

# ADVISTA

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## BUSINESS BRIEFS

**AD ONE ADVERTISING/PUBLIC RELATIONS**, a New York-based firm, has been selected by Mobil Chemical International, Ltd. Films Division to develop product sales collateral materials. The material will be used by Latin American, Asia/Pacific and African/Middle Eastern sales operations.

**JERRY APODACA & CO., INC.** has been retained by the Commission on Racial Justice to plan and coordinate all aspects of the First National Minority Environmental Leadership Summit, to be held in Washington, D.C. in October 1991.

**ARTE PUBLICO PRESS** of the University of Houston has been awarded \$50,000 from the Andrew W. Mellon Foundation. Arte Público Press was chosen as one of nine presses across the country invited to apply for grants during this first phase of a multi-year program.

**BETTY C. DE BACA**, Denver's Hispanic Agenda Pre K-12th Grade State Action Committee co-chair, has been recognized by Denver Business Journal in its "Who's Who in Colorado Education" edition.

**CABALLERO SPANISH MEDIA, INC.** announced the addition of Radio KAMA 94.7 FM to its network. Radio KAMA will broadcast 24 hours a day with a potency of 66,000 watts.

**ERNEST J. COLLAZO**, **MICHAEL J. GILL**, and **DR. DOREEN P. PALMER** have been elected to the Lehman College Foundation Board of Directors. The foundation supports student scholarships, faculty endowments, research, and other activities at Lehman, a college of The City University of New York.

**HISPANIC EXPERTI** has been retained by Reebok International Ltd. to promote the company's corporate communications programs in the Hispanic community.

**FRANK MARTINEZ**, former President of the Colorado Hispanic Media, and present chair of the Hispanic Agenda Media State Action Committee, has been hired as one of three Deputy Directors of the Colorado Motion Picture and Television Advisory Commission.

**THE NATIONAL MIGRANT RESOURCE PROGRAM, INC.**, a group based in Austin, Texas, was awarded funding from the U.S. Department of Health and

Human Services, Health Resources and Services Administration, to evaluate the extent of integration and coordination of services among migrant health centers and other organizations at the federal, state, and local levels.

**SAN JOSE & ASSOCIATES**, a Hispanic advertising and marketing agency based in Chicago, was selected the agency of record by Ace Hardware, in the company's first-time venture into Hispanic marketing. Also San Jose & Associates was selected by Veryfine Products to represent its fruit juice line to the U.S. Hispanic market.

**FRANK SOLIS**, former Board President of Latin American Research And Service Agency (LARASA), has been named chairperson of Denver's Private Industry Council.

**R.J. REYNOLDS TOBACCO COMPANY** contributed \$16,000 to create the RJR Nabisco/National Association of Hispanic Publications Journalism Scholarship Program.

**RAFAEL RIVERA** has been appointed Manager of New Jersey Affairs for WCBS-TV. Before joining WCBS-TV, Mr. Rivera served as Program Developer for the Puerto Rican Congress of New Jersey.

**SERGIO A. SANCHEZ** has been elected new Chairman of The Hispanic Business Alliance. The group was founded in 1978 to promote and support business owners in Metro-Detroit.

**TELEMUNDO** created a three-member office of the president-network; **DONALD M. TRAVIS**, president - Station Group; **PETER J. HOUSMAN II**, President - Business and Corporate Affairs. Also, **M. ALEXANDER BERGER** has joined Telemundo as Vice-President of Marketing; **THOMAS P. MORRISON** became Director of Network Sales; **MICHAEL C. GILLESPIE** became National Sales Manager; and **AUGUST A. FAILDE** became Director of Special Projects.

**OLGA LUZ TIRADO**, VP of New Business for Hispano Americano Advertising Co. has been appointed to the Hispanic Advisory Board of Westchester County.

**JESUS DE LA TORRE** has joined Montemayor y Asociados, Inc. as a new copywriter for its English and Spanish projects. ■

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency

THE  
**SAN JOSE**  
GROUP