STATIONS AND PERSONNEL RECEIVE PRESTIGIOUS RADIO AWARD NOMINATIONS

**T**M S radio stations WOJO-FM in Chicago, Illinois; KXTN-FM in San Antonio, Texas; KBNA AM/FM in El Paso, Texas; KGBT-AM in Harlingen, Texas; and KUNO-AM in Corpus Christi, Texas, were all nominated as Radio Station of the Year for Billboard's 1993 Radio Awards. Nominations are based on market size, and of the fifteen stations nominated, TMS received five. In addition, KGBT-AM was nominated to receive the Marconi Award in the category of Station of the Year, awarded by the National Association of Broadcasters. Both the Billboard Radio Awards and the Marconi Awards will be held at the National Association of Broadcasters Radio Convention in September.

*Las emisoras de TMS, WOJO-FM de Chicago; KXTN-FM de San Antonio, Texas, KBNA AM/FM de El Paso, Texas, KGBT-AM de Harlingen, Texas y KUNO-AM de Corpus Christi, Texas, fueron todas nominadas por la revista Billboard, para el título de Emisora del Año 1993. Las nominaciones son basadas en la importancia de los mercados y de las quince estaciones nominadas, cinco son de TMS. Además, KGBT-AM fue nominada para el premio Marconi como Emisora del Año, otorgado por la National Association of Broadcasters. Ambos premios serán entregados durante la convención de radio de la National Association of Broadcasters en septiembre.*

*continued on page 2.*

## TMS FINALIZES PURCHASE OF 3 STATIONS IN SAN ANTONIO

**M**Henry T. Tichenor, Jr., President of Tichenor Media System, Inc., was pleased to announce the closing of the purchase of radio stations KXTN AM/FM and KSRR-FM in San Antonio, Texas, finalized June 16, 1993. With the purchase of these stations, TMS now owns 12 stations: KGBT-AM and KIWW-FM, Harlingen,

Texas; KCOR-AM, KSRR-FM, and KXTN AM/FM in San Antonio, Texas; KLAT-AM in Houston, Texas; KBNA AM/FM in El Paso, Texas; and WIND-AM and WOJO-FM in Chicago, Illinois. In addition, TMS operates KLTN-FM in Houston, Texas, through an LMA with Gulfstar Broadcasting as well as having partnership interests in KUNO-AM

*continued on page 2.*

### TMS MAKES . . . THE WALL STREET JOURNAL

**I**n the Wednesday, July 14, edition of the *Wall Street Journal*, TMS's own Warren Tichenor and David Lykes were quoted in a feature article on Hispanic radio on the front page of the Marketing Section. Warren Tichenor received additional

*continued on page 2.*

## WHAT'S NEWS

**GENERATION 2000  
EXPOSITION**  
Page 4.

**MOTHER'S DAY WITH  
KUNO-AM/KSAB-FM**  
Page 9.

**"THE HOOP  
SHOOTING' BOOGIE"**  
Page 11.

## AWARD NOMINATIONS

From page 1.

In addition, the following TMS personnel received Billboard's 1993 Radio Awards nominations:

### PROGRAM/OPERATIONS DIRECTORS OF THE YEAR

Alberto Augusto, WOJO-FM  
Rudy Rocha, KXTN AM/FM  
Rogelio Botello, KGBT/KIWW-FM  
Pete Skaggs, KBNA AM/FM  
Virginia Constante, KUNO-AM

### MUSIC DIRECTOR OF THE YEAR

Rudy Rocha, KXTN AM/FM  
Rogelio Botello, KGBT/KIWW-FM  
Virginia Constante, KUNO-AM

### RADIO AIR PERSONALITY OF THE YEAR

Alberto Augusto, WOJO-FM  
Rudy Rocha, KXTN AM/FM  
Pete Skaggs, KBNA AM/FM  
Virginia Constante, KUNO-AM

# FOUNDER'S TROPHY TO WIND-AM FOR FIRST QUARTER

**W**IND-AM Radio received the prestigious Founder's Trophy for the first quarter of 1993. It took an increase of 109 percent over the budgeted Net Operating Income ("NOI") and an increase of 295 percent over 1992's NOI to win but that was the performance of Chuck Brooks, WIND-AM/WOJO-FM General Manager, and his staff at WIND-AM. It was, however, a photo finish with WOJO-FM and KGBT-AM right behind WIND-AM.

*WIND-AM fue premiada con el Founder's Trophy correspondiente al primer trimestre de 1993. Para merecer el premio WIND-AM logró un aumento del 109 por ciento sobre su presupuesto estimado de Ingresos Netos Sobre Operaciones ("NOI") y un aumento del 295 por ciento sobre el NOI del 1992. El premio se logró por la actuación de Chuck Brooks, Gerente General de WIND-AM/WOJO-FM y del personal de WIND-AM. Pero fue un final muy reñido con WOJO-FM y KGBT-AM muy cerca de WIND-AM.*

## PURCHASE

From page 1.

and KSAB-FM in Corpus Christi, Texas; WADO-AM in New York, New York; and WQBA AM/FM in Miami, Florida. In all, TMS owns or operates 17 stations in the top 10 Hispanic markets in the United States.

*McHenry T. Tichenor Jr., el Presidente de Tichenor Media System Inc., se complace en anunciar el cierre de la compra de las emisoras de radio KXTN-AM/FM y KSRR-FM de San Antonio, Texas el día 16 de junio de 1993. Con la adquisición de esas emisoras, TMS es ahora propietaria de 12 estaciones: KGBT-AM y KIWW-FM, Harlingen, Texas; KCOR-AM, KSRR-FM y KXTN-AM/FM en San Antonio, Texas; KLAT-AM en Houston, Texas; KBNA-AM/FM en El Paso, Texas y WIND-AM y WOJO-FM en Chicago, Illinois. Además, TMS opera KLTN-FM en Houston, Texas por medio de un LMA con Gulfstar Broadcasting y también tiene participación en KUNO-AM y KSAB-FM en Corpus Christi, Texas; WADO-AM, New York, New York; y WQBA-AM/FM en Miami, Florida. En total TMS es propietaria u opera 17 emisoras en 10 mercados hispanos importantes en los Estados Unidos.*

## WALL STREET JOURNAL

From page 1.

press as the new general manager of the four stations in San Antonio in the June 7 issue of Radio Ink.

*En la edición del Wall Street Journal del 14 de julio, los ejecutivos de TMS, Warren Tichenor y David Lykes fueron citados en un artículo dedicado a la radio en Español publicado en la primera plana de la sección de mercadotecnia. Warren Tichenor recibió una mayor cobertura en la edición de junio 7 de Radio Ink como el nuevo gerente de las cuatro emisoras de San Antonio.*

## MANAGERS SELECT SALES PERSONS FOR THE 2nd QUARTER



### **FREDDY CAVAZOS KUNO-AM**

Freddy generated 8 new accounts and preserved a 18% average outstanding 60+ day accounts receivable.



### **DOMINGO LOPEZ KLAT-AM/KLTN-FM**

Domingo obtained 11 new accounts for KLAT-AM/KLTN-FM, had a 16% average 60+ day accounts receivable, and beat his sales projections by 21 percent.



### **MIKE KASANOFF WIND-AM**

Eclipsing his second quarter goal by 63%, Mike gained 14 new accounts and had collected all but 1% of his outstanding accounts receivable for 60+ days.



### **MARIA ZEPEDA KGBT-AM**

María landed 7 new accounts and had a 17% balance on her 60+ day accounts receivable.



### **LISA GRANSEE KXTN AM/FM**

Lisa was the top biller for the second quarter and obtained 9 new accounts while maintaining her 60+ days accounts receivable at 5%.



### **SAM DAVID KIWW-FM**

Sam placed 8 new accounts and maintained his 60+ days accounts receivable at 8% for KIWW.



### **GINA RODRIGUEZ KBNA AM/FM**

Gina beat her second quarter projections by 41% and acquired 16 new accounts while maintaining a 2% average on her 60+ days accounts receivable.



### **KEVIN MCGOURTY WOJO-FM**

Kevin brought in 8 new accounts and exploded past his second projections by 200%.



**Angeles Ochoa with Mariachi Campañas de America at KBNA AM/FMs' Cinco de Mayo**

**K**BNA AM/FM celebrated its Cinco de Mayo Festival at the Champion Sportsplex with over 8,000 attending the event. The festival featured a variety of activities provided by exhibitor booths as well as mechanical rides for the children. On-stage entertainment was provided by famous performing artists such as Sunny Ozuna, Angeles Ochoa, Bertha Alicia, and Mariachi Campañas de America.

*KBNA-AM /FM celebró el Festival del Cinco de Mayo en el Champion Sportsplex con una concurrencia de más de 8000 personas. El Festival destacó una gran variedad de actividades proporcionadas en los puestos de los exhibidores y en los juegos mecánicos para los niños. En el escenario se presentaron actuaciones de artistas famosos como Sunny Ozuña, Angeles Ochoa, Bertha Alicia y el Mariachi Campañas de América.*

**T**he youth of El Paso attended the Generation 2000 Exposition during the weekend of April 3-4. This two-day event attracted over 30,000 youth where the kids were especially delighted by the Barbie Doll (a person) featured at the KBNA AM/FM booth. Also during the summer, the Coors Tejano Festival took place June 5 with Ruben Ramos, Rod Nicols, and Exito Bank.

*La juventud de El Paso asistió a la Generation 2000 Exposition durante el fin de semana del 3 a 4 de abril. Este evento de dos días atrajo a más de 30,000 jóvenes. La concurrencia estuvo particularmente deleitada con la presentación de Barbie Doll (una persona) en el puesto de la KBNA-AM /FM. También se celebró durante el verano, el Festival de Coor's Tejano Festival el 5 de junio con Ruben Ramos, Rod Nicols y Exito Bank.*

**KBNA AM/FM personnel hard at work during one of KBNA AM/FMs' popular remotes.**



**KBNA AM/FM General Sales Manager Kathy Clark and Program Director Pete Skaggs at the Keebler/KBNA AM/FM promotion.**



**Kathy Clark, KBNA AM/FM General Sales Manager, shown with Mario Castillo, KBNA AM/FM Announcer, and Chef Pepin at the Green Giant promotion.**



**MARIO CASTILLO**

Pete Skaggs, KBNA AM/FM Program Director, was pleased to announce that Mario Castillo, Morning Show Personality, was promoted to Assistant Program Director. Mario will continue hosting his popular show in the morning as co-host.

*Pete Skaggs, Director de Programación de KBNA-AM/FM tuvo el gusto de anunciar que Mario Castillo, una celebridad del Programa Matutino, ha sido ascendido a Director Asistente de Programación. Mario continuará presentando su popular programa en la mañana como co-anfitrión.*



**JOHNNY GARCIA**

Johnny García joined the KBNA AM/FM Programming Department as the 6 p.m.-to-midnight Announcer. A native of Deming, New Mexico, Johnny brought over twenty years' experience in radio and as a musician to KBNA AM/FM.

*Johnny García se incorporó al Departamento de Programación de KBNA-AM/FM como locutor del segmento de las 6 a las 12 de la noche. Originario de Deming, New Mexico, Johnny trae a la KBNA-AM/FM más de 20 años de experiencia en radio y como músico.*



**LOUIE GARCIA**

Hailing from Los Angeles, Louie García recently received a degree in Media Production Technology. Louie previously was a freelance photographer at KBNA AM/FM, shooting many of its special events and promotions.

*Louie García, originario de Los Angeles, recibió recientemente su título en Tecnología de Producción de Medios. Anteriormente Louie fue un fotógrafo independiente para KBNA-AM/FM, fotografiando muchos de los eventos y promociones especiales.*

**M**aría Minjares received the prestigious Hidalgo Award in February for her work with low income families. During the Thanksgiving and Christmas holidays, Mrs. Minjares collected donations to buy food and presents for the needy, and she also petitions for lights, drainage, and pavement of certain streets in her community.

*Maria Minjares recibió el prestigioso premio Hidalgo del mes de febrero por su trabajo con las familias de escasos recursos. Durante las épocas del día de Acción de Gracias y de Navidad, la Sra. Minjares recaudó donativos para comprar alimentos y regalos para los necesitados. También hace peticiones para el alumbrado, el alcantarillado y la pavimentación de ciertas calles en su vecindad.*

**A**dán Dominguez has been a social worker and center director at the South El Paso Senior Center and for his tireless efforts, was bestowed the Hidalgo Award in March. Mr. Dominguez has been of service to the community for years, organizing food and clothing drives for the needy.

*Adán Dominguez ha sido un Trabajador Social y Director del South El Paso Senior Center y por su labor incansable recibió el Premio Hidalgo del mes de marzo. El Sr. Dominguez ha servido a la comunidad durante años organizando recolectas de alimentos y ropa para los necesitados.*

**T**he recipient of the Hidalgo Award in April was Eleanor Poe, who is a registered nurse and founder of a clinic

providing free health care. Mrs. Poe procures doctors to donate their time and medicine to help those that cannot afford medical care.

*La merecedora del Premio Hidalgo del mes de abril, fue Eleanor Poe, enfermera certificada y fundadora de una clínica que proporciona atención médica gratuita. La Sra. Poe pide a los médicos que donen su tiempo y las medicinas necesarias para las personas que no pueden pagar atención médica.*

BIRTHDAYS	
APRIL 1.....	DAVID STEWART
APRIL 22.....	VELIA LOPEZ
MAY 30.....	TERESA DE LA CRUZ
	LOUIE GARCIA
JUNE 9.....	RAUL OSCAR GOMEZ

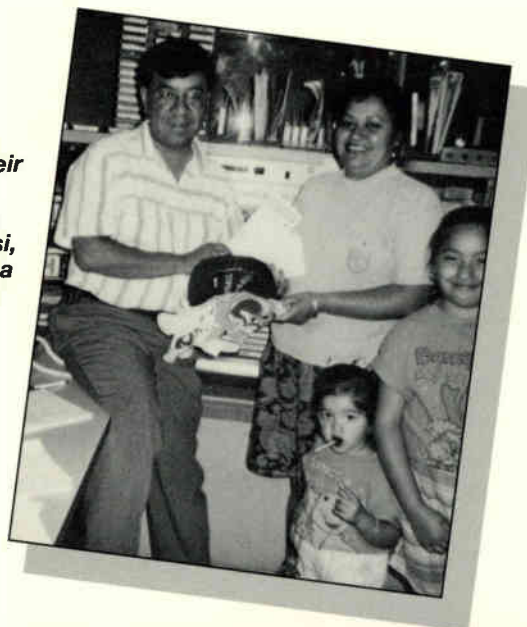
**W**IND-AM was proud to be the first exclusive Spanish language radio station in the history of Chicago to carry CNN News providing Chicago's Hispanic community with the most extensive news coverage from around the world. In June, WIND-AM's Action News Team combined its daily broadcasts with additional six-minute Spanish language news segments provided by CNN News' correspondents on worldwide assignment. News from the CNN headquarters in Atlanta was transmitted via satellite directly to WIND-AM and will be aired every hour on the hour between 5 a.m. and 9 p.m., Monday through Friday, for 17 broadcasts per day, and will be aired 7 times a day on the weekends.

*WIND-AM se enorgullece en ser la primera emisora de habla hispana en la historia de Chicago en difundir las Noticias de CNN, proporcionando a la comunidad Hispana de Chicago la más amplia cobertura de noticias de todas partes del globo. Durante el mes de junio el equipo de Noticias en Acción de WIND-AM combinó sus programas diarios con segmentos adicionales de seis minutos proporcionados por los corresponsales de CNN en ultramar. Las noticias son transmitidas directamente a WIND-AM desde la sede de CNN en Atlanta, vía satélite y son difundidas cada hora entre las 5:00 a.m. y las 9:00 p.m., de lunes a viernes; para un total de 17 reportajes diarios. Los fines de semana se transmiten 7 reportajes diarios.*

**W**IND-AM has extended its community outreach efforts by bringing the excitement of live, professional baseball to the Hispanic youth of Chicago. Throughout the Sox baseball season, WIND-AM invited 250 inner-city youth to accompany its staff members to several games at Comiskey Park. This selected group of youth, which included members of The Boys and Girls Clubs of Chicago and students from José de Diego Academy, earned the trip to the game based upon academic performance and a perfect attendance record.

*WIND-AM amplió la extensión de sus servicios a la comunidad cuando invitó a la juventud hispana de Chicago a experimentar la emoción de un partido de béisbol profesional en vivo. Durante la temporada de béisbol de los White Sox, WIND-AM invitó a 250 jóvenes del centro de la ciudad para acompañar al personal de la emisora a varios partidos en el Comiskey Park. Este grupo selecto de jóvenes incluyó miembros de los Boys y Girls Clubs de Chicago y alumnos del José de Diego Academy, y ganaron el viaje al juego por su desempeño académico y por un record perfecto de asistencias.*

**Back by popular demand, the WOJO-FM promotion that had Chicago radio listeners rushing to write their own checks and win their share of \$25,000 in cash has returned courtesy of CitiBank, MG International Auto Insurance, Pepsi, and Montgomery Ward. Shown is a family of winners in the WOJO-FM studios.**



**O**n April 24 and 25, more than 70,000 people attended WIND-AM's 8th Annual Cinco de Mayo Festival. Over 100 national and local companies transformed Donnelley Hall into a giant "mercado" offering product sampling, valuable coupons, over 200 exhibit booths, and games. The Festival's main stage showcased live performances from top Latin American performers courtesy of Fonovisa and featured such groups as Los Rehenes and La Banda Super Bandido. The children's stage dazzled crowds of all ages with special appearances from favorite Chicagoland characters Benny, the Chicago Bull's mascot, and Spots, the dog from the Chicago Tribune. In addition to the live entertainment, Pepsi showcased a brand new, electric blue 1993 Ford Ranger XLT truck as sponsor of WIND-AM's "Bumper Sticker" promotion.

*El 24 y 25 de abril más de 70,000 personas asistieron al 8º Festival Anual del Cinco de Mayo, patrocinando por WIND-AM. Más de 100 compañías nacionales y locales convirtieron el Donnelley Hall en un "tianguis" gigantesco con muestreos de productos, distribución de cupones valiosos, más de 200 puestos de exhibición y juegos. En el escenario principal del evento se presentaron actuaciones en vivo de algunos de los artistas más importantes de Latinoamérica como Los Rehenes y la Banda Super Bandidos, por cortesía de Fonovisa. El escenario infantil deslumbró a la concurrencia de todas las edades con actuaciones especiales de los personajes favoritos de Chicagolandia como Benny, la mascota de los Chicago Bulls y Spots, el perro del Chicago Tribune. Además de las diversiones en vivo, Pepsi exhibió un camión Ford Ranger XLT de color azul-eléctrico como patrocinador de la promoción de WIND-AM "Bumper Sticker" (calcomanía de defensa).*



**Juan Montenegro, WIND-AM General Sales Manager, with Mr. and Mrs. Rosario Dueñes.**



**More than 70,000 people attended WIND-AM's 8th Annual Cinco de Mayo Festival.**

**W**IND-AM, Mount Sinai Hospital, and Second Federal Savings Bank held Chicago's first Family Fair in June. Health professionals from Mount Sinai Hospital provided medical consultations and health screenings free of charge and featured live musical entertainment. Children won prizes at WIND-AM's basketball and baseball games booth, and there were special appearances by ex-Chicago White Sox players Chico Carrasquel and Minnie Miñoso. The climax of the event was the drawing for a brand new 1993 Ford Ranger truck, courtesy of Pepsi and Max Madsen Ford.

*En el mes de junio, WIND-AM, el Hospital Mount Sinai y el Second Federal Savings Bank, celebraron la Primera Feria Familiar de Chicago. Los profesionistas en atención médica del Mount Sinai Hospital ofrecieron consultas y pruebas gratuitas y ofrecieron un programa musical en vivo. Los niños ganaron premios en el puesto de juegos de básquetbol y béisbol de WIND-AM y hubo presentaciones especiales de los ex-jugadores de los White Sox: Chico Carrasquel y Minnie Miñoso. El momento culminante del evento fue la rifa de un camión Ford Ranger 1993 por cortesía de Pepsi y Max Madsen Ford.*



### **JOE DOUBEK**

Joe Doubek, Director of Sports Marketing, has been in radio sales in Chicago for 13 years. Joe began his career at WMAQ-AM Country and also worked at WBBM News Radio and WMAQ All News. During that time, Joe led the way in selling Chicago White Sox Baseball, Chicago Bulls Basketball, Chicago Black Hawk Hockey, Notre Dame Football, University of Illinois Basketball, and University of Illinois Football.

*El Director de Mercadeo de Deportes, Joe Doubek, ha estado en ventas de radio en Chicago por 13 años. Joe inició su carrera con WMAQ-AM Country y también ha trabajado en WBBM News Radio y en WMAQ All News. Durante ese tiempo Joe dirigió la venta de tiempo para los juegos de los Chicago White Sox, Chicago Bulls, Chicago Black Hawks, y para los juegos de fútbol de Notre Dame, y los juegos de básquetbol y de fútbol de la Universidad de Illinois.*



**Winner of the 1993 Ford Ranger truck given away at WIND-AM's First Annual Health Fair.**

**Attendees at WIND-AM's First Annual Health Fair.**



## KLAT-AM AND KLTN-FM NEWS



Shown is the KLAT-AM/KLTN-FM Houston Oilers broadcast team: Rick Vasquez, Color Commentator; Joe Gallagher, Producer; and Luis Rodriguez, Play-By-Play Commentator; "Tino" and "Tortuga;" and Erica Quinones.



"Tio Pancho" was named Hispanic Spokesperson for Coors Light Beer in Houston. Shown left to right: Adolph Gonzalez, Coors Executive; Pedro Garza, Coors Executive; "Tio Pancho" a.k.a. Alberto Colloza, KLAT Announcer; Angel Garcia, Coors Executive; Letty Cavazos, Coors Executive; and Geraldo Salazar, Coors Executive.

KLAT-AM/KLTN-FM sponsored for the first time the Houston Oilers Schedule Card for the 1992-93 football season featuring Erica Quinones, a Houston Oilers Cheerleader. Fifty thousand Oilers Schedule Cards have been distributed at Weiner's Department Stores and by the Houston Convention and Visitors Bureau. Shown are "Tino," KLTN's mascot; Erica Quinones, Houston Oilers Cheerleader; and "Tortuga," KLAT's mascot.



Channel 45 visited KLAT-AM to cover an interview with Aureliano and Francisca Guerra de Aldape, parents of Ricardo Aldape Guerra, the Mexican citizen on Death Row. The interview was conducted by Raul Feliciano Sánchez on the program "La Voz del Pueblo." Shown are Francisca Guerra de Aldape, Aureliano Aldape, Channel 45 Reporter Maria Teresa Farfan (standing), and Liz Murillo and Alvaro Luna of the Committee Pro-Aldape Guerra.



Mariano Garcia, KLAT-AM/KLTN-FM News Director, collected \$1,053.50 from his co-workers for his participation in the National Multiple Sclerosis Society "MS 150" Bike Tour from Houston to Austin. Shown is Shannon M. Frazier, Bike Tour Director, receiving Mariano's donation to the "MS 150" Bike Tour.

During a dinner given by the YWCA of Houston honoring 15 distinguished women in Houston for 1993, KLAT-AM/KLTN-FM's News Director Mariano Garcia interviewed one of the honorees, Ninfa Laurenzo, owner of Ninfa Restaurants.





The Polka Festival, held on May 2, 1993 and featuring Ricky de la Rosa and Los Tamaulipecos, was attended by over 2,000 people. Later that week on the May 8, the office of Bonilla & Berlanga sponsored its 1st Annual Street Party with music from several local Mariachi and food and beverage booths.

*El Festival de la Polca celebrado el 2 de mayo del presente y presentando a Ricky de la Rosa y a los Tamaulipecos tuvo una concurrencia de más de 2,000 personas. Más tarde esa misma semana, el 8 de mayo, el despacho de Bonilla y Berlanga patrocinó su Primera Fiesta Anual al Aire Libre con puestos de comida y bebidas amenizada con la música de varios conjuntos de mariachis.*

A group of business, professional, and civil leaders hosted a fund raising dinner banquet in honor of Victor Lara Ortegón. Victor has been a long time News Director and Commentator for radio stations KUNO-AM and KSAB-FM. Known throughout the Corpus Christi area as "La Voz del Pueblo" and "La Voz de Corpus Christi," Victor has been on the air for over forty years. The banquet helped establish the Victor Lara Ortegón Scholarship Endowment at Del Mar College and raised well over \$10,000.

*Un grupo de hombres de negocios, profesionistas y funcionarios del gobierno patrocinaron una cena banquete para recaudar fondos en honor de Víctor Lara Ortegón. Víctor ha sido Director de Noticias y Comentarista de las radioemisoras KUNO-AM y KSAB-FM durante mucho tiempo. Conocido por todo Corpus Christi como "La Voz del Pueblo" y "La Voz de Corpus Christi", Víctor ha estado trabajando en la radio por más de 40 años. El banquete contribuyó en la fundación de la beca "Victor Lara Ortegón" en el Del Mar College con una recaudación total de más de \$10,000.*

## MOTHER'S DAY WITH KUNO-AM AND KSAB-FM



**KUNO-AM** and KSAB-FM held its 31st Annual Mother's Day Festival. Over \$4,000 worth of prizes were given to individuals including air fare for two courtesy of American Airlines, a dinette set, gold watches, and a recliner. Mariachi, Conjunto, and Chicano music entertained the 5,000+ crowd.

*KUNO-AM y KSAB-FM celebró su Festival Anual del Día de las Madres N° 31. Se obsequiaron más de \$4,000 en premios incluyendo pasajes de avión por cortesía de American Airlines, un juego de desayunador, relojes de oro y un sillón reclinable Música de Mariachis, de Conjunto y Chicano alegró a una concurrencia de más de 5,000 personas.*

### HAPPY BIRTHDAYS

Juan Aguirre Martinez .....May 27  
 Diana Rodriguez .....May 30  
 Luis Muñoz.....June 1

**KIWW-FM** joined in supporting the "Say No to Drugs" Walk-a-thon held on May 15, 1993. The Walk-a-thon was held to help the Weslaco Independent School District youngsters say "no to drugs." Over 4,000 people supported this issue along with the group La Mafia.

*KIWW-FM se unió a la Caminata apoyando el lema "Diga No a las Drogas" el 15 de mayo del presente. La Caminata fue planeada para ayudar a los alumnos del Weslaco Independent School District a decir "no a las drogas". Más de 4000 personas apoyaron el esfuerzo junto con el grupo La Mafia.*



**Mando San Roman, KIWW-FM Announcer, with Oscar Gonzalez of La Mafia giving a speech of the reasons to say no to drugs.**



**KIWW-FM goes live very Tuesday night from 10 p.m. to midnight at South Dallas Nite Club. Shown is James Echavarria, KIWW-FM Announcer, and Sandra Villarreal, KIWW-FM Account Executive.**



**Armando Rangel of KGBT-AM's News Department, accompanied Governor Ann Richards during one of her many visits to the Rio Grande Valley.**



**KIWW held its Hot Money Songs of the Week promotion. Three songs were picked each week and announced in the order played. The first caller to name all three songs in the correct order wins \$960.00. KGBT-AM/KIWW-FM Program Director Rogelio Botello awarded a check for \$960.00 to one lucky winner.**



**KGBT-AM's Mystery Sound Promotion hit the air waves in April and May. For eight weeks, KGBT-AM aired the mystery sound and callers were chosen randomly to guess the sound. With each inaccurate guess, the jackpot grew to an all-time high of \$7,860 before the mystery sound was identified. Rosa Ramos of Los Fresnos was the lucky winner shown with Rogelio Botello, KGBT-AM/KIWW-FM Program Director.**

**KGBT-AM's Mother's Day and Cinco de Mayo Festival was once again a great success. A variety of bands played until midnight. KGBT-AM played a tribute to the "Madrecitas" in Valley and gave away a number of gifts. Shown is one of the "Madrecitas" receiving her gift.**



**Hugo de la Cruz, KGBT-AM Announcer, interviewing Oscar Gonzalez, lead singer of La Mafia.**

## NEW PERSONNEL JOIN THE SAN ANTONIO STATIONS

### XIMENA COPA-WIGGINS

Ximena joined KCOR-AM in the Production Department and is responsible for the production of all the talk shows featured on the station. Born in Medellin, Colombia and living in various locations throughout Latin America, Ximena graduated from high school in Brazil. Later, she graduated from St. Mary's University with a BBA degree in Marketing. She has worked at Univision and was a part of "The Cristina Show."

Ximena se unió al Departamento de Producción de KCOR-AM en donde estará encargada de la producción de todos los programas hablados transmitidos por la emisora. Nacida en Medellín, Colombia y habiendo vivido en varios lugares a través de todo Latinoamérica, Ximena se graduó de high school en Brasil. Más tarde, se graduó de St Mary's University con un título en Marketing. Ximena ha trabajado en Univisión y formado parte del Show de Cristina.

### CELESTE SACOR

Celeste Sacor, Sales Assistant for the Sales Department, joined the stations from Citicorp where she was an Administrative Assistant to the Consolidations Director. Celeste also has experience in the Legal Profession and was also a teacher for the Education Department in College Station, teaching Spanish and Commercial courses. Celeste graduated from Governor's State University with a degree in Public Relations.

Celeste Sacor, Ayudante del Departamento de Ventas, se unió a las emisoras. Viene de Citicorp en donde era Ayudante Administrativa para el Director de Consolidaciones. Celeste tiene también experiencia en la profesión de leyes y fue además maestra en el Departamento de Educación en College Station enseñando español y cursos comerciales. Celeste se graduó

continued on page 12.

Jon Ramirez, KXTN AM/FM Announcer, entered into a high-risk bet with Tim and Willie Loon of Phoenix's KMLE (Camel Country), claiming that the San Antonio Spurs would win the series and blow away the Phoenix Suns. If the Spurs won, Willie and Tim would have to fly into San Antonio to have their heads shaven by Jon. Then they would have had to dress up in "Mini Faldas" and entertain KXTN AM/FMs' listeners by dancing the "La Charanga." However, the Spurs lost the series, and Jon flew to Phoenix where at the America West Arena had his head shaven in front of thousands of Suns' fans and millions of television viewers watching the series. AND Jon's shaven head was dyed purple and copper, AND he had to sing "The Hoop Shooting' Boogie" to the Suns, all the while Jon proudly wore a Spurs T-shirt and waving Spurs pennants.

Jon Ramirez, locutor de KXTN-AM /FM hizo una apuesta peligrosa con Tim y Willie Loon de la emisora KMLE de Phoenix (Camel Country), declarando que los San Antonio Spurs ganarán la serie y derrotarán a los Phoenix Suns. Si ganan los Spurs, Willie y Tim tendrán que viajar a San Antonio en donde Jon les rapará la cabeza. Luego tendrán que vestirse con "Mini-Falda" y divertir a los radioescuchas de la KXTN-AM/FM bailando "La Charanga". Después de todo cuando los Spurs perdieron la serie, fue Jon quien viajó a Phoenix en donde en la Arena America West le raparon su cabellera en presencia de miles de aficionados de los Suns y de los millones de televidentes quienes presenciaron la serie. Además de raparle la cabeza, pintaron a Jon con los colores morado y cobrizo y tuvo que cantar "The Hoop Shooting Boogie" para los Suns, y mientras tanto Jon vistió orgullosamente una camiseta de Los Spurs mientras ondeaba los banderines de los Spurs.



Warren Tichenor, Vice President and General Manager; Jon Ramirez, On-Air Announcer; and Chuck Licata, Sports Anchor, BEFORE....



Jon Ramirez and Rosabel Lopez AFTER.....



Thousands of KXTN-AM/FM listeners celebrated Cinco de Mayo 1993 dancing in the courtyards of La Villita and listening to the enchanting sounds of La Sombra, Fandango USA, Grupo Fama, La Tropa F, and the Hometown Boys. Sponsors included Miller Lite, Pepsi, Garcia Foods, American Airlines, Handy Andy, Montgomery Ward, Johnson/Raid, Quaker State Motor Oil, Kraft, Planters/Lifesavers, and Caliente Perfume.



de Governor's State University con un título en Relaciones Públicas.



**ROGER HARRIS**

Roger Harris joined the Sales Department as Account Executive. His previous work experience includes two years at KAJA 97.3 FM and an extensive tenure at MCA Records where he

began as an Account Executive and went on to become Regional Field Sales Manager.

Roger Harris se unió al Departamento de Ventas como Ejecutivo de Cuentas. La experiencia en su trabajo anterior incluye dos años en la KAJA 97.3 FM y una larga trayectoria en MCA Records en donde empezó como Ejecutivo de Cuentas y llegó a ser Gerente Regional de Ventas.

**SCOTT VOWINKLE**

New Account Executive Scott Vowinkle brought over 22 years of radio sales experience to the stations, and most recently was an Account Executive at KQXT-FM.



Scott Vowinkle es nuevo Ejecutivo de Cuentas y trae a las emisoras más de 22 años de experiencia en ventas de radio. Recientemente fue Ejecutivo de Cuentas en la KQXT-FM.

**LULY BALTIERRA**

Luly is KXTN's new Clerical Assistant working closely with Frances Harper, Business Manager of KXTN AM/FM. Luly previously worked for six years in Accounting and Personnel at AETCO.



Luly es la nueva Ayudante de Oficina de KXTN trabajando estrechamente con Frances Harper, Gerente de Oficina de KXTN-AM/FM. Luly trabajó antes durante seis años en Contabilidad y Personal en AETCO.

**PHILIP MENCHACA**

The Engineering Department has a new Engineer/Production Assistant - Philip Menchaca. Philip interned at KAJA radio station last year while attending San Antonio College where he later received an Associates of Applied Science in Radio/Television/Film.



El Departamento de Ingeniería tiene un nuevo Ayudante de Ingeniería y Producción - Philip Menchaca. Philip hizo un internado en KAJA el año pasado mientras asistía al San Antonio College en donde más tarde obtuvo su título de Associate of Applied Science en Radio/Televión/Cine.

**HILDA GARCIA**



Weekend On-Air Personality Hilda Garcia joined the stations from KRIO-FM. Hilda has a BA in Interior Design from Incarnate Word College. Hilda has appeared in television commercials and print ads, and has been a professional model for fifteen years.

La celebridad del "Fin de Semana en el Aire" se unió a las emisoras procedente de KRIO-FM. Hilda tiene un título en Diseño de Interiores del Incarnate Word College. Hilda ha actuado en comerciales de televisión y en anuncios de prensa y ha sido modelo profesional por quince años.

**CARLOS TABOADA**

Carlos "Go-Cart" Taboada joined the Tejano 107 FM Morning Show as the traffic reporter and as well as afternoon drive. Carlos also provides the voices of several characters on the Morning Show. With a strong musical background and several recordings to his credit, Carlos's first venture into radio (at KXTN) has been very productive.



Carlos "Go-Cart" Taboada se unió al Programa Matutino Tejano 107 FM como reportero de tráfico y también para el reporte del tráfico de la tarde.

Carlos también hace las voces de varios de los personajes del Programa Matutino. Con fuertes antecedentes musicales y acreditado con algunas grabaciones, la primera incursión de Carlos en la radio ha sido muy productiva.

**JON RAMIREZ**

Jon Ramirez brought seven years' broadcasting experience to the KXTN Morning Show. Prior to joining KXTN, Jon worked at KASE, the #1 station in Austin. Jon started in Tejano music in the Rio Grande Valley.

Jon Ramirez trae al Programa Matutino de la KXTN siete años de experiencia en radiodifusión. Antes de integrarse a KXTN, Jon trabajó con KASE, la emisora #1 en Austin. Jon se inició en Música "Tejano" en el Río Grande Valley.

**BO JAMES RIVAS**

Bo Rivas a.k.a. "Manic Hispanic" came to KXTN from KRQQ in Tucson, Arizona, where he broadcast the evening show for several years. Bo began his career in radio as a Promotions Director but for the last six years has been on the air.



Bo Rivas, también conocido como, "Manic Hispanic" llegó a KXTN procedente de KRQQ en Tucson, Arizona en donde estaba a cargo del programa de la noche por varios años. Bo empezó su carrera en radio como Director de Promociones y ha estado transmitiendo durante los últimos años.

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Editor .....Tracey Medley

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Contributing Editors .....Joe Clemente, KGBT; Adela Espinoza, KIWW; Irene Herrera, KUNO/KSAB; Lupita Salinas-Imperial, KCOR; Amanda Vargas, KLAT/KLTN; Rosemary Scott, KXTN AM/FM; Ofelia Muñuz, KBNA AM/FM; Martha Muñiz, WIND/WOJO.