



NET NEWS



April 2001

Opening Day at the Bay



HBC-San Francisco rolled out the Netmío Hispanic

Community Guide Web site at the "Opening Day at the Bay" as the Giants opened their baseball season. Fans were treated to an indoor ballpark complete with hotdogs, popcorn, and bases loaded with fun gifts. Also present was the media who viewed a presentation detailing the features and advantages of Netmío. General Manager, **Ali Shepherd** (pictured above) and HBCi Promotions Director, **Alma Rocha** definitely "hit a home run" with the Netmío rollout.

Feeling Hot, Hot, Hot



With well over 1.1 million Hispanics now living in **Dallas**, the momentum is muy caliente. HBC and HBCi celebrated the good news and the timely launch of Netmío Dallas with a "Fiesta" complete with piñatas, fajitas, and sombreros. The Señores and Señoritas of HBC Dallas learned more about Netmío Dallas' first bilingual local Hispanic Community Guide tailored to the interests and traditions of the Hispanic community.

Jose Valle, Dallas' General Manager (pictured above) added some spice to the event with a great speech about Netmío and comic relief during the raffle.

HBCi April Birthdays

Viviana Hernandez	April 6
Jorge Lopez	April 10
Jorge Martinez	April 10
Sylvana Troccoli	April 24
Jesus Vasquez	April 27

Webcam Wedding

On Saturday, March 17, 2001, KLTN **Estereo Latino** radio personality, **Lorena Chavez**, tied the knot and Netmío.com was there to make sure all her fans and remote family could be a part of her special day. Netmío had a webcam at both the ceremony and the reception live for all to see. The wedding webcast was promoted on KLTN for two days and made for one of the busiest Saturdays for the website.

Did you know?

- **Every major media company from TV to radio to print has an Internet division.** Which is more marketable: a person with radio sales experience OR a person with both radio AND Internet sales experience?
- Traditional advertisers are projected to boost their U.S. digital marketing dollars from \$11 Billion in 2000 to **\$63 Billion in 2005.** (Forrester Research)
- National advertisers will pump an estimated **\$5.12 Billion into ad spending on the Internet in 2001.**
- Others are investing in themselves by learning the Internet and adapting to the



McAllen Mini Grand Prix

McAllen's Web Site Manager, **Jorge Garza**, raced to the finish in the market's first Mini Grand Prix Race. The sports car was proudly adorned with the station and Netmío brand. The Netmío-movil came in 5th place out of 12 cars after a valiant effort and some brief mechanical trouble.

WAMR Wins March

Promotion of the Month



The Web Site Promotion of the Month for March goes to the Miami team for their **Tranzas**

Promotion organized by **Luis Suarez**, Miami Site Manager, and **Sylvana Troccoli**. The promotion ran for one week on the Music Channel where Netmío users registered to win an original Tranzas autographed electric guitar. The contest was promoted on WAMR during the 'Betty Pino Show.' Over 300 people registered to win the guitar.

On a local level, Netmío gave away a dinner for twelve people with **Tranzas** at **Barroco Restaurant** in Miami. The winners were selected based on the e-mails they sent in detailing why they would want to have dinner with Tranzas. This trade initiated by **Luis Suarez** also yielded a new client on Netmío.

KHCK Wins Q1, 2001

Best Web Performance

KHCK was number one in overall web traffic performance when compared equally to all other HBC stations since it was number 4 in total web pageviews and yet number 23 in overall station cume. The rest of the top ten are as follows:

1. KHCK, Dallas
2. KLTN, Houston
3. KLNO, Dallas
4. KBBT, San Antonio
5. KXTN, San Antonio
6. KRTX, Houston
7. KIWW, McAllen
8. WRTO, Miami
9. WLXX, Chicago
10. KDXX, Dallas

See Netmío visitor comments about radio or web, good or bad, click here: <http://city.netmio.com/feedback/view/>.

Netmío Charlas



This month Netmío.com gave listeners the opportunity to chat live with some of their favorite stars on the **Miami** radio station sites. Salsa singer **Gilberto Santa Rosa** (pictured above) chatted live on **Salsa98** and the Ecuadorian group **Tranzas** chatted with their fans on **WAMR** and could also be seen live via the webcams. "This is a great way for celebrities to interact with their fans that otherwise would not have this opportunity", says **Luis Suarez**.

"Survival of the Fittest" Houston Web Contests



This month was fight month at Houston Netmío. Two exclusive Internet contests sold to clients ran during the same week.

The first contest sold to Time Warner Sports gave away a trip for two to Las Vegas to see the **Prince Naseem Hamed** and **Marco Antonio Barrera** World Featherweight Championship fight at the MGM Grand. The only way to register for this contest was on Netmío.

The second contest was the **Wrestlemania "Survival of the Fittest" Contest**. This contest was sold to **Gallery Furniture** in Houston. The first part of the contest asked people to visit Netmío and send an e-mail detailing what is the wildest, craziest thing they would do to win a pair of \$500.00 VIP seats to WWF Wrestlemania.

Ten finalists were chosen to compete at the "survival showdown" acting out their wild entries while being webcast on the **100.7 House Party** webcam in Houston. The winner of the coveted tickets (shown below) jumped from a ten-foot ladder and broke a table with the "wrestling elbow move."

HBCi National Content Team



The National Content Team produces, edits, and supervises content for all the city guides and radio station sites. The content manager, **Humberto Mendez** (pictured above), and four bilingual channel managers, **Mike Capote**, **Ernesto Perez-Sarda**, **Rita Chinchilla-Novo**, and **Elva Alarcon**, oversee the language and content posted in the thirty-seven station sites and the ten city guides. The content team updates the news section seven days a week and produces and uploads all special sections such as the Christmas, Easter, Halloween, Valentine's, and Super Bowl pages. They are also responsible for creating and updating the content for focused interest channels such as the music, soccer, immigration, and food channels.

During the Netmío launches, this team played an integral part in assuring that the launches occurred on time by helping translate and upload a great deal of information. According to this group, they work day by day to improve quality while producing more attractive and compelling content for both the radio station sites and the city guides.

El Paso Uses Web for Community Outreach

KBNA and **KAMA** in El Paso invited the public to nominate an outstanding volunteer in the community on Netmío to receive the **Hidalgo Award**. The public nominated the person by using the application provided on Netmío and the winner was then recognized on the air.

KAMA also encourages listeners to check out the baseball schedule posted on their web site for the

DiamondBacks and **El Paso Diablos** baseball teams.

Managing Director's Note

From time to time, I hear of a problem that exists in either the Netmío or radio station web sites. Many times this has made its way to me in a roundabout way, meaning overheard in a meeting or from others talking amongst themselves, etc. I then follow-up on the problem with the people in HBCi who would be part of the solution to the problem. Frequently I hear from them that the problem had never been reported to them.

We are all in the communications business, yet sometimes communicating with each other seems to be one of the biggest challenges. We would really like to improve this and offer various channels for dealing with web site issues. We relish your feedback to help improve the sites or fix problems.

The first step in fixing a web site problem is to **voice the suggestion to someone in HBCi who will be part of the solution**. In the local market, generally this is your web site manager and/or your Internet sales manager.

We have also setup an email for your suggestions and problem reports. Anything that you find would be helpful to have or change on the sites, please send a quick note to FIXIT@NETMIO.COM. This mail is good for items that do not have to be fixed right this moment.

If you are in a market that does not have an HBCi person or you are just not getting adequate response to the situation and/or need immediate service, then you can call or write to Humberto Mendez, (305)644-0588, bmendez@hispanicbroadcasting.com, for content and site information issues, and Mark Krueger, mkrueger@hispanicbroadcasting.com, (713)407-5579 for sales issues.

Of course, I am also available to take your suggestions or problem report at (713) 407-1421 or larevalo@hispanicbroadcasting.com. As always, we thank you for your support on improving your web

sites daily. We are all on the same
team, after the same goal. Salud!
