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Tribune photo by Ovie Carter

WSNS-TV news anchors Augusto Torres (from left) and Leda Santodomingo and sports anchor Arturo Montemayor prepare for the show. To survive a network flip-flop, WSNS is counting on a loyal audience.

To survive, WSNS must count on a loyal audience it has built up since it first came on the air in 1985. "Channel 44 will not rely so much on programming, but on the relationships they have established by carrying the heavier network before," said George San Jose, president and executive creative director of San Jose & Associates, a Chicago advertising company.

"Both stations are going to have unproven programming at this point," San Jose said. "So we're making media buys on a speculative basis. We're taking a chance. So let's work out a rate that's beneficial to me."

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

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