

P. O. BOX 5206

CORPUS CHRISTI, TEXAS 78405

TELEPHONE TU 4-2426

GABRIEL LOZANO, SR.
GENERAL MANAGER

KCCT

INTERNATIONAL RADIO CORP.
CORPUS CHRISTI, TEXAS

October 8, 1970

Dr. Hector P. Garcia
1315 Bright St.
Corpus Christi, Texas.

Dear Doctor:-

In reference to the subject of Mexican-American people working with local broadcast media in the Corpus Christi area, I am sure you will find it as a surprise to know that of all the television and radio stations, only about 4 hold so called key positions. Some Stations evidently feel that having Mexican-American employees may hurt their businesses; and the ones that do employ them feel that they are not capable of holding key positions. I know this not to be true. We have good people in all areas, if only given the chance.

I feel that some discrimination is taking place. I will use myself as an example. Some anglo salesmen were hired at a higher base pay or draw, while I was employed at KIII-TV. The difference was from \$200.00 to \$300.00 per month. Some of them received a higher pay without any selling experience when I had two years of selling experience and had been with the Station for 6 years. I was denied an increase in my draw and someone else was hired at \$300.00 more, without experience. I pointed out to Mr. Michael D. McKinnon, General Manager and President of KIII that I was the only mexicanamerican salesman employed by him that was makint the Station money, yet, for no good reason he could give me he hired someone else without any experience. He could not explain to me why someone like this could be worth the amount of money he was to pay. Therefore, I turned in my resignation, which was effective the last day of July, this being the reason why I am now happily employed by KCCT.

So you see, Doctor, as long as I was producing them money and as long as I did not ask for more of what I had rightfully earned, they kept me there, but when I demanded the same amount that the man without experience was getting, I was given nothing but a lot of double talk.

I have brought this up to the attention of some of the Stockholders in hoping that some day they will be able to correct this biased attitude toward the mexican-american.

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This was my personal experience with Channel 3. It is a shame that a Station which I feel is the best in this market and who has capitalized with profits from the services of such programs as the Domingo Pena Show, has a show of this type on the air just to reap the money it brings in, not because they are really interested in doing something for nothing and particularly not for the benefit of the mexican-american. You can rest assured that the day that show is not profitable to them anymore, the mexican-american people working there will find that their services are no longer needed.

It has been brought to my attention that Mr. McKinnon told a sports announcer:- " Why do you always have Mexicans on your interviews"?. Needles to say, this sports announcer is no longer with K-3.

So much for that, and now here is the information you requested.

Excm

~~TOTAL~~ NUMBER OF MEXICAN-AMERICANS WORKING WITH RADIO & TV
STATIONS IN CORPUS CHRISTI.

TELEVISION STATIONS.	KRIS-TV 6.-	1 Cameraman
	KZTV- 10	2 (1 delivery boy and 1 artist).
	KIII- 3	10 (3 Directors
		1 Chief Director
		1 Artist
		2 Engineers
		1 newsmen
		1 Recepcionist
		1 Delivery boy
RADIO STATIONS:-	KEYS	0
	KRYS	0
	KROB	0
	KTOD	0

If I can be of more service to you on this matter, please give me a call.

Radio

Exitos

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Cordially
Sonido
DAVID LOZANO

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