



NET NEWS



March, 2001

HBCi City Guides v1.0 Close To Completion

This month six more of the projected thirteen local city guides collectively known as Netmío.com were unveiled. This brings the total number of completed Netmío local city guides to ten, leaving three markets to go.

The half dozen launch began on February 13th, with **San Francisco** followed closely on Valentine's Day with **Dallas** and **Chicago**. Less than two weeks later, on February 26th, **San Diego** and **San Antonio** could also be counted among the completed local city guides with **McAllen** added to the list the following day.

Log on to www.netmio.com and check out all the city sites.

Go Netmío Day



"Go Tejano Day" in Houston became "Go Netmío Day" at the HBC offices in Houston. Complete with bails of hay, beef brisket, and real saddles, the Houston team was treated to a "Rodeo Style Roll-Out".

This was a great opportunity for everyone in Houston to see their local city guide, compare and contrast with the radio station sites, and interact with the sites to win prizes found amidst the bails of hay. **Mark Masepohl**, Houston's GM (pictured above) addressed his "par'dners" before "saddling up" to do the raffle. All in all, everyone had a "Hay Day" y'all.

"It's a proven fact, you will miss 100% of the times that you don't take the shot." – Wayne Gretzky

Netmío Soccer

With the World Cup approaching in the Summer of 2002, Netmío.com offers a special Soccer channel complete with constant updates of the games that will determine who plays in the **World Cup**. The channel provides information on the Major Leagues throughout the world. "**The Road to the Cup**" gives updates on Mexican soccer. So if you want to find out how Cuba beat Jamaica or what is going with soccer in Brazil, Sweden, Colombia, France, or Germany as we lead up to the World Cup, log on to <http://hbc.netmio.com/soccer>.

Did you know?

- By the end of February, **over 90,000 users had registered** on Netmío.com. **Have you?** Users give us demographic info about themselves to get free email, use the chat rooms, win prizes, etc.
 - Respected radio station consultant and Internet maven, **Jim Taszarek**, had something interesting to say about Netmío.com. Click to www.tazmedia.com/radiolinks.asp to find out what he had to say.
- quarter of Year 2000, in order to make just \$200 thousand more than **HBCi** did over the same time period. Click on these links to read the respective press releases: [HSP](#) : [UVN](#).

Taking the \$hot

HBC Radio Network's **Jack Hobbs** has a simple philosophy about selling the Internet; "I include the Internet on every package that I pitch." [HBC-San Francisco](#) has the same philosophy. Is it any wonder then, why these two are leading the pack when it comes to sheer volume of Internet sales? If you shoot just twenty times more than anyone else and if only 5% of it hits, you will still be doing 90% better than everyone else.

Dallas Wins January Best Web Performance

Congratulations to [KLNO](#) & [KHCK](#) for being #1 and #2 in web performance for January. 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 really work. The top five performers for January are:

1. **KLNO, Dallas**
2. **KHCK, Dallas**
3. **KBBT, San Antonio**
4. **KLTN, Houston**
5. **KXTN, San Antonio**

KLNO Wins Promotion of the Month

HBC Dallas' promotion was to give away tickets to the [KLNO 94.1 FM Birthday Bash](#) on Netmío.com. Combining on air and on line, D.J.'s promoted the event by telling listeners that if they were not able to get through on the telephone they could log on to Netmío to register there. This kept the on air clean.

Winners were announced on the air and people were also told to log on to the site to check the list daily to see if their name was posted. The list was then forwarded to promotions and people could then come by to pick up their tickets. The contest gave away **140 tickets** and generated over **800 entries**. The station then followed through with a huge Netmío banner at the event. **Feliz Cumpleaños, KLNO!** --Which radio station will win in March?

Netmío Jingle

Have you heard it yet? The Netmío jingle is being heard throughout HBC radio stations. We wish to thank **HBC-New York** for producing the catchy jingle. So if you haven't heard it on your station yet, ask your PD or HBCi Marketing Director, Moussa Nuseibeh, why you haven't.

Netmío Charlas

This month Netmío.com held its first interactive webcast and chat with a client. **Los Defensores**, an attorney referral service, held this webcast and chat organized by **Derek Rigaud**, the ISM in Los Angeles. A representative from Los Defensores was on hand to answer legal questions.

Valentine's Day in **Las Vegas** was celebrated with performances from **Conjunto Primavera**,



Priscilla y sus Balas de Plata and **Rogelio Martinez** (pictured above) who made stops first at the Las Vegas studios to chat with their listeners on Netmío.com. All three musical acts chatted with their listeners online before going on stage to perform in a concert to raise funds for St. Jude's Hospital.

El Paso KAMA D.J., Leo T., chats with his listeners everyday from 10:30 AM to 11:30 AM, getting to know his listeners better. **Radio KAMA** also gave listeners the chance to win tickets for the **Ramon Ayala** concert by chatting with Leo T. Everyone that chatted with Leo was given the opportunity to register to win tickets for the concert.

"Azucar Comes to Houston"



Valentine's Day in **Houston** brought **Celia Cruz**, the Queen of Salsa, to the Netmío pages. Netmío obtained an exclusive interview with Celia where **Rocio Mino**, Content Producer in Houston, asked her questions submitted by Netmío users. Questions such as "What is the story behind "azucar"?" and "Are you planning to visit Mexico soon?" Information regarding the Celia Cruz tour was posted on the web

site. Netmío also made the television screen appearing in a Telemundo interview of Celia Cruz.



HBCi Technology Team

The HBCi Tech Team in New York is comprised (from left to right) of **Jack Ouyang**, **Michael Rojas**, **Jorge Lopez**, **Jeffrey Lai**, and **Jorge Escobar**, Chief Technology Officer. In Houston, **Michael Oldenburg** and **Joel Escobar** make up the rest of the technology team. This is the group that works behind the scenes making sure that the web sites actually work. The technology team engineers the computer code, manages computer servers and databases.

According to Chief Geek (as he likes to call himself), Jorge Escobar, "the Netmío and radio station sites are more technically advanced than any other radio sites on the web." HBCi uses the same tools and coding methodologies as the most visited sites on the web, such as Yahoo and MSN. The sites are not your simple MS FrontPage pages that anyone can do, but rather use a mixture of complex interconnected databases, high level computer scripts, and application servers.

Netmío Music Channel

Netmío not only features audio streaming on it's radio station sites but now it provides a selection of all types of music on its **Music Channel**. Netmío users can now choose from among 17 different latin musical genres. If you want the latest scoop on **Shakira**, **Ricky Martin**, or **Gloria Estefan**, this is the place to get it. Also, find out which concerts are coming to town as well as which are the Top 20's. Featured as well are the Artist of the Month, and this week's D.J. of the Week. <http://www.hbcifl.com/music>

HBCi March Birthdays

Jorge Garza March 2
Ernesto Perez March 14

Patrick Luby March 29

Managing Director's Note

Where do investors, new recruits, media buyers, employees, and other people interested in HBC go to find information about the company? They click to the HBC corporate web site at:

www.hispanicbroadcasting.com.

If you haven't been there lately, you should check it out regularly. You will find updates on what is going on in the company including information about the financial condition of the company, management changes, awards won, community work, new acquisitions, and upcoming HBC events.

The web site also has video clips of station events and a marketing piece titled "The Hispanic Majority". Clicking on the "[Presentation](#)" link will give you the complete HBC Radio Network sales presentation online. This is a great place to point potential clients.

Want to hear how the company is doing straight from the lips of **Mac Tichenor, Jr.**, HBC CEO and **Jeff Hinson**, HBC CFO? (1) Click on the Investor link and (2) click [Audio Broadcasts](#), (3) fill in the form, and then listen through your computer. This is what investors hear so you have the same opportunity to hear the condition of the company as they do.

There are also descriptions of the [HBC Radio Network](#), [Hispanic Marketing Group](#), and [HBCi](#) in case you weren't 100% sure how to describe these corporate entities.

Looking to move up or around? Check out the [Employment](#) section to see current postings and links to HR representatives in all HBC markets.

We always want to have the latest information there. If you notice something in your market that is happening is not represented there, please notify me immediately at 713.407.1421 to get it posted. Please email any radio station press releases issued in your market or suggested updates or corrections to: larevalo@hispanicbroadcasting.com

Thank you,
Lawrence Arevalo
HBCi Managing Director

