

By: Oliveira

H.R. No. 2012

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.