

COMMUNICATOR

QUARTERLY

TICHENOR MEDIA SYSTEM

WINTER 1991

SALES PERSON OF 1990 NAMED

Tichenor Spanish Radio announced that the Sales Person of the Year was Irma Muñoz, Account Executive at WOJO. Born in Jalisco, Mexico, Irma moved to Chicago at the age of thirteen. Before joining the WOJO Sales Team, Irma was Assistant to the General Manager at sister station WIND. During her tenure as Assistant to the General Manager, Irma thoroughly learned the radio industry and fostered a love for radio sales. She assisted WIND's Sales Department with advertising proposals and felt that after five years of putting together media packages she would like to sell the packages. According to WOJO General Sales Manager Mike O'Shea, "Irma has the right combination to excel in sales - aggressiveness and a charismatic personality. This has proven to be a winning combination." The #1 Account Executive at WOJO, Irma eclipsed

her 1990 projections by 37% and maintained the lowest 60+ day accounts receivable.



IRMA MUÑOZ

Tichenor Spanish Radio anunció que Irma Muñoz, Ejecutiva de Cuentas de WOJO, fue nombrada Vendedora del Año para 1990. Nacida en Jalisco, México, Irma se trasladó a Chicago a la edad de 13 años. Antes de ingresar al

Equipo de Ventas de WOJO, Irma era la Asistente del Gerente General de la filial WIND. Durante el desempeño de su trabajo como Asistente del Gerente General, Irma aprendió a fondo la industria de la radio y desarrolló gran interés en las ventas de radio. Ella ayudaba al Departamento de Ventas de WIND a preparar propuestas de publicidad y sintió que después de idear y crear paquetes de medios, le gustaría ir a venderlos. Mike O'Shea, Gerente General de Ventas de WOJO, comentó: "Irma tiene la combinación perfecta para destacar en ventas: agresividad y una personalidad carismática. Esto ha resultado ser una combinación ganadora". Como Ejecutiva de Cuentas #1 de WOJO, Irma sobrepasó en un 37% sus proyecciones y mantuvo el nivel más bajo en cuentas por cobrar de 60+ días.

TMS ACTION NEWS TEAM CORRESPONDENT MARIANO GARCIA REPORTS ON PRESIDENTS' MEETING IN MONTERREY, MEXICO



MARIANO GARCIA

Action News Team Reporter Mariano García traveled to Monterrey, Mexico, November 25-27 to report on the President's trip. The Monterrey Summit was the beginning of a new age of cooperation between the United States and Mexico. President Salinas de Gortari took this opportunity to show President

Bush and his guests his home town. Robert Mosbacher, Secretary of Commerce; Senator Lloyd Bentsen of Texas; and Bob Crandall, President of American Airlines were some of the guests that attended the Summit with President Bush. These preliminary talks regarding

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WHAT'S NEWS

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the Free Trade Agreement preceded formal negotiations scheduled for April which will include Canada.

Mariano García, Reportero del Noticiero en Acción (Action News Team), estuvo en Monterrey, México del 25 al

27 de noviembre para reportar sobre el viaje del Presidente. La reunión en Monterrey fue el inicio de una nueva era de cooperación entre los Estados Unidos y México. El Presidente Salinas de Gortari aprovechó la oportunidad para mostrar su ciudad natal al Presidente Bush y a sus invitados. El Secretario de Comercio, Robert Mosbacher, el Senador Lloyd Bentsen

de Texas y Bob Crandall, Presidente de American Airlines, estuvieron entre los invitados que asistieron a la reunión con el Presidente Bush. Estas pláticas preliminares, relacionadas con el Acuerdo de Libre Comercio, son el precedente de las negociaciones formales que se han programado para el mes de Abril y en las cuales se incluirá al Canadá.

MANAGERS SELECT SALES PERSONS OF THE QUARTER



JUAN MENDEZ
KCOR

Juan produced 4 new accounts, exceeded his projections by 39%, and maintained his 60+ day accounts receivable under 5%.



MARIA ZEPEDA
KGBT

María landed 5 new accounts and averaged 4% on her 60+ day accounts receivable. María also surpassed her fourth quarter projections by 43%.



ENRIQUE "HENRY" GARCIA
KUNO

Henry generated 19 new accounts and bettered his sales goals by 1%.



AMINTA FLORES
KIWW

Passing her fourth quarter projections by 2.3%, Aminta placed 21 new accounts with KIWW and preserved a 6.7% 60+ day accounts receivable.



COURT STROUD
KLAT

Court solicited 7 new accounts for KLAT, had a 2% average 60+ day accounts receivable, and passed his sales projections by 15%.



LYNDORA VALDEZ
KBNA

Obtaining 6 new accounts, Lyndora beat her projection for the fourth quarter by 2%.



EFRAIM LOPEZ
WOJO

Efraim topped his fourth quarter goal by 42%, enlisted 12 new accounts for WOJO, and managed to preserve his 60+ day accounts receivable at 25%.



IVETTE SANGULY
WQBA AM

Ivette achieved 13% above her goal, generated 9 new accounts for WQBA AM, and averaged 4% on her 60+ day accounts receivable.



MIGUEL FRANCO
WIND

Eclipsing his fourth quarter goal by 45%, Miguel gained 18 new accounts and had no outstanding accounts receivable for 60+ days.



MARIA NUÑEZ
WADO

María solicited 11 new accounts, sustained a 32% average on her 60+ day accounts receivable, and passed her goal by 46%.



BRIAN BARBER
WQBA FM

Brian passed his fourth quarter goal by 8%, and he acquired 4 new accounts for WQBA-FM. His 60+ day accounts receivable averaged 8%.

Engineering News

The last quarter of 1990 was a busy time for the TMS stations' engineering departments. Seasonal remotes and special promotions kept everyone working long hours.

KCOR installed a PLEXAR phone system which is a system designed to lower direct incoming calls through the operator. Instead of incoming calls going through the operator, the calls go directly to individual extensions therefore lowering the number of calls the receptionist must handle. The system can be controlled from more than one location so that backup receptionists do not have to be displaced. After a transition period, the system will operate with fewer main lines saving in operating costs.

Mr. Marvin Fiedler, TMS's Director of Engineering, received a PROFESSIONAL Certificate from the Society of Broadcast Engineers in recognition of his more than forty years of experience in broadcasting.

KBNA AM & FM now have two radio equipped vehicles. A Marti RPT-30 transmitter has been added to the stations' Blazer which makes it easier to transmit when the stations have back-to-back remotes. A new computer has been added to the sales office to assist account executives with sales presentations.

WOJO in Chicago is playing all its music from digital sources. Chief Engineer Don Jeffers reports a "significant improvement of everything on the air." WOJO has been using compact discs on the air for several years and has added the R-Dat (rotating head digital audio tape) this fall. Each R-Dat cassette holds about twenty songs. Quality is excellent and does not deteriorate as it does with carts and phonograph disks.

El último trimestre de 1990 fue de mucha actividad para los departamentos de ingeniería de TMS. Los controles remotos de la temporada y las promociones especiales, tuvieron a todos trabajando muchas horas.

KCOR instaló el sistema telefónico PLEXAR, un sistema diseñado para reducir el número de llamadas que entran a través de la operadora del conmutador. En lugar de que las llamadas lleguen a la operadora, éstas van directamente a

las extensiones individuales. Esto permite que cada extensión reciba sus llamadas y por lo tanto reduce el número de llamadas que la recepcionista tiene que contestar. El sistema puede controlarse desde más de una localidad, de tal manera que las recepcionistas suplentes no tienen que desplazarse. Después de un período de transición, el sistema operará con menos líneas directas, ahorrando costos de operación.

El Sr. Marvin Fiedler, Director de Ingeniería de TMS, recibió un CERTIFICADO DE PROFESIONALISMO de la Sociedad de Ingenieros de la Radiodifusión en reconocimiento de más de 40 años en la industria.

KBNA AM & FM tienen ahora dos vehículos equipados con radio. Un transmisor Marti RPT-30 ha sido instalado en el Blazer de las estaciones.

Esto facilita la transmisión cuando las estaciones cubren controles remotos simultáneamente. Una nueva computadora ha sido asignada a la oficina de ventas para ayudar a los Ejecutivos de Cuentas en sus presentaciones de Ventas.

En Chicago, WOJO está transmitiendo toda su música de cintas de sonido digitales. El Jefe de Ingeniería Don Jeffers, reporta "hay una mejor sustancial en todas las transmisiones". WOJO había estado transmitiendo con discos compactos por varios años y este otoño incorporó el uso de R-Dat (cinta de sonido digital). Cada casete R-Dat contiene aproximadamente 20 canciones. La calidad es excelente y no se deteriora como sucede con los cartuchos o con los discos L.P.

WADO NEWS



Dr. Orlando García, Program Host of "WADO a tu lado," is surrounded by eighth grade students of Public School I 184/Rafael Cordero in the South Bronx, the only bilingual junior high school in New York City. The school has been adopted by WADO.



WADO and American Airlines Float during the Hispanic American Day Parade held October 28.



WADO Senior Vice President and General Manager Herb Levin with Mayor of the City of New York David Dinkins during the Mayor's visit to WADO's studios.

Thanks to the efforts of Radio WADO and its listeners, hundreds of thousands of our soldiers stationed in Saudi Arabia during the holiday season received a huge Christmas card created by the renowned artist Pablo Carreño. The Christmas card expressed everyone's support and wishes for a safe and early return. Hispanic New Yorkers signed the card, and WADO sent the card with the assistance of Congressman José Serrano ensuring a delivery on Christmas Eve.

Gracias a los esfuerzos de Radio WADO y de sus radioescuchas, cientos de miles de soldados Norteamericanos de origen Hispano situados en Arabia Saudita recibieron, durante las fiestas navideñas, una gigantesca tarjeta de navidad diseñada por el reconocido artista Pablo Carreño. La tarjeta de navidad expresaba el apoyo y los deseos de todos por un rápido y salvo regreso. Los residentes Hispanos de Nueva York firmaron la tarjeta y WADO la envió con la ayuda del Congresista José Serrano para asegurar su entrega en la víspera de Navidad.



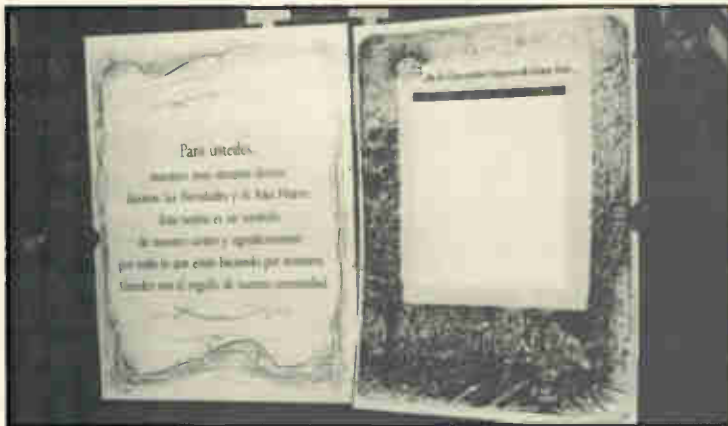
Herb Levin, General Manager of WADO, announced "Operation Christmas Card" at the Kingsbride Armory with the cooperation of Congressman José Serrano and Colonel Beck of the New York National Guard, Rainbow Division.



WADO General Manager Herb Levin, Congressman José Serrano, and artist of "Operation Christmas Card" Pablo Carreño shown with the card.



Shown left to right are: Robinson Advertising Agency Representative Arnold Rivera, Banco Popular Branch Manager Angel Blanco, WADO Account Executive Wanda Mercado, and WADO Traffic Oscar Serra at Banco Popular Branch which sponsored a card signing remote.



WADO's Christmas card to the Hispanics serving their country in operation "Desert Shield."



Sergeant de Jesús, who has a brother serving in "Operation Desert Shield," signing the Christmas card.

His Eminence John J. Cardinal O'Connor blessing the Christmas card at St. Patrick's Cathedral.



Shown left to right: Senior Vice President and General Manager of WADO Herb Levin, WADO Traffic Oscar Serra, Congressman José Serrano, WADO Promotions/Public Relations Director Aimée Sanmartin, WADO General Sales Manager Jack Mardach, and Artist Pablo Carreño.



Banco Popular Branch Manager Angel Blanco signing the Christmas card.

WADO CELEBRATES CHRISTMAS



Mark Blank, President of Radio WADO, Inc.; Congressman José Serrano; McHenry T. Tichenor, Jr., President of Tichenor Media System, Inc.; and Herb Levin, Senior Vice President and General Manager.



Maribel Rojas, WADO Receptionist; Elba Rojas; Karen Cole, WADO Account Executive; Wanda Mercado, WADO Account Executive; Diana Santos, WADO Sales Assistant; Mrs. Norma Levin; Vilma Sanchez, WADO Account Executive; Lucy Martin, WADO Traffic Department; Aimée Sanmartin, WADO Promotions/Public Relations Director; and Alicia Levano, WADO Executive Assistant.

KUNO RADIO NEWS

KUNO sponsored its annual Halloween Night with several hundred boys and girls attending the event which featured a haunted house and lots of candy and prizes.

KUNO patrocinó su Noche de "Halloween" anual a la que asistieron varios cientos de niños y niñas. El evento tuvo como atracción principal una casa embrujada y la repartición de dulces y premios.

KUNO published its first edition of La Voz Latina de KUNO Radio, a special interest newspaper which is published semi-monthly. The publication is free and is projected to have a circulation of 5,000.

KUNO publicó su primera edición de La Voz Latina de KUNO Radio, un periódico de especial interés que se publicará dos veces al mes. El periódico

es gratuito y se proyecta que tendrá una circulación de 5,000 ejemplares.

KUNO and Eckerds co-sponsored the Epiphany Celebration of the Three Wise Men on Sunday, January 6, with an reenactment of the celebration and a Mass for the soldiers in Saudi Arabia. After the ceremonies, over 800 gifts were distributed to the children present.

KUNO y Eckerds co-patrocinaron la Celebración de la Epifanía de los Tres Reyes Magos el domingo 6 de Enero con una recreación de esta celebración y una Misa para los soldados en Arabia Saudita. Después de las ceremonias se obsequiaron más de 800 regalos a los niños presentes.

KUNO welcomed back Diana Muñoz as Traffic Director. Diana was at KUNO until January 1989 when her husband



DIANA MUÑOZ

was transferred to Virginia. While in Virginia, Diana worked at a television station as a Sales Assistant.

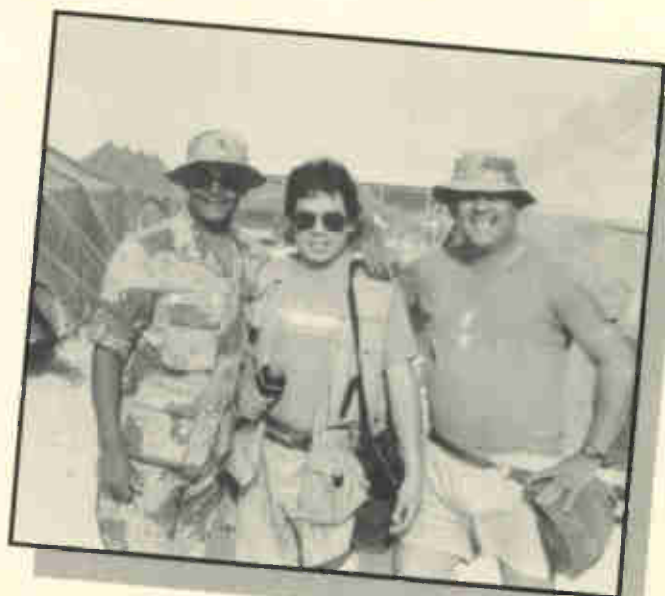
KUNO dió la bienvenida a Diana Muñoz quien regresa como Directora de Tráfico. Diana estuvo en KUNO hasta enero de 1989, cuando su esposo fue trasladado a Virginia. Mientras estuvo en Virginia, Diana trabajó en una estación de televisión como Asistente de Ventas.

KCOR NEWS

Ramiro Sánchez Córdoba, News Director of Action News Team, left for Saudi Arabia on November 23, 1990, for a brief tour with Operation Desert Shield. During his 72-hour visit, Ramiro reported live news feeds to all our stations. He interviewed Spanish speaking personnel not only from San Antonio, but also from Panama and Puerto Rico. "Approximately 36% of the American troops were Hispanic," commented Ramiro.

Ramiro Sánchez Córdoba, Director de Noticias del Equipo de Acción de Noticias, partió para Arabia Saudita el 23 de Noviembre de 1990, para hacer un breve recorrido con La Operación Escudo del Desierto. (Operation Desert Shield). Durante su visita de 72 horas,

Ramiro reportó en vivo a todas nuestras emisoras. Entrevistó a personal de habla hispana, no sólo de San Antonio, sino también de otras partes como Panamá y Puerto Rico. "Aproximadamente 36% de las tropas Americanas son Hispanos", comentó Ramiro.



Ramiro Córdoba with relatives of KCOR listeners stationed in Saudi Arabia.

Agustin García was the recipient of the Hidalgo Award for the month of September. A World War II veteran, Mr. García received the Purple Heart and retired from the Air Force. A resident of the Prospect Hill neighborhood for over 40 years, Mr. García has been the president of both the Prospect Hill Neighborhood Association and the Westside Neighborhood Advisory Council. Mr. García is well known in the community as someone who is concerned with as well as active in the improvement of the neighborhood. Other organizations that Mr. García has been involved with include the National Housing Society (NHS) as a founding member and the Mexican American Unity Council (MAUC) as a member of the board of directors.

Gloves' Double G Committee and has successfully recruited committee members. Mr. Sierra's most important contri-

of Directors of the Bexar County Women's Center, the Southwest Craft Center, and the Symphony League. In addition, Mrs. García served as President of the San Antonio Bar Auxiliary, President of the San Antonio Bar Auxiliary Foundation, and was one of the founders and past Presidents of the Alamo Area Mediators Association. She has taught English as a Second Language courses and presently is a Board member and Treasurer of the Texas Lawyers Auxiliary. As a volunteer of the Bexar County Mediation Center, Mrs. García's greatest contribution has been her sincere and dedicated commitment to serve the Hispanic community. She has conducted Spanish speaking intakes and mediation, translated many of the Center's



Hidalgo Award recipients for the months of September, October, and November: Frank Cortez, Community Relations Director; Agustin García, recipient; Ruth García, recipient; Francisco Sierra, recipient; and Jimmy Jimenez, KCOR General Manager.

Agustin García fue el ganador del "Hidalgo Award" del mes de septiembre. El Sr. García, veterano de la II Guerra Mundial, fue condecorado con el corazón Púrpura y se retiró de la Base de la Fuerza Aérea Kelly. El Sr. García ha vivido en el área de Prospect Hill por más de 40 años y ha sido Presidente de la Asociación de Residentes de Prospect Hill y del Consejo Asesor del Area del Westside. El Sr. García es muy conocido en la comunidad como una persona que se preocupa y que trabaja para mejorar su área. Otras organizaciones en las cuales el Sr. García se ha involucrado incluyen, La Sociedad Nacional Hispana, (NHS) y la M.A.V.C. como socio fundador y miembro de la mesa directiva.

KCOR awarded Francisco Sierra the Hidalgo Award in October of this year. Mr. Sierra is the principal of Baskin Elementary School and has been involved in education as teacher and administrator for a number of years. As a member of the Boys and Girls Club Board of Advisors for the past seven years, Mr. Sierra has sponsored watermelon eating contests and the Club's Annual Steak and Burger Dinner and donated fruit baskets and flowers. In addition, he is also a founder and member of the San Antonio Regional Golden

contribution has been as a four-year sponsor of the Club's academic achievement program "w-a-y to go!", which rewards children for improving their grades.

KCOR otorgó a Francisco Sierra el "Hidalgo Award" de octubre. El Sr. Sierra es el Director de la Escuela Elemental Baskin y se ha dedicado a la educación habiendo sido Maestro y Administrador durante muchos años. Como miembro de la Mesa del Consejo del Club Infantil por los últimos siete años, el Sr. Sierra ha patrocinado concursos infantiles de comer sandía, ha donado canastas de frutas y de flores y ha patrocinado la Cena Anual del Club de Hamburguesas y Filetes. Además, es fundador y miembro del "San Antonio Regional Golden Gloves' Double G Committee" donde con gran éxito ha reclutado miembros para el comité. La contribución más significativa del Sr. García, ha sido como patrocinador durante cuatro años del Programa de Aprovechamiento Académico "w-a-y to go!", que premia a los niños que mejoran sus calificaciones.

Ruth García received the Hidalgo Award for the month of November. A native of San Antonio, Mrs. García attended local schools and had a successful career as a legal secretary. Since her retirement, she has served on the Board

forms, and appeared as a guest on local radio and television programs promoting the Center.

Ruth García recibió el "Hidalgo Award" del mes de noviembre. Originaria de San Antonio, la señora García asistió a escuelas locales y ha tenido una exitosa carrera como Secretaria Legal. Desde que se retiró, ha ayudado en la Mesa Directiva del Centro de Mujeres del Condado de Bexar, el Centro de Artesanías del Suroeste y la Liga de la Sinfónica. Además, la Sra. García fue Presidente de la Barra Auxiliar de Abogados de San Antonio, Presidente de la Fundación de la Barra Auxiliar de San Antonio y Presidente y una de las fundadoras de la Asociación de Mediadores del Area del Alamo. Ha impartido cursos de Inglés como segundo idioma y actualmente es Miembro y Tesorera del Consejo Auxiliar de Abogados de Texas. Como voluntaria del Centro de Mediación, la mayor contribución de la Sra. García ha sido su compromiso sincero y dedicado al servicio de la Comunidad Hispana. Ella ha dirigido y mediado casos en español, ha traducido muchas de las formas del Centro y ha sido invitada a programas locales de radio y televisión para promover el Centro.

WQBA AM AND SUPER Q NEWS

Lucy Pereda, a well-known international television show personality, joined WQBA as hostess of her new program "El Show de Lucy Pereda" which airs live Monday through Friday for one hour beginning at two o'clock. WQBA celebrated Lucy's joining its staff with a luncheon at Victor's Cafe in Miami.

Lucy Pereda, la internacionalmente conocida anfitriona de la televisión, ingresó a WQBA con su nuevo programa "El Show de Lucy Pereda" que se transmite en vivo de lunes a viernes durante una hora a partir de las dos de la tarde. WQBA celebró el ingreso de Lucy a la organización, con un almuerzo en el Victor's Cafe de Miami.



Standing are: WQBA AM/FM Station Manager Julio Méndez and WQBA News Director Tomás García Fusté. Seated are: WQBA AM/FM Manager Sales Development Lazaro Megret, Lucy Pereda, and WQBA AM/FM General Manager Warren Tichenor.

Radio station WQBA and its clients donated Thanksgiving dinners for 500 low income families. These families were parishioners of the St. Robert Bellarmine Church located on the north-west side of Miami. Each family received two bags of groceries.

La radioemisora WQBA y sus clientes donaron cenas de "Thanksgiving" para más de 500 familias de bajos recursos. Estas familias son feligreses de la iglesia de St. Robert Bellarmine situada en el lado noroeste de Miami. Cada familia recibió dos bolsas de comestibles.





Betty Díaz of WQBA Promotions Department giving Mrs. Carmen Leyva the keys to her beautiful Chrysler New Yorker.

WQBA "La Cubanísima" ended its "Escuche y Gane" contest with the awarding of a 1990 Chrysler New Yorker to Mrs. Carmen Leyva. The contest began in October and ended in December and gave away five automobiles and more than \$100,000 in cash and prizes.

WQBA, "La Cubanísima" finalizó su concurso "Escuche y Gane" con la entrega del premio de un Chrysler New Yorker 1990 a la Sra. Carmen Leyva. El concurso empezó en octubre y terminó en diciembre otorgándose más de \$100,000 entre premios, efectivo y cinco automóviles.

WQBA News Reporter Tatiana Bello reporting Queen Maline Limia's first interview.



More than 200 children between the ages of 5 and 10 competed for the title of King and Queen of The Three Kings' Parade and participated in the Parade which is an annual event held by WQBA for the past 20 years. The promotion was sponsored by Nestor Cabel and Neida Leal. Several Miamian television and radio personalities were judges including Artistic Reporter from Channel 23 Mauricio Zelic, Channel 51 News Reporter Leticia Callava, Miami Herald Humor Director George Childs, and Spanish singer Tomás de San Julián. Mayline Limia, age 9, and Simón Hernandez, age 5, were the winners this year. Each winner won a bicycle and a trip to Walt Disney World for his family.

Más de 200 niños entre las edades de 5 y 10 años compitieron por el título de Rey y Reina del desfile de los Tres Reyes Magos, un evento anual que WQBA ha venido organizando por los últimos 20 años. La promoción fue patrocinada por Nestor Cabel y Neida Leal. Varias personalidades de la radio y de la televisión de Miami actuaron como jueces, incluyendo al Reportero Artístico del canal 23, Mauricio Zelic, a la Reportera de Noticias del canal 51, Leticia Callava, al Columnista Humorístico del Miami Herald, George Childs y al cantante Español Tomás de San Julián. Este año los ganadores fueron Mayline Limia de 9 años y Simón Hernández de 5 años. Cada ganador recibió una bicicleta y un viaje para su familia a Walt Disney World.

King Simón Hernandez and Queen Mayline Limia of The Three Kings' Parade.



KLAT NEWS



Dr. Ana Lucina García Maldonado, a member of the Venezuelan Congress, was interviewed by Dr. Arturo Sánchez, KLAT Director of Public Affairs, during her visit to Houston. Dr. Maldonado was invited to Houston by the University of St. Thomas. Pictured are the Honorable Violeta Matos, Consul General of Venezuela; Dr. Ana Lucina García Maldonado, member of the Venezuelan Congress; and Dr. Arturo Sánchez, KLAT Director of Public Affairs.

The Mexican Ambassador to the United States, Gustavo Petricioli, was in Houston for the opening of the new Mexican Consulate. KLAT News Director Mariano García interviewed his Excellency Gustavo Petricioli during his visit to Houston.



KLAT News Director Mariano García interviewed Vice President of El Salvador Francisco Merino Lopez while KLAT News Announcer Armando Salazar watched.



KLAT News Announcer Armando Salazar was recognized for his work in broadcasting and as a distinguished member of the Salvadoran community. Armando received the prestigious award during an event presided by the Honorable Francisco Merino Lopez, Vice President of El Salvador.

Cristina Saralegui, the famous star of the nationally aired Hispanic talk show "Cristina," visited radio station KLAT. The Institute of Hispanic Culture invited Cristina to Houston to participate in the "Día de la Hispanidad/Día de la Raza Festival" and while in Houston Cristina was interviewed by Elsa García. Cristina and KLAT Announcer and Program Host Elsa García.



KLAT, its staff, and clients celebrated Christmas with a party at Leo's Restaurant. Over 100 clients attended and enjoyed a Mexican buffet dinner, music, drinks, and door prizes.

On Saturday, December 22, KLAT conducted "Operación Juguetes," a traditional event which started over ten years ago and was coordinated by Dr. Arturo Sánchez, KLAT Director of Public Affairs. More than 500 children enjoyed a free movie, cookies donated by Gamesa, and toys contributed by KLAT. Pictured left to right are: Guadalupe Salgado receiving a radio and cassette player from Antonio Hernández, KLAT Announcer; Mr. Albert Zarzana, owner of the Garden Oaks Theater; and Luis Contreras, "El chico mil diez."



AstroWorld

invited KLAT to sponsor and decorate a Christmas tree to be displayed throughout the holidays in the Park at Astroworld. KLAT Account Executives Suzanne Mosqueda, Susan House, Court Stroud, and Joe Pérez decorated a seven-foot tree with jalapeño lights and musical and clef note decorations. The top of the tree was adorned with a handmade straw star.

Astroworld invitó a KLAT a patrocinar y decorar el árbol de Navidad que se exhibió durante las fiestas en el Parque del Astroworld. Los ejecutivos de cuenta de KLAT, Suzanne Mosqueda, Susan House, Court Stroud y Joe Perez decoraron el árbol de 7 pies con luces en forma de jalapeños y decoraciones de notas y claves musicales. La punta del árbol se adornó con una estrella de paja hecha a mano.



JACQUELINE JONES

Jacqueline Jones joined the KLAT sales team as Account Executive. Jacqueline worked for The Pocket Book Company selling direct mail coupons. She attended the University of Houston and majored in radio, television, and film.

Jacqueline Jones se incorporó al equipo de ventas de KLAT como Ejecutiva de Cuentas. Jacqueline trabajó para "The Pocket Book Company" vendiendo cupones para correo directo. Ella asistió a la Universidad de Houston de donde se graduó en radio, cine y televisión.



MANUEL CARDONA

Originally a part-time Announcer for KLAT, Manuel Cardona left to work as an Account Executive in the television industry before rejoining KLAT as an Account Executive.

Originalmente Locutor de tiempo parcial de KLAT, Manuel Cardona se fue a trabajar como Ejecutivo de Cuenta en la industria de la televisión antes de unirse nuevamente a KLAT como Ejecutivo de Cuentas.

WIND celebrated its fifth year on the air with an Anniversary Dance on December 8 at the Aragon Ballroom. This gala celebration, sponsored by Old Style Beer, American Airlines, Great Northern Insurance, Mundo Musical Records, and Lindo México Restaurants, included dancing to the music of "La Revolución de Emiliano Zapata," Eliseo Robles, "Los Pumas de Jalisco," and "La Pandilla."

WIND celebró sus quinto años de transmisiones el 8 de diciembre con un Baile de Aniversario en el Salón Aragon. Esta celebración de Gala, patrocinada por la cerveza Old Style, American Airlines, Great Northern Insurance, Mundo Musical Records y los Restaurantes Lindo México, incluyó baile con la música de La Revolución de Emiliano Zapata, Eliseo Robles, Los Pumas de Jalisco y La Pandilla.

The fifth annual food drive was held by WOJO and Mancari Car Group. From November 12-17, WOJO personnel and community volunteers collected thousands of dollars in food donations to be distributed during the holiday season by Our Lady of Guadalupe Church and by St. Mark's Church. Local retailers and WOJO listeners were among the many who donated food and toys. Volunteers from both parishes and from Olive Harvey College were present to lend a hand in the food distribution.

La quinta colecta anual de comestibles de WOJO y el Grupo Mancari Car, se llevó a cabo del 12 al 17 de noviembre. Personal de WOJO y voluntarios de la comunidad recaudaron miles de dólares en donaciones de comestibles para ser distribuidos durante la temporada de fiestas por la iglesia de Nuestra Señora de Guadalupe y por la iglesia de St. Mark. Comerciantes locales y radio-escuchas de WOJO estuvieron entre los muchos que donaron comestibles y juguetes. Voluntarios de las dos parroquias y del Olive Harvey College estuvieron presentes para ayudar en la distribución de los comestibles.

WIND, Equal Brand Sweetener, and St. Cabrini Hospital celebrated Na-

tional Diabetes Month in November. Statistics show that Hispanics are three times more likely than non-Hispanics to develop diabetes. Most cases of diabetes are hereditary, but diet also has a serious effect. Because of this alarming statistic, WIND hosted a series of remotes at different Dominicks Food Store locations informing the Hispanic public about diabetes.

WIND, Equal Brand Sweetener y St Cabrini Hospital, celebraron el Mes Nacional de la Diabetes en noviembre. Las estadísticas muestran que los Hispanos son tres veces más propensos a desarrollar diabetes. La mayoría de los casos de diabetes son hereditarios, pero la dieta puede ser también una causa importante. Debido a esta alarmante estadística, WIND patrocinó una serie de controles remotos desde diferentes tiendas de comestibles Dominicks para informar al público Hispano sobre la Diabetes.

Every year the Radio Broadcasters of Chicago honor outstanding radio commercials in various categories as well as individuals displaying excellence in their fields of endeavor. WIND won its first Windy Award for best foreign language commercial. Carlos Breña, Production Director, wrote and produced the commercial for a local furniture store. "I am extremely pleased and proud to be recognized for my efforts by such a prestigious organization. The competition was tough which makes winning the award that much sweeter," exclaimed Carlos.

Cada año las Radiodifusoras de Chicago premian los más destacados comerciales de radio en varias categorías así como también a individuos que muestran excelencia en sus actividades. WIND ganó su primer "WINDY Award" por el mejor comercial en idioma extranjero. Carlos Breña, Director de Producción, escribió y produjo el comercial para una mueblería local. "Estoy sumamente halagado y orgulloso de que mis esfuerzos hayan sido reconocidos por tan prestigiosa organización. La competencia fue dura lo que hace aún más dulce el haber ganado este premio".



WIND Production Director Carlos Breña with WIND's 1990 Windy Award.

WOJO's staff, parents of the winners, and several educators gathered together on November 9 honoring the WOJO and Pepsi Cola "Día de la Raza" essay contest winners. Three winners were chosen from over 2,500 essays received from participating schools and retail clients. The first place winner, Lucy Gabriela Utreras, a 17-year-old student at Benito Juárez High School, received a \$1,000 as first prize. The second place prize of \$500 was awarded to Marlen Ruis Miranda, a 16-year-old student at Lakeview High School. Elvia González, a 16-year-old student at Lakeview High School, won the third place prize of \$250. Each winner read his award winning essay to the luncheon guests.

Personal de WOJO, los padres de los ganadores y varios Educadores, se reunieron el 9 de noviembre para festejar el concurso de composiciones escritas "Día de la Raza" organizado por WOJO y Pepsi Cola. Tres ganadores fueron seleccionados entre las 2,500 composiciones recibidas de las escuelas y clientes participantes. La ganadora del primer lugar fue Lucy Gabriela Utreras, de 17 años de la escuela Benito Juárez High School, quien recibió \$1,000 como primer premio. El segundo premio de \$500 fue otorgado a Marlen Ruis Miranda, una estudiante de 16 años de Lakeview High School. Elvia González, una estudiante de 16 años, ganó el tercer premio de \$250. Cada ganadora leyó su composición a los invitados al almuerzo.



WIND/WOJO National Sales Manager Lucy Díaz, WOJO General Sales Manager Mike O'Shea, WOJO Local Sales Manager Nicole Sabathie-Brusha, 2nd place "Día de la Raza" winner Marlen Ruis Miranda, and Pepsi-Cola Representative José Velgara.

Luis Enrique entertaining the crowd at WOJO's Ovación 105.



WIND Program Director Filiberto Prieto and Lincoln-Mercury Car Dealers Association Representative Bill Moffitt gave away a 1991 Lincoln-Mercury Tracer at a live remote during WIND's La Lotería.

WOJO FM 105 and Bud Light gave away a trip for two persons to Busch Gardens during the Bud Light Baseball Promotion. The winners were Jaime Benítez and Jorge Luis Salgado. During the promotion, the WOJO/Bud Light van visited several parks where baseball games were being played. The "Lady Buds" passed out registration forms and WOJO Announcer Carlos Rojas convinced the audience to participate. The winning ticket was selected from over 2,000 tickets.

WOJO FM 105 y Bud Light regalaron un viaje para dos personas a Busch Gardens durante la Promoción de Béisbol de Bud Light. Los ganadores fueron Jaime Benítez y Jorge Luis Salgado. Durante la promoción, el Van WOJO/Bud Light visitó varios parques en donde se estaban jugando partidos de béisbol. Las "Lady Buds" repartieron formas para inscribirse y Carlos Rojas, locutor de WOJO, animó a la audiencia a participar. El boleto ganador fue seleccionado de entre más de 2,000 boletos.

Winners of the WOJO/ Bud Light Baseball Promotion.





The month of October began with a concert featuring Juan Gabriel at the University of Texas at El Paso Center. KBNA

was the official station as well as Master of Ceremonies for the concert.



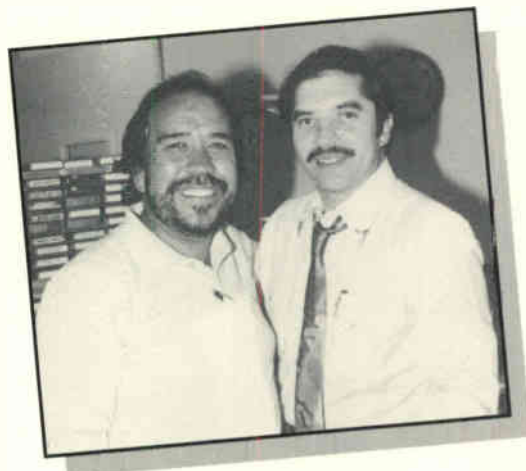
Over 80,000 people attended the Amigo AirSho this year. KBNA sponsored a chalet offering all its clients front row seats. Pictured at the AirSho: KBNA General Manager Dan Wilson, El Paso Mayor Suzie Azar, and KBNA General Sales Manager Kathy Clark.



KBNA Public Relations Director José Luis García is also known in El Paso as "Imperial Margarine's Money Man."

KBNA hosted several events during the fourth quarter which included: a free show of the Circus Vargas, a visit from Spain's Rocío Dúrcal, a concert featuring Beatriz Adriana and José José, and a Christmas Food Drive.

Durante el cuarto trimestre, KBNA fue anfitriona de varios eventos, incluyendo un espectáculo gratuito del Circo Vargas, la visita de Rocío Dúrcal, un concierto con la presentación de Beatriz Adriana y José José y una colecta navideña de comestibles.



KBNA's New Year's Eve Party featured Sunny Ozuña and Rubén Ramos. Pictured are entertainer Sunny Ozuña and KBNA Public Relations Director José Luis García.

Yvonne Valenzuela and her mother received groceries and presents from KBNA's Christmas Food Drive. KBNA Public Relations Director José Luis García and Hidalgo Award Committee member Fred Ortíz delivered the groceries and presents.



Employees of the Month

Irmgard DiMery
Ricardo Gallegos

KBNA General Manager Dan Wilson announced that the entire staff of KBNA was Employee of the Month for December because of all its hard work throughout the year. Congratulations!

Birthday Greetings

Yvonne Orona	October 7
Kathy Clark	October 24
Crispin Andrade	October 25
Mario Castillo	November 11
Robert Salazar	November 20
Pete Skaggs	November 21
Ofelia Muñoz	December 30

The Hidalgo Award recipient for the month of November was Gilbert Guillen, a Marketing Associate at the United Way of El Paso. Gilbert volunteers his time in a variety of ways working with youth and the Hispanic community. As a Marketing Associate, Gilbert was the only person to raise more than \$1,000,000 for the United Way of El Paso. In addition to his successful fund raising, he is Chairman for the El Paso Youth Network, a member of the Sacred Heart Executive Parish Council, a member of the Board of Directors for La Fé Clinic, a professional advisor for Junior Achievement, a member of the Cultural Committee for the El Paso Hispanic Chamber of Commerce, and a member of the Board of Directors for the Texas Youth Commission. Gilbert was also nominated for Outstanding Young El Pasoan for 1990, Altar Boy of the Year Award, and U.T.E.P. National Dean's List.



Hidalgo Award Selection Committee Member Fred Ortiz, Recipient Gilbert Guillen, and KBNA Public Relations Director José Luis García.

El ganador del "Hidalgo Award" de noviembre fue Gilberto Guillen, Marketing Associate de United Way en El Paso. Gilberto dedica su tiempo como voluntario a varias actividades, trabajando con la juventud y con la comunidad Hispana. Como Marketing Associate, Gilberto fue la única persona que recaudó más de \$1,000,000 para United Way de El Paso. Además de su exitosa recaudación de fondos, Gilberto

es Presidente de la Red de la Juventud de El Paso (El Paso Youth Network), es miembro del Consejo de la Parroquia Ejecutiva del Sagrado Corazón, miembro de la Mesa Directiva de la Clínica La Fe, Consejero Profesional para el "Junior Achievement", miembro del Comité Cul-

tural para la Cámara de Comercio Hispana y miembro de la Mesa Directiva de la Comisión Juvenil de Texas. Gilberto fue también nominado como El Joven Más Destacado de El Paso en 1990, para el Premio Anual "Altar Boy" y para la Lista Nacional del Dean de la U.T.E.P.

NEW GENERAL SALES MANAGER AT KBNA

KATHY CLARK

Kathy Clark was named General Sales Manager of KBNA AM & FM, El Paso's foremost Spanish-language stations.

Kathy came to KBNA with an impressive success record in radio and television sales as well as a distinguished career in the banking industry. She began her broadcast career in 1984 at KBFM FM, Edinburg, Texas, where she worked as a Sales Representative. Two years later, Kathy moved to KTXF FM in Harlingen as Regional Sales Manager. In 1988, she switched to a television station, KVEO-TV, in Brownsville as a Local Sales Representative. Finally Kathy comes to KBNA from the sales department at sister station KGBT AM in

Harlingen where her excellent performance led to her present assignment.

Kathy strongly believes that there is no better job than media sales especially in the fun radio environment. She is an avid horse and stock car racing fan who enjoys the "fun" things in life.

Kathy Clark fue nombrada Gerente General de Ventas de KBNA AM & FM, las principales emisoras en idioma Español de El Paso.

Kathy viene a la KBNA con una trayectoria de éxito impresionante en ventas de radio y televisión así como una distinguida carrera en la industria bancaria. Inició su carrera en la radiodifusión en 1984 en KBFM FM, en

Edinburg, Texas, en donde trabajó como Representante de Ventas. Dos años después, Kathy pasó a KTXF FM en Harlingen como Gerente Regional de Ventas. En 1988, se cambió a la estación de televisión, KVEO-TV en Brownsville, como Representante de Ventas Locales. Finalmente Kathy llega a KBNA del Departamento de Ventas de nuestra filial KGBT AM en Harlingen en donde su excelente actuación la llevó a su posición actual.

Kathy cree firmemente que no hay mejor trabajo que el de las ventas de medios, especialmente en el divertido ambiente del radio. Es una gran aficionada a las carreras de caballos y de automóviles quien disfruta de las cosas divertidas de la vida.