

R E S O L U T I O N

1           WHEREAS, David Lykes of Georgetown is a true pioneer in the  
2 development and advancement of Hispanic radio broadcasting and has  
3 made important contributions to the Lone Star State over the course  
4 of his distinguished career; and

5           WHEREAS, Mr. Lykes began his life in broadcasting in the  
6 1950s, as an account executive at KGBT-AM Harlingen, which  
7 broadcast 8 of its 18 hours in Spanish; he saw the opportunity to  
8 expand the programming, and in 1962, a time when there were few  
9 Spanish-language radio stations, KGBT began broadcasting  
10 completely in Spanish; and

11           WHEREAS, In 1997, the station's parent company, Tichenor  
12 Media, merged with Heftel Broadcasting to create the Hispanic  
13 Broadcasting Corporation, and Mr. Lykes was a key leader in the new  
14 corporation, which would later become Univision Radio; committed to  
15 developing talent at all levels of the company, he also reached out  
16 to Hispanic communities and encouraged his stations to get involved  
17 with local charities; additionally, he worked to convince  
18 businesses of the importance of this new market and attracted  
19 advertising from local to nationally known companies; and

20           WHEREAS, Mr. Lykes developed the first Hispanic national  
21 sales firm, Katz Hispanic, and worked with several research  
22 businesses to improve data collection on this growing market;  
23 although he retired in 2001, Mr. Lykes continues to encourage local  
24 media in their community endeavors, and in 2006 he was honored with

1 the Texas Association of Broadcasters Pioneer Broadcaster of the  
2 Year award; and

3 WHEREAS, David Lykes has won the admiration and esteem of all  
4 with whom he has worked, and it is indeed a great pleasure to  
5 recognize the lifetime of achievements of this outstanding Texan  
6 and visionary leader known for his integrity, commitment, and  
7 respect for others; now, therefore, be it

8 RESOLVED, That the House of Representatives of the 83rd Texas  
9 Legislature hereby honor David Lykes on his contributions to  
10 Hispanic radio programming and extend to him sincere best wishes  
11 for continued happiness and good fortune; and, be it further

12 RESOLVED, That an official copy of this resolution be  
13 prepared for Mr. Lykes as an expression of high regard by the Texas  
14 House of Representatives.

Oliveira

H.R. No. 2012

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Speaker of the House

I certify that H.R. No. 2012 was adopted by the House on May 17, 2013, by a non-record vote.

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Chief Clerk of the House