

## President's Address



In this issue of the president's address, I want to talk about our stock price. As this goes to press, virtually every media stock is down 50% or more from its highs over the last year. Our stock is no exception. There are several reasons this has taken place. One relates to the bad fortune of many internet companies. These "dotcom" companies spent significant advertising dollars in radio last year but are largely absent during the last half of this year. The investment community is concerned that the loss of this source of advertising revenues means that our industry will show low growth over the next six to twelve months, so many of those investors have been selling media stocks and driving stock prices down. Ironically, Spanish-language stations never enjoyed the influx of dotcom dollars to the extent that general market stations did, so we are relatively immune from the effects of their disappearance. Nevertheless, we are caught in the down draft of investor sentiment, along with everyone else.

In addition to concern about the loss of dotcom revenues, investors are concerned that broadcasters' revenues will be affected by a slowing economy and generally lower levels of advertising expenditures. So far, however, this fear appears to be overblown.

Finally, I think it is fair to say that the popularity of various industries among investors tends to be like a pendulum that swings too far both on the positive side and on the negative side. Right now, I believe that it has swung too far to the negative side, and, like a pendulum, I expect it to swing back.

So, what does this mean for our company and those of us who are shareholders? First, HBC has never been in a better position competitively. Overall, we have by far, the best, most technically powerful radio stations in the Spanish radio industry. We continue to pay strict attention to the product we are putting on those stations. We have the best on-air talent in the business, and we vigorously promote our product. As a result, we enjoy the number one ratings position among Spanish stations in ten out of our thirteen markets, and our ratings are very competitive in every market. We also have the best sales organization, both internally and through KATZ Hispanic, to translate that ratings success into revenues. And we have the best support people to make sure that things operate smoothly.

In addition, over the past four years, HBC sold stock to finance our growth and pay down debt. This has left our company extremely well financed compare to our competitors -both Spanish and general market. As we sit today, we have virtually no debt, and a substantial amount of cash on hand. This gives us the flexibility to pursue acquisitions opportunities to grow the company, and to respond to any competitive threats, both of which we intend to do aggressively.

Our company is in great shape. We are poised to become even greater. In the long run, I believe the pendulum will swing back, and our stock price will once again reflect our company's prospects. In the meantime, I urge you to take advantage of the present stock price and the additional 15% discounts available through our Employee Stock Purchase Plan, by standing or continuing a regular investment program through the ESPP. It is one of the best things you could do for your and your family's futures.

Estereo Latino 94.1 threw a party to celebrate flipping its switch March 1, 2000 to become the only Spanish full-powered signal in the Metroplex.

Right (Left to Right): Rosy Garza, Alejandro Covarrubias, Ermilo Oviedo, Hector Velasquez, Cristina Zuniga, Eloy Morado

Bottom: Local Sales Staff Celebrate KLNO--Estereo Latino



Dallas Cowboy cheerleaders signing autographs for fans at the Fiestas Patrias Festival.

KICK-FM once again hosted their annual "Father/Daughter Dance" to promote bonding between young ladies and their Dads.



Pancho Pistolas, KICK-FM Program Director, teaches his daughters the newest dance. Break it down Pancho!!!



KICK-FM Morning Show host, Victor Medina and his daughter strut their stuff!



One of the hottest tickets in town is the annual Fiestas Patrias held at Texas Stadium in September. Here are 100,000 strong!!!!



Estereo Latino, KICK-FM and La Fabulosa KESS proved once again that the Texas Stadium is the hottest place to celebrate Cinco de Mayo. There was no mistake on who were the radio leaders at this event!! All of Dallas knows where to go for the best Cinco de Mayo party.



January 31st - Imagine the surprise of the Christian Contemporary listener who tuned in to 94.1 at 4:59 pm when Estero Latino blasted the airwaves with Ramon Ayala's "La Tumba." HBC Dallas' staff popped champagne corks and welcomed the new sound of true Mexican Regional music on a "REAL" FM station.

94.1 Isn't HBC-Dallas' Only New Baby -

New heir to the throne, Dante Antonio Valle, born on February 14th to Stephanie and Jose Valle.

New Hooter Wing A/E Madelyn Andrea Botello, born on October 2nd to Account Executive, Nancy and James Botello

New 401k Queen, Alexa Lynn Jones, born on December 28th to Office Manager, Kelly and Kevin Jones.

Congrats to our HBCU Graduates: NTR Director, Sonia Bass, KICK Program Director, Pancho Pistolas, KLNO Program Director, Chayanne Ortuno, KESS LSM, Andy Garcia

HBC Welcomes New Hires -

General Sales Manager - Frank Carter

KESS A/E - Oscar Ochoa

KESS A/E - Oscar F. Cano

KESS A/E - Veronique Sanders

Sales Assistant - Belen Furtado

Local News Reporter/KESS - Cesar Ramirez

Production Director - Fernando Reyna

Operations Manager - Andy Lockridge

Congrats To Our Recent Mothers To Be:

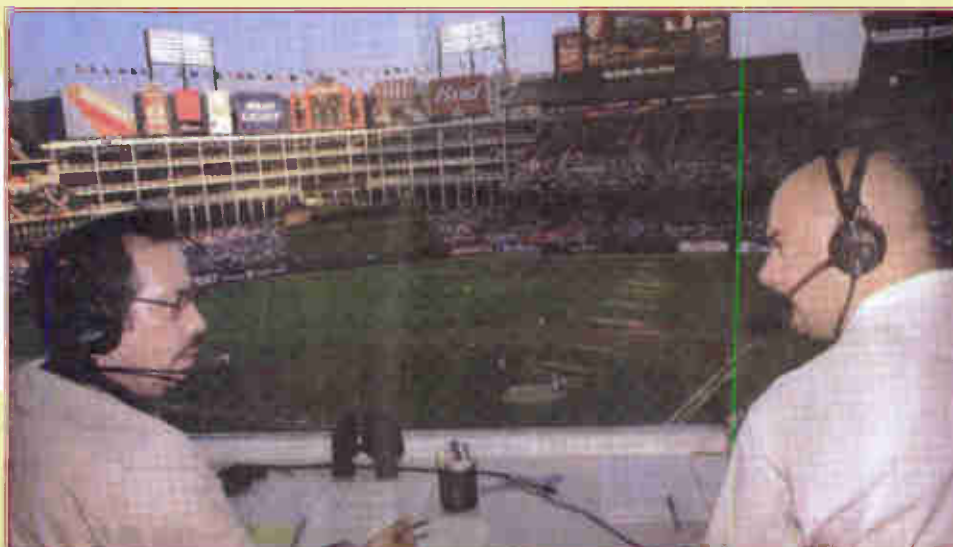
Betsy Eby and Daphne Guy (Twins)

Women's Fair - Dallas, Texas on February 27th, the first ever Hispanic Women's Fair was presented by HBC stations Estereo Latino 94.1 FM, KICK 99.1 FM and La Fabulosa KESS 1270 AM.

Dallas Market Hall was the setting for the bridal and quincenera show, DJ makeover, fashion show and dance lessons, not to mention the neverending line at our station's booths. This year marks the launch of another signature HBC event. The successful launch of the Women's Fair will be accompanied by the first ever Men's Fair in June.

Broadcast Team  
Attracts Hispanic  
Listeners

Eleno Ornelas (left) and Edgar Lopez (left) confer during a game at The Ballpark in Arlington. While interjecting Rangers games with fun and jokes, they have managed to reach out to Hispanic listeners and turn them into fans.



HBC welcomes NY's new General Manager, Stephanie McNamara. Prior to joining HBC, Mrs. McNamara worked at WAXQ-FM, "The Q' in New York, serving as the General Sales Manager. In 1989 through 1996, she served as General Sales Manager for WABC-AM in New York as well as serving as LSM, NSM and as an Account Executive. Mr. Lykes commented, "Stephanie has distinguished herself in the New York radio industry."



Back Row (left to right) Pinto, Ray, George, Danny, Richard, Danny, Jude, Lionel, Ralph, Ed, George, Michelle and Julio.

Front Row (left to right) Felix Perez (GM), Barbara, Josephina, Yolanda, Diana, Cathy, Leslie, Maria, Janet, Oneida.



General Manager - Felix Perez, Promotions Director - Leslie Vazquez, GSM - Ralph Nieves, Local Sales Manager - Ed Adams and the sales staff.

The Golden Girls - Josephina, Maria, Barbara and Lucrecia



Left to Right: General Manager Felix Perez, Morning Show host - Danny Cruz, Promotions Director- Leslie Vazquez, A/E - Ernie Stair, Accounting Manager - Lucrecia Gomez, Programming Director - Tony Luna and Morning Show Producer - George Nenadich



Left to right: Max, Jude, George, Luis, Danny, Oneida, Janet, George, Ed, Julio, Cathy, Josephina, Tony, Leslie, Lionel, Diana, Ray, Yolanda, Barabara, Pinto, Maria, Richard, Ralph, Felix

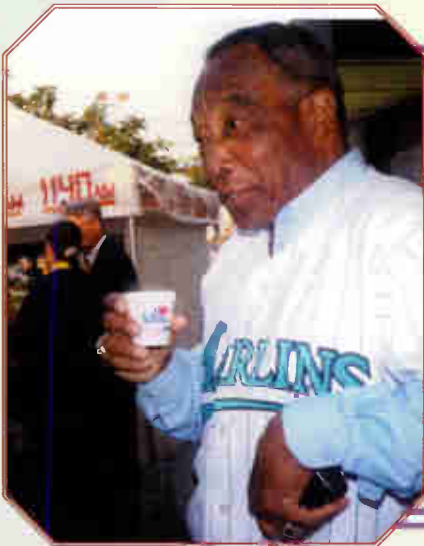
We wish Felix Perez, General Manager, the best luck in all his endeavors in his career and life.





**Three Kings Parade - January 2000**  
 For over 25 years, HBC's four Miami station have kept the Hispanic holiday traditions alive by coordinating and presenting the Three Kings Parade and Festival to the South Florida community.

The tropical mix of Latin rhythms and culture at the Calle Ocho festival has made it one of the most anticipated musical event of the year. This year's acts included Alpha 8, Giselle, Victor Manuelle and many others.



Left: Tony Taylor, Marlins' Trainer "Cafecito con Los Marlins"

It's T.G.I.F. for 1140 AM listeners. Every Friday, it's "Cafecito con los Marlins", when Florida Marlins' players and fans gather at a local restaurant between the hours of 6-8 a.m. Friday "early birds" look forward to talk radio, baseball, paraphernalia, giveaways and a sip of the classic shot of Cuban coffee ("cafecito"). The station launched the first live broadcast "Cafecito con los Marlins" on January 7, 2000.

Bottom: Agustin Acosta (Left) and Lucas Lopez (Right)

On February 14, 2000, HBC announced the new strategy of WRTO 98.3 FM. The station is now recognized as Salsa 98. Along with the new name, comes a new morning show format, "Gozando en La Mañana," which features more music, energetic/humorous disc jockeys and giveaways. Salsa 98 is the one radio station designed specifically for Miami listeners who enjoy Salsa music.



Once again, AMOR 107.5 FM played a prominent role in hosting Sunday on the Mile, a street festival created in 1999 as a new version of the event previously known as Paseo Carnaval. The main corporate sponsor was General Motors and featured artists like Nestor Torres, Pablo Montero, Los Tri-O and others.

**L O S A N G E L E S**



**Monica Taboada, Traffic**



**Alex Vega, Continuity Director**



**Linda Martinsen, NTR Assistant**



**Dalila Ordoñez, Accounts Payable**



**Manuela Guzman, Accounting Assistant**



**Ray Joyner, KSCA Traffic Manager**



Zeke Chaides was also promoted to GSM of La Nueva and the recently-acquired stations, KRCV-FM and KRCD-FM.

Judy Taboada, Accounts Receivable



Gary hires John Ryan, VP, Market Sales Manager, for all stations in LA. He has a solid background in local sales.

**KTNQ-KLVE-KSCA Welcomes Its New Employees**

- Linda Martinsen - NTR Assistant
- Dalila Ordoñez - Accounts Payable
- Manuela Guzman - Accounting Assistant
- Joe Vann - Account Executive
- Manuel Villaseñor - Internet Producer
- Alvaro Gutierrez - On-Air Personality for KRCV/KRCD - FM
- Amalia Gonzales - Program Director for KRCV/KRCD - FM
- Carlos Lopez - Account Executive
- Carmen Gonzales - Executive Assistant to General Manager
- Catherine Buell - Account Executive
- Cinthia Gomez - Account Executive
- Andres Duenas - Account Executive
- Wilfred Sarmiento - Board Operator
- Cynthia Ortiz - National Sales Assistant
- Darrin Sarto - National Sales Manager, KTNQ-FM and KLVE-FM
- Ernesto Diaz - Copywriter
- Evelyn Caballero - Account Executive
- Gabriel Rivas - Sales Assistant
- Beatriz E. Dillon - Account Executive
- Ignacio Sandoval - Board Operator
- Gustavo Sierra - Account Executive
- Jaime Peña - On-Air Personality for KRCD/KRCV - FM
- Laura Fabian - Sales Assistant
- Linda Altus - Account Executive
- Lizette Vasquez - Sales Assistant
- Manny Sepulveda - Production Director
- Olga Franco - Music Research Director
- Norberto Gonzales - Street Team
- Juan Carlos Galvez - Sports DJ
- Fernando Claudio Racedo - Host
- Raul Vale - KTNQ Host
- Isaac Sahagua - Copywriter
- Alma Toleda - Account Executive
- Jim Coronado - Account Executive
- Rodrigo Ochoa - Move to HBCi Internet Leader
- Lillian Cabrera - Receptionist

Jerry Symon will continue as VP, New Business Development Manager.

Lorena Bendiskas - began as Assistant to the GM but has recently been promoted to Sales Promotions Coordinator for HMG

Los Angeles welcomed Gary Stone in the Fall of 1999 who has taken over all our radio stations.

From everyone one here in LA, we regret Houston's loss but await our continuous success here in LA and predict a better future with the new direction that Gary brings.



**L A S V E G A S**



Alejandro Fernandez visits HBC Las Vegas!!!!



Top Right: Traffic Manager, Gloria Salvador



You can't miss La Nueva's "La Troca Loca"!!

Right: Assistant to GM, Gabriela Echevarria - Welcome Gabby!!!!



Bottom Right: Chief Engineer, Gordy Alsum



Above: "El Chiquilin" on-air personality, Jose Elias Cruz  
Right: On-air personality, Salvador Gomez



Dana Demerjian & Zulema Bash



Left: Production Manager, Guillermo Ramirez  
Right: News Director, Oscar Mah





5th Annual Cinco de Mayo Celebration - Free concert in the park where HBC combo and Miller Brewing Co. made a donation of \$6,000 to the Latin Chamber of Commerce Hispanic scholarship fund.



Vic & Guillermo, as you can tell, work great together!!



Top: Victor Carrillo, Sales



Right: Brenda Lane, Sales



Left to Right: Dallas GM, Jose Valle, Operations Mgr., Zulema Bash and Las Vegas GM, Dana Demerjian at HBC Las Vegas, Inc. Station Open House

HBC Las Vegas would like to extend a warm welcome to their new General Manager, Dana Demerjian. Dana is adjusting to the dry heat and retiring his Texas Stetson for a pair of fuzzy dice and poker chips....welcome back to Las Vegas, Dana!!!

HBC Las Vegas would like to welcome the following new employees to its Team 2000:

Brenda Lane - Sales	Eddie Covarrubias - Sales
Victor Carillo - Sales	Elizabeth Urias - Sales
Thomas Chavez - Retail Marketing Director	Alfredo Arias - On-Air Personality
Jose Elias Cruz - On-Air Personality	Ariel Golarte - On-Air Personality
Diego Lopez - Remote Engineer	
Guillermo Ramirez - Production Manager	
Claudia Retana - On-Air Personality	



As we go to press, Estereo Sol is preparing for its signature station event, Festival del Sol. For those not in attendance, a special live webcast will be presented online and concert highlights will also be just a click away throughout the month.

NetMio successfully launched in San Francisco, the heart of the high-tech world, this summer. Already drawing an established online audience, Estereo Sol increased its online presence with the support of NetMio.



This summer, Estereo Sol has been giving away new full-size trucks each month. Listeners who qualify for the monthly giveaways join the entire Estereo Sol air staff at special live broadcasts for the grand prize drawings. Earlier this year, Estereo Sol gave away a trio of new passenger vehicles...what will we give away next? Stay tuned!!!

*With the addition of two new vehicles, "The Sol Patrol" hit the streets this summer. Our five promotional vehicles racked up thousands of miles with countless promotional appearances throughout the San Francisco Bay area...and beyond!!*





**Congratulations to:**

Rafael Novoa was promoted to Retail Marketing Director

Jenny Mendino was promoted to Promotions Assistant

Mike Peto was promoted to Research Director

**September's Fiestas Patrias**

"Festival Puro Mexico" sets the standards for Hispanic events in Phoenix!! The entire staff pitched in and worked tirelessly to produce these events, and the results have been extremely rewarding for both sponsoring clients and listeners.



One of La Nueva's most exciting accomplishments was to have HBC's Superstar Morning Man, Renan Almendarez Coello "El Cucuy de Las Mañanas" Show "Live from Phoenix" host on the eve of "Fiesta del Pueblo" in May. It was the first time ever that the show had left its home studios in Los Angeles; through careful planning and orchestration, the Phoenix staff was able to experience the excitement firsthand and phenomenon of "La Tropa Loca".

**Celebrated Employees**

- Baltazar Rojas, Production Assistant
- Edgar Zambrano, Production Director
- Mike Peto, Research Director
- J.R. Cardenas, Promotion Assistant/Talent
- Patty Rangel, Sales Assistant
- Derrick Zamora-Orozco, Engineering Department

We  
have a proud daddy!! Pablo  
Felix is enjoying his new son, Elias  
Antonio Felix, born July 21, 2000.

# SAN ANTONIO



Sylvia Cuevas, new NTR Asst. Graduated from UTSA with Bachelor of Arts in Comm. & PR. She says she plans to grow in this field.



Asst. Prog. Director, Speedy Petey shares a hug with Norma Perez, Traffic Director Extraordinaire.

Rosanela Ibañez with KROM artist Pedro Fernandez. You go Girl!!!



Lily - KCOR personality. She's done a great job with the program "Chistes y Chacharas".



Maria Elena Sanchez - KROM Board Operator.

Norma Jean Salinas, who has a Bachelor's in Broadcast Journalism from UT Austin, "is doing a great job in the wacky world of radio," says Dan Wilson. She's been Dan's assistant for the past 9 months and she ROCKS!



Carlos Alonzo, recently promoted to Site Manager, says "HBC is a company that strives to excel in superserving the Hispanic community." Felicidades Carlos!!!



Roger Leal was promoted to PD of KROM/KCOR and is very happy to run with the station he grew up listening to. Congrats!!!



Denise Ojeda, encouraging & helpful, is the new receptionist for KXTN/KROM/KCOR.





Ram Herrera & Friends hosted a charity concert at Tejano Texas to benefit the Brown Santa program for the Hispanic Police Officer's Association. Being involved with this program is one way KXTN seeks to give back to the community that has given so much to the station.



The KXTN Tejano Star Theatre draws crowds to the Rodeo! This year, the Rodeo celebrates the year 2000 with a big bang and KXTN brings it all home by doing it Tejano style.



KCOR, KROM & KXTN vans are packed full of goods for Mexico flood victims.



KXTN-KROM-KCOR listeners have hearts as big as Texas, and they prove it by turning out to help their neighbors in need!



KROM personalities and St. Jude volunteers are all smiles for a very worthy cause.

J.D. Gonzalez, Director of Operations, the co-host of The Jon & Bo Show and Jonny Ramirez of the KXTN morning show fame are wildly entertaining at the 19th Annual Hispanic State Fair.



C  
H  
I  
C  
A  
G  
O



Congratulations Jesse!! Jesse, works with WIND & WLXX and was named Salesman of the Year for HBC 1999.



Elisa Alfonso with Padre Marcos from Telemundo.



Sandra Mateo, although not very new, she is new to some of us, so Hi Sandra!



Lorenzo Antonio joins us for our 15th Annual Cinco de Mayo



Jose Santos, Program Director of WIND/WOJO, interviews and welcomes Marco Antonio Solis



La "X" Tropical and the crew celebrating La "X" Tropical Anniversary.



Marilyn Santiago, Program Director for La "X" Tropical, trying to be one the Sparx



Marilyn Santiago, our Program Director for WLXX, with Gilberto Santa Rosa, "El Caballero de la Salsa".



C  
H  
I  
C  
A  
G  
O



WOJO's DJ, Carlos Rojas de Morelos (left) with Champion Race Car Driver, Juan Montoya (middle) and Production Director, Gilberto Gonzales.



A little late but HBC welcomes Ruth Barbosa, WIND's traffic manager, to the Chicago's clan!!!!



John Tondelli, Account Executive for WIND & WLXX, joined our team to sell.....sell....sell!!



El Swing de la Mañana, Cesar Osmar of La "X" Tropical with the MC of MTV Telemundo conducting Chicago's best dance contest.

Juanita Alvarado, joining our sales force with WOJO 105.1 we wish her the best luck!!



La Mafia visits Chicago and WOJO's DJ, Manuel Thompson.



Welcome back Mary. Mary McEvelly Hernandez was an AE for WOJO for many years, left for other adventures and is now back with us for HMG Retail Marketing Director

Patricia Flores, our receptionist, greets everyone with a mile.

# C O R P O R A T E



Yolanda Hathaway, the smiling first impression of HBC. You've got questions, she's got answers!!!



Here is our IT team. Too bad we said goodbye to Christy in September. Keep connected with your IT team.....they keep you connected!



Nancy Bradshaw smiles as she adjusts to the HBC team.



Left to Right: Marisa Flores, Marlene Diaz, Traci Dorman, Carolina Suescun, Carmen Moreno. What a team!!!!

Although not very new to many, they are new to some:

- Jim Webster - Staff Accountant
- Carmen Moreno - Assistant to Marketing/Network
- Brian Mastin - Accounts Payable
- Mary Aleshire - Payroll Manager
- Chris Spetter - Network Administrator
- Beatriz Saldivar - Analyst
- Nancy Bradshaw - HR Executive Admin/ Asst.
- Marisa Flores - Executive Assistant to CFO



Left to Right: Jim Webster, Amy Beesley, Claudia Muñiz, Sylvia Delgado, Holly Veazey, Art Palacios. Although she was here shortly, we will miss Sylvia.



# C O R P O R A T E



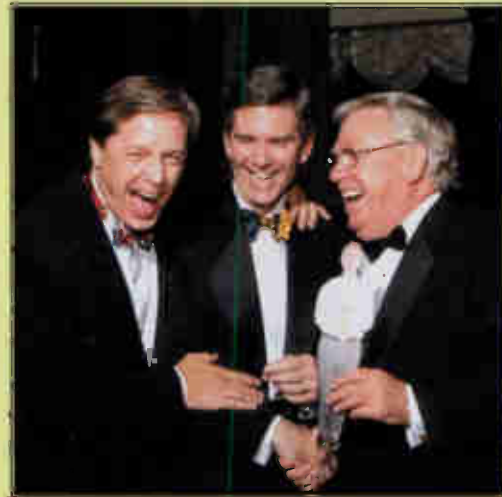
In February, Jesse Cervantes, Salesman of the Year at the Annual Awards Ceremony. Great job!!!



Mac recognizes Arnulfo Ramirez as Program Director of the Year FM Station 1999. Congratulations Arnulfo!!



Hugo de la Cruz, Program Director of the Year AM Station 1999, with Mac. Felicidades Hugo!!!



No need for words.....priceless!!!!



Jeff, Dan & Jack celebrate HBC's move from NASDAQ to NYSE!



The Corporate team at the New York Stock Exchange. What a good looking team!!!



**Power of Houston**

HBC Houston was once again a media sponsor of the annual Power of Houston Skyshow held over the skies of downtown Houston. The whole city stood still as the country's largest laser, light and fireworks display blasted off over the downtown skyline. Music was choreographed and simulcast over KLTN.



**Fiestas Patrias**

The 21st Annual Fiesta Patrias celebration took place at the Astrodome Complex with over 85,000 people attending, 140 vendors, 50 working staff and 10 major sponsors. Fiestas Patrias hosted such acts as Lida Cabazos, Humberto Herrera, Sentidos, Opuestos Yahari, Noeli, Masizzo, El Poder del Norte and many more.



Los Tri-O in their visit to K-LOVE Houston Studios with DJ Reynaldo Perez



We accomplished to unite the INS main directors in Houston, catholic charity's lawyers, Mexican & Honduras consulate's representatives through an immigration forum. KLAT's "Lacho y Carlos Show" broadcasted live this Immigration Forum.



KLAT hosted a Blood Drive that attracted over 100 donors in 6 hours. Several employees participated as well as our audience.



During the NAB Convention in September 1999 KLTN walked away with the prestigious NAB Marconi Awards as the Best Hispanic Radio Station IN THE COUNTRY. Many radio stations only dream of being nominated for a Marconi. KLTN was nominated numerous times during the past ten years...AND...this marks the second time that KLTN won the Marconi Award!!!!



The entire staff, including some former employees and very close clients, gathered to bid farewell to Gary and Claudia Stone. Some comments from Houston...."L.A. is a lucky city to have such a great person working there....",..."I'll miss his guitar playing and singing at company parties"...

We have 3 new family members!!!!

Cesar Rincon, Production Director is a new dad to Alexandra Rincon weighing 7.5 oz. December 18th.

Kim Guerrero, National Sales Manager, gave birth to a Jack Christopher weighing 6.4 oz January 12th.

Efrain Sanchez, Business Manager, became a new grandfather to Juliet Nicole weighing 7.12 oz January 11th.



The HBC Houston's staff celebrated the most successful month in sales and they were recognized for their hard effort and work through an employee party at Six Flags Astroworld. Mark Masepohl was also recognized for his dedication and hard work by his employees.

HBC Houston would like to welcome:

New Promotions Technicians:

- Alejandro Suazo
- Abraham Perez
- Jorge Garcia
- Maria Auxi
- Marlon Romero
- Joe Ureste
- Rafael Rodriguez

The Sales Department:

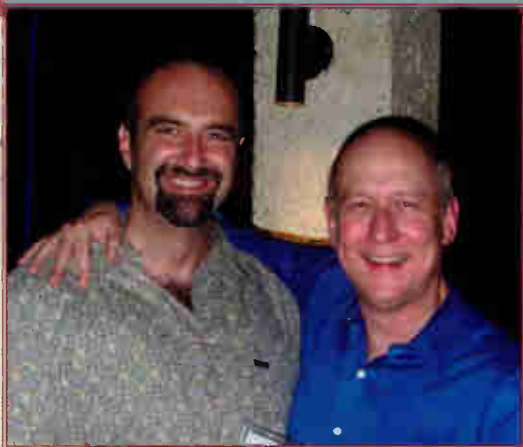
Lisa Olsen was promoted to Retail Marketing Director

The following are new account managers :

- Eduardo Garcia
- Francisco Arras
- Debra Donner
- Linda Ware
- Joel Hernandez
- Brandon Stone
- Tandy Ingro - Nt'l Account Manager
- Adriana Desousa - new sales assistant

Engineering Department:

Michael Todd



Left: Mark Masepohl  
Right: Gary Stone

Mark Masepohl, General Sales Manager was promoted to VP, GM of KLAT, KLTN, KOVE & KRTX in Houston. Mark has an extensive 16-year background in radio serving as a GSM, LSM, Regional

Sales Mgr. ans SNM for various radio stations. The entire staff in Houston is very happy to have him as their new GM. Congratulations from all your staff Mark!

S A N D I E G O



**Festival del Grito**

Festival del Grito attracted tens of thousands of people to a day filled with cultural pride and family entertainment. Noelia, La Original Banda Limon, Iridian, Banda Zeta, Arkangel R-15, Priscilla y sus Balas de Plata were part of a stellar line-up. Charlie Zaa closed our spectacular parade of stars.



KLQV  
102.9 FM  
LOVE "El  
Coranzito"  
Mascot



KLNV La Nueva 106.5  
FM "La Loteria 106"  
Station Promotion  
\$10,000 Giveaway



KLQV & KLN V Arbitron's  
Spring Book '00 Rating



Jose "El Gallo" Gadea,  
Programming Director  
for KLN V-La Nueva  
106.5 in the company of  
Vicente Fernandez.





# Celebramos al ritmo de nuestras estrellas.

Celebramos el triunfo de nuestras  
estrellas al ritmo contagioso de su  
música. *Hispanic Broadcasting* se  
enorgullece de estar asociado con  
la *Academia Latina de la Grabación*  
para transmitir en vivo y en directo  
la entrega de los  
**PREMIOS  
GRAMMY®  
LATINO.**

**HBC**  
HISPANIC BROADCASTING COMPANY  
HBCMIS.COM





*We would like to congratulate Vicky Gomez! Vicky brought Gabriela Gomez into the world September 26th, 2000 weighing 7 lbs. We look forward to seeing you soon!!!*



Bobby Pulido with KGBT and KIWW winners of the "Lunch with Bobby" promotion.

David Olivares entertains the early crowd at Hispanic Fest 2000. Believe it or not, that crowd almost tripled by days end.



No, he's not choking. Ramon Ayala (left) fixes his headphones during the two-day Radiothon with Joe Morales, General Manager for McAllen.



St. Jude's Radiothon

KGBT/KIWW/1530 staff members celebrate the successful event.



Grand opening of a new Burger King in Brownsville. Fans waited in line for hours to receive an autograph from KGBT/KIWW artist, Bobby Pulido.



Sol Communications sold 350 phones in a two-hour span thanks to KGBT, La Nueva 98.5

We would like to welcome two new personalities to the HBC-family. Jorge Guillen, "El Compadre del Valle", is the new morning DJ for KGBT 98.5. AC Cruz is the new morning show host on KIWW 96.1 FM. Bienvenidos y mucha suerte!!!!

EL PASO



KAMA DH  
Leo Lugo  
and KAMA  
PD Pete  
Skaggs  
with Tejano  
Band  
Jaime de  
Anda y Los  
Chamacos



Que Buena KBNA DJ, Diana Solis with  
"Sexiest Man Alive", Carlos Ponce



Que Buena - KBNA Receptionist,  
Amada Robles with El Padrisimo  
"Que Padre" Padre Alberta



Que Buena - KBNA - Account Executive, Bea Lich  
with La Banda Del Recodo



News  
Director,  
Teresa De  
La Cruz  
with Ari  
Telch  
from the  
soap  
opera,  
"Mirada  
de Mujer"



El Paso is Styling and Profiling New Staff  
Shirts



KAMA PD, Pete Skaggs with  
Emilio Navaira and Raulito Navaira



E  
L  
P  
A  
S  
O



Carla Hernandez - KBNA & KAMA AM Intern



"El Charro Cantor", Jose Luis Garcia interviews the famous singer, Nydia Rojas



Que Buena - KBNA Afternoon DJ, Joge Chaparro & Production Director, Fernando Rubio at the Second Annual Charreado during Cinco de Mayo



Client and Listener Mixer at Aceitunas (left to right) KBNA PD, Mario Castillo - KXTN General Manager, Dan Wilson - KBNA AM/FM & KAMA AM General Manager, Kathy Clark - DMP, Lazaro Megret - Desert Eagle Distributor, Mando Macias - "El Charro Cantor", Jose Luis Garcia



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 Hispánica en los mercados Hispánicos 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.

Editor/Production:  
Carmen C. Moreno

Contributing Editors:  
Kelly Jones - Dallas  
Juan Carlos Hinojosa - McAllen  
Amanda Vargas - Houston  
Danielle Bianchi - San Francisco  
Zulema Bash - Las Vegas  
Norma Jean Salinas - San Antonio  
Lesley Vasquez - New York  
Nate Mendez - San Diego  
Esther Becerra - El Paso  
Liz Reissig - Phoenix  
Alicia Chavarria - Chicago  
Nelson Albareda - Miami  
Charles Willson - Los Angeles