



NET NEWS



February, 2001

Houston, Go for Launch

Four...three...two...one...lift off! On Wednesday, January 24, 2001 at 4:01 PM CST, HBC's Netmío.com Houston City Guide was launched. The "Fab Four" local city guides now include Houston, Miami, New York, and Los Angeles. Log on to www.netmio.com, click on Houston, and check out all the local information just in time for the Houston Livestock Show and Rodeo and other events in "Space City." Congratulations Houston on a successful lift-off!



Start Spreading the "Net News"

Pictured above, New York's GM, **Stephanie McNamara** (left) and Los Angeles's GM, **Gary Stone** (right), provide a motivational speech to their respective staff's during the Netmío rollouts in those markets. The purpose of these rollouts is to introduce the many features and benefits of HBC's Netmío to the staff of the radio stations. These rollouts give people a chance to interact with the web site directly, play interactive quizzes about features of the sites that register participants to win prizes, and ask questions about the web sites in a festive atmosphere. Our hope is that a byproduct of this increased awareness is more effective promotions on air and off.

Netmío Super Bowl

Netmío users were able to predict who would be the next president of the US, but did not make it to the end zone when 60% of those who

took the Netmío.com online poll predicted that the Giants would win over the Ravens. The web pages provided up to date information about the big game as well as a **Super Bowl chat** and special 'Sympathy Section'

and a deal for **Aunt Jemima** to sponsor a Netmío Food Channel that will provide all types of different recipes and allow web visitors to submit their own recipes as well.

KLTN Wins Year 2000 Best Web Performance

Congratulations to KLTN for being the highest rank in web performance for the entire Year 2000. This web traffic statistic is correlated to a station's cume so that the smallest stations have the same chance to win as the largest. This shows that on-air programming and promotions have much to do with web traffic performance. The top five performers are:



1. KLTN, Houston
2. KHCK, Dallas
3. KXTN, San Antonio

Did you know?

- According to the January, 2001 Cheskin Research, the **percentage of Hispanic households with a computer** increased significantly in Year 200, from 42% to **47%**.
- Netmío.com had over 1.2 million individual unique visitors between May and December 2000.
- Visitors to Netmío.com view the web pages in Spanish 54% of the time, English 46%.
- You will be able to hear HBC's CEO, **Mac Tichenor, Jr.**, and CFO, **Jeff Hinson**, live on the web on Friday, February 9th, at 9:30amEST by pointing your web browser to www.hispanicbroadcasting.com. In case you can't make it at this time, this webcast will also be

for all the Super Bowl "widows".

Online Ads are Selling

Congratulations to: **San Francisco** for a annual Internet/Radio package for **Viabetes**, a natural weight loss supplement... **Los Angeles** for a paid content partnership with **emigrar.com** that will provide information on immigration topics such as citizenship, amnesty, political asylum, residency and an INS news page, also, **Mexico Aeroviajes**, a travel agency, will be providing a vacation package giveaway every month for one year... **Dallas** closed a deal with **Parkland Hospital** for 3 month... **Houston** sold **twelve (12)** coupons to various clients and an on-line and on-air event sponsorship to **Fonovisa**... **Stephen Hobbs** signed the promotion of the movie **Original Sin**

Promotion of the Month

On Saturday, January 27th, KLVE D.J.'s joined forces to collect donations for El Salvador at the Placita Olivera in Los Angeles. The event was webcast live on Netmío. KLVE morning D.J. **Pepe Barreto** attracted the largest turn out along with the very famous Salvadoran singer Alvaro Torres. All the KLVE D.J.'s were present including **Carlos Alvarez, Silvia Botello, Luz Maria Briseno, Martha and Shelly Shalhoub, Omar Velasco, and Leda Ulloa**. This event received the most traffic to Netmío for the month of January.

4. KRTX, Houston
5. KLNO, Dallas

Netmío in Ad Week Magazine

Netmío was featured in the January 15th issue of **Adweek Magazine**, a national publication for media buyers. The article featured in the **Media & Marketing** section of the magazine

explains what the Netmio portal offers and advertising opportunities.

El Salvador Relief Support Online at Netmío.com

On Saturday, January 13, 2001 at 11:40 a.m., the country of **El Salvador** suffered one of the worst earthquakes in its history leaving dozens dead and many more injured in an earthquake that registered 7.9 on the Richter scale. Across the country, HBC radio personalities and other employees united to create relief efforts for the victims of this earthquake and Netmío has become the focal point online for detailed information of these efforts.

Thirteen days after this natural disaster, Renan "Cucuy" Almendarez Coello arrived in El Salvador with \$700,000 collected via **La Nueva 101.9** and its affiliates. Netmío **Los Angeles** provided coverage of these events via live webcasts of the collection efforts of various D.J.'s such as **Humberto Luna** on **Recuerdo** as well as up to the minute information on these events including telephone numbers of Consulates and help and aid organizations.

In **New York**, both **WADO** and **Latino Mix** web sites have listings of locations in New York where people can go to donate items. Netmío

Miami is featuring a special page on Netmío as well as all the radio station sites which provides an address to the **United Way** where people can make donations as well as a list of what items are needed in El Salvador and where to drop off these items and unfortunately a list of all the deceased so loved ones who have not heard any news can check the list.

In **Houston**, all four radio station sites had information on where to take donations such as the Red Cross as well as articles about the earthquake and information on the Salvadoran Consulate where D.J. **Raul Brindis** was helping with the collection.

In **San Antonio**, **KCOR AM** and **KCOR FM**, and **KROM** also included information on the Salvadoran relief efforts.

In **Phoenix**, all the information on donation drop off points was posted on Netmío as well as telephone numbers for more information.

San Francisco's KSOL/KZOL raised over \$55,000 and in **Chicago**, \$50,000 was raised thanks to the efforts of the **WOJO, WLXX, WIND**.

This community service underscores the value that the Netmío web sites have in supporting the radio station efforts by providing additional information that people can visit whenever they can and receive additional visual information. Radio and Internet is a perfect media match.



HBCi Marketing & Promotions Team

Powered by **Moussa Nuseibeh** - Research & Marketing Director (middle), **Alma Rocha** - Promotions (left), and **Margarita Grillo** - Public Relations (right), the HBCi Marketing and Promotions Team's duty is to build the buzz about Netmío. The team travels to the different markets to train radio personnel on how the web sites can benefit them by extending their interaction with their listeners. They also work with the stations to implement national online contests and promotions as well as radio spots.

"We love to work with the radio stations. It is such a privilege for us to be able to visit the different markets and be welcomed and included in all their promotional activities which helps us market HBC's Netmío along with the HBC radio stations.", says Moussa Nuseibeh.

AMOR Es Lo Tuyo

Netmío will be here to assist you this year with your **Valentine's Day**. Visit the special **Netmío Valentine's page** and send that special someone a beautiful online **Valentine's Electronic Card** to go along with those flowers and that box of chocolates.

Is this a silver, cotton, sugar, or tin anniversary for you? Find out which gift to give this year on your anniversary in the **Special Gift Section**. And of course, you won't want to miss the top ten **KLOVE** and **AMOR** songs to choose from on Netmío for your romantic evening.

This Valentines day, Netmío users can also register to win a romantic cruise for two to Mexico on **Carnival Cruise Lines** along with added promotions that include a \$1,000 gift certificate from **Macy's** and a \$400.00 gift certificate from **Joyeria Deira**.

HBCi February Birthdays

Feb. 6th - Humberto Mendez
Feb. 13th - Jack Ouyang

Managing Director's Note

On January 10th & 11th, HBCi was fortunate to conduct its first Dr. Kennedy session for Year 2001. HBC's CEO, **McHenry Tichenor, Jr.**, also participated in our two-day session. The purpose of the session was to establish goals, identify barriers to the goals, and focus on core issues that need to be solved.

During the session, though we identified a host of issues that need attention, we were also pleased at the progress that has already been made. We also set some aggressive goals for the year including, growing our web site traffic by over 200% and Internet revenues by 400% over Year 2000 levels.

We undoubtedly need the radio station support in order to be successful at achieving these goals. This is especially important in the programming, promotions, and sales

support that we receive from the stations. Achieving these goals, means we will all be achieving HBC's goals since Netmio is an HBC enterprise entity.

Netmio's vision is to be the online destination that Hispanics go to first when seeking information, a community of people, interactivity with useful tools, and purchasing of articles and services, that are of interest to them in a highly targeted localized manner.

We wish to thank you all in advance, as we know we will be asking you for assistance as we work towards mutual success in fulfilling the Netmio.com vision.

