

McHenry Tichenor and McHenry Taylor Tichenor, Sr.

As compiled by Norman Rozeff

1931 It is this year that the *Harlingen Star* becomes the *Valley Morning Star*. The *Valley Morning Star's* plant and office is located at 118 North A Street, a site later occupied by Luby's New England Cafeteria. A small photographer's studio stands between the VMS and Junkin's Furniture to the north. The VMS is owned by the March-Fentress Group but in 1933 is sold to McHenry Tichenor, who came to the Valley from Oklahoma. Tichenor, who came to the Valley in 1930, served as an administrator for the VBH and was a member of the Elks and Rotary. It was his purchase of a radio station here from Judge Hofheinz of Houston that sent him on the road to becoming a multi-millionaire. Several years later Hubert Hudson, father of the 1930s state senator from the area, purchases the VMS along with the *Brownsville Herald* and *McAllen Monitor*. Tichenor is said to have paid \$50,000 for the VMS and sold it five years later for \$125,000. Soon after Hudson builds a new newspaper plant at 213 South 2nd Street and installs an efficient rotary press to supersede the flatbed one.

1941 KGBS (later KGBT) radio owned by the Harbenito Broadcasting Co. opens with a 250 watt signal and a staff of eleven. Popular belief is that McHenry Tichenor gives its call sign the initials of his wife, Geneviere Beryl Smith. GBS however is also George B. Storer, founder of Storer Communications which got its start when this chain service station owner purchased his first station in Toledo, Ohio. After selling the local station he wanted to retain the call sign, so in 1950 KGBS was exchanged for the call sign of a Storer station in San Diego. In January 1944 it will become an affiliate of the Columbia Broadcasting System (CBS) and later a minor affiliate of ABC.

1952 KGBS becomes KGBT. It becomes a 50,000 watt radio station and the first with full time Spanish language programming after a series of transactions. In 1953 it expands with the acquisition of radio station KSOX in Harlingen. On 1530 kHz, this first 50,000 watt station in the Valley was originally constructed by former Harris County Judge and Houston Mayor, Roy Hofheinz. McHenry Tichenor, whose original radio station KGBS, then KGBT, was on 1240 kHz purchased KSOX from Hofheinz and moved into the studios and offices at 1519 West Harrison and used the frequency 1530 kHz. A different KSOX was later to start up in Raymondville. In 1957 a new TV studio was added to the radio building by chief engineer Alfred R. Beck of the station. He was succeeded by Jim R. Mattison who was then chief engineer from 1964 until March 1979.

4/60 Harbenito Broadcasting Co. has McHenry Tichenor as president, J.C. Looney of Edinburg (and a stockholder) as vice-president, and Troy McDaniel is secretary-treasurer and general manager of the station.

6/10/71 The C of C establishes a Harlingen Historical Hall of Fame to recognize distinguished Harlingenites. McHenry Tichenor is one of twenty distinguished honorees.

1980 McHenry Taylor Tichenor, Sr. moves Tichenor Media System in buying spree of radio stations and changes their format to Spanish language.

11/30/83 McHenry Taylor Tichenor Sr. is one of three individuals offering a eulogy at the memorial service for Lon C. Hill, Jr.

1996-97 Tichenor Media System merges with Heftel Broadcasting Corp. and by 1999 changes name to Hispanic Broadcasting Corp. (HBC). In 2004 HBC merged with Univision communications. McHenry Tichenor, who was born 12/21/97 in Morganfield, KY, is to die at age 98 just before 10/25/96. Starting with one radio station in 1940, he grew the company to 20 stations at the time of his death. Here he founded KGBT AM, KELT FM, and KGBT-TV 4. This Baptist left his son Mac as his heir.

McHenry (Mac) Taylor Tichenor Sr., while born in Boulder, CO, grew up in Harlingen. He received a BBA degree from UT and after serving in the Navy during the Korean conflict returned there to earn a law degree. He would marry in 1954 and have four sons with his first wife and another son with his second wife. In 1956 he worked at various capacities for KGBT. In 1967 at the age of 35, he would become president of Tichenor Media System and oversee its great expansion including its growth to a 38-radio station Hispanic group. In his latter years he was involved in quiet philanthropy. Dying in Round Rock, TX at age 76 on 1/3/09 he was brought home to rest in the Mont Meta Memorial Park, San Benito. His five sons with numerous grandchildren survived him as well as a devoted companion. He was born June 2, 1932.

McHenry Tichenor Sr. Dies At 76

January 6, 2009: McHenry "Mac" Tichenor Sr., a pioneer in Spanish-language media, died Saturday of natural causes at the age of 76, at his home near Harlingen, TX.

Tichenor went to work in the family-owned Tichenor Media Systems in 1956 after graduating from law school, and oversaw the company's expansion in both Spanish- and English-language media. He became President of TMS in 1967 and left his day-to-day role in 1982, becoming Vice Chairman of the Board. When TMS merged with Heftel in 1997 to form Hispanic Broadcasting Corp., it was the largest Hispanic radio group in the nation.

Tichenor's son McHenry Tichenor Jr. headed HBC as President/CEO until it merged with Univision in 2003, and served as President of Univision Radio until he resigned in December 2004.

The elder Tichenor leaves his longtime companion, Priscilla Flores, five children, and numerous grandchildren. Services are scheduled for Wednesday at 11 a.m. at Mont Meta Memorial Park in San Benito, TX.

McHenry Tichenor Sr. Dies passes.

Radio broadcasting pioneer McHenry (“Mac”) Taylor Tichenor, one of the foremost developers of the Hispanic radio industry in the United States, died in Round Rock, Texas, of natural causes on January 3, 2009, at the age of 76.

The only son of McHenry and Genevieve Tichenor, Mac was born in Boulder, Colorado, and grew up in Harlingen, in the Rio Grande Valley of Texas. Mr. Tichenor attended Washington and Lee University and earned a BBA degree from the University of Texas at Austin. After a two-year enlistment in the Navy during the Korean conflict, he returned to UT Austin to earn a law degree. During his senior year, he was voted “Most Likely to Succeed.” While attending college, Mac met his future wife, Carolyn White of Dallas, whom he married in 1954. They had four children, Mac Jr., Warren, Jean, and Bill. In 1979, Mac married Doreen Lane and they had a son, David, that same year.

After graduating from law school in 1956, Mr. Tichenor returned to the Rio Grande Valley to work in the family broadcasting business started by his father. He worked in sales and later in management at the company’s CBS television station and its Spanish-language radio station, both with the call letters KGBT.

Mr. Tichenor became President of his family’s company, Tichenor Media System (TMS) in 1967 at the age of 35 and oversaw its expansion in both English and Spanish language media. In 1982, Mr. Tichenor stepped back from his day-to-day role in the company and focused on strategy as its Vice-Chairman of the Board, while taking time to enjoy his hobbies, sailing and astronomy. During this time, he resided in Jensen Beach, Florida and Hilton Head, South Carolina, where he was a member of the Lowcountry Presbyterian Church.

In 1997, TMS merged with Heftel Broadcasting to become the nation’s largest Hispanic radio group with 38 radio stations in every major U.S. Hispanic market. In 2004, HBC merged with Univision Communications.

During the last years of his life, Mr. Tichenor pursued a dream of bringing a professional sports franchise to the Rio Grande Valley. Throughout his life he had a strong faith and engaged in quiet philanthropy.

In 2005 the Tichenor Family was inducted into the Library of American Broadcasting Foundation’s “Giants in Broadcasting.” Most recently, in 2006 Mac received the prestigious Broadcaster’s Foundation of America Pioneer Award which was presented at the National Association of Broadcasters Convention April, 2006.

Mr. Tichenor enjoyed the friendship and devotion of his long-time companion, Priscilla Flores. He is survived by five children, McHenry T. Tichenor, Jr., Warren White

McHenry T. Tichenor, Jr. Resigns as President of Univision Radio, Effective December 31st

Industry leader played key role in Univision's '03 merger with Hispanic Broadcasting Corporation; remains board member

Los Angeles, CA -- Univision Communications Inc. (NYSE: UVN) today announced that McHenry (Mac) Tichenor, Jr. will resign his position as President of Univision Radio, effective December 31, 2004, to pursue other interests outside of the Spanish-language broadcast business. He will continue to serve as a member of Univision Communications' Board of Directors and will be a consultant to the Company. Gary Stone will continue running the day to day operations of Univision Radio in his current role as Chief Operating Officer. He has occupied that position since 2001. An internal and external search for Mr. Tichenor's successor will commence immediately.

Prior to Univision's merger with Hispanic Broadcasting Corporation ("HBC"), Mr. Tichenor was President and Chief Executive Officer of HBC and its predecessors for over 23 years. HBC became Univision Radio upon its acquisition in September 2003.

"I am pleased that the integration of Hispanic Broadcasting into Univision has been so successful, and that our cross-platform marketing efforts across television, radio, cable and online are progressing ahead of schedule," said Mr. Tichenor. "I take this step with the comfort of knowing that the radio operation will continue to flourish, thanks to its terrific employees and its solid, proven management team.

"My 25-year career in broadcasting has proved very gratifying, starting with my father and grandfather in a family business, through our decision to specialize in Spanish radio, the merger of Tichenor Media System and Heftel Broadcasting, and, most recently, the acquisition of HBC by Univision. In that time, it has been my privilege to work with many of the most talented and dedicated people in our industry, including my colleagues at Univision. I am bullish on the company's prospects and look forward to continuing to contribute to its success as a consultant and a member of its Board of Directors."

"I want to thank Mac Tichenor for his dedication and invaluable help in managing our radio division and overseeing the integration of the division into Univision Communications since the merger last year," said A. Jerrold Perenchio, Chairman, President and Chief Executive Officer of Univision. "Since the creation of Univision Radio, Mac's leadership, experience and expertise in the radio industry have been essential to fulfilling our goal of more broadly serving our country's growing Hispanic audience. Univision is a far stronger, much more diversified company than ever, thanks

in large part to Mac's efforts. The entire Univision team is delighted that Mac will continue to serve on the Company's Board of Directors and work with us as a consultant."

With approximately 10 million weekly listeners, Univision Radio, the leading U.S. Spanish-language radio broadcaster, owns and operates 68 radio stations in 17 of the top 25 U.S. Hispanic markets and 4 radio stations in Puerto Rico.

Univision Communications Inc. is the premier Spanish-language media company in the United States. Its operations include Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 98% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 80% of U.S.

Hispanic Households; Univision Television Group, which owns and operates 24 Univision Network television stations and 1 non-Univision television station; TeleFutura Television Group, which owns and operates 31 TeleFutura Network television stations; Galavisión, the country's leading Spanish-language cable network; Univision Radio, the leading Spanish-language radio group which owns and/or operates 68 radio stations in 17 of the top 25 U.S. Hispanic markets and 4 stations in Puerto Rico; Univision Music Group, which includes Univision Records, Fonovisa Records, and a 50% interest in Mexico-based Disa Records labels as well as Fonomusic and America Musical Publishing companies; and Univision Online, the premier Spanish-language Internet destination in the U.S. located at www.univision.com. Univision Communications also has a 50% interest in TuTv, a joint venture formed to broadcast Televisa's pay television channels in the U.S., and a non-voting 27% interest in Entravision Communications Corporation, a public Spanish-language media company. Univision Communications is headquartered in Los Angeles with television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States.

Padre Island history

Tuesday, June 7, 2011 12:23 PM

From:

"Adriana G. Matouk" <am@wwtichenorco.com>

To:

"joefrench@aol.com" <joefrench@aol.com>

Cc:

"nrozeff@sbcglobal.net" <nrozeff@sbcglobal.net>, "Rudy Villareal"

<rv@wwtichenorco.com>

Dear Mr. Hathcock:

Thank you for your kind e-mail.

Ambassador Warren W. Tichenor is currently in Europe until mid September, but he should be returning to Harlingen for a visit in the fall. I'm sure the Ambassador would be very interested in meeting you.

Let's please keep in touch and I'm sure we can arrange a meeting post September.

Thank you and kind regards,

Adriana G. Matouk
Executive Assistant
W.W. Tichenor & Co. Inc.
45 N.E. Loop 410, Suite 265
San Antonio, Texas 78217
Tel. 210-375-0765

McHenry Tichenor, 98, Tejano Music's Herald

By WOLFGANG SAXON

Published: November 10, 1996

McHenry Tichenor, who built a radio empire that spread Tejano music from its Texas cradle to the rest of the country, died on Oct. 24 at his home in La Feria, near Harlingen, by the Mexican border. He was 98.

At his death he was chairman of the Dallas-based Tichenor Media System, which he founded after he bought KGBS in Harlingen in 1949 and introduced all-Spanish radio in the United States. The system has grown to 19 Spanish and bilingual stations in six markets including Chicago, San Francisco and San Antonio, where its KXTN is that city's No. 1 Tejano station. The group also offers "Tejano Country," a syndicated weekly television program featuring Tejano videos along with country music and celebrity interviews.

The word Tejano means Texan in Spanish. In its radio format it is a blend of Mexican norteno music with distinctly local echoes of pop, rock, blues -- even some German polka rhythms and accordions. In recent years it became an enormous hit with second- and third-generation Mexican-Americans, particularly younger, more-affluent English speakers.

Baltimore Sun

McHenry Tichenor, 98, who built a radio empire that spread...

DEATH ELSEWHERE

November 12, 1996

McHenry Tichenor, 98, who built a radio empire that spread a distinctive style of Mexican-American music from its Texas cradle to the rest of the country, died Oct. 24 at his home in La Feria, near Harlingen, by the Mexican border.

At his death, he was chairman of the Dallas-based Tichenor Media System, which he founded after he bought KGBS in Harlingen in 1949 and introduced all-Spanish radio in the United States. The system has grown to 19 Spanish and bilingual stations in six markets including Chicago, San Francisco and San Antonio.

His stations featured music that is a blend of traditionally Mexican music with distinctly local echoes of pop, rock, blues -- even some German polka rhythms and accordions. In recent years, it became a hit with second- and third-generation Mexican-Americans, particularly younger, more affluent English speakers.

Mr. McHenry T. Tichenor, Jr. served as Consultant of Univision Communications Inc. He serves as Managing Member at Tichenor Ventures, LLC. Mr. Tichenor served as President of Univision Radio (Formerly, Hispanic Broadcasting Corporation) from February 14, 1997 to December 31, 2004 and also its Chief Executive Officer and Chairman of the Board since February 14, 1997. He served as a Consultant of Univision Radio. From 1981 to February 14, 1997, he served as President and Chief Executive Officer of Tichenor Media System Inc. ("Tichenor Media"). He served as Executive Vice President of Univision Communications, Inc. from 2003 to 2005. Mr. Tichenor serves as an Executive Director of the WWWW Foundation. He has been Director of Belo Corp. since August 3, 2009. He serves as a Director of Marshal8e6 (known as 8e6 Technologies, Inc.) He served as an Independent Director HFF Holdings LLC since January 30, 2007. He served as Director of Univision Radio since February 14, 1997 and also served as an Independent Director of HFF Inc. from January 2007 to May 2009. Mr. Tichenor served as Director of Univision Communications Inc., from 2003 to 2007. He serves as Member of Advisory Council of Red McCombs School of Business Advisory Council. Mr. Tichenor also served as Director of Tichenor Media System Inc. from 1981 to 1997. He is an Associate Member of the MD Anderson Cancer Center Board of Visitors and a Member of The University of Texas at Austin McCombs School of Business Advisory Council. Mr. Tichenor also serves on board of NGM Biopharmaceuticals, Inc. He is an Executive Director of WWWW Foundation, Inc. Mr. Tichenor holds an M.S. in Biotechnology from The University of Texas at Dallas in May 2009, an M.B.A. from University of Texas at Austin 1979, and a B.A. from University of Texas at Austin in 1977.

McHenry T. Tichenor



Independent Director

Belo Corporation

Dallas , TX

Sector: SERVICES / Broadcasting - TV

55 Years Old

Mac Tichenor is a private investor and Executive Director of WWWW Foundation, Inc. (Quad W), a 501(c)(3) foundation established in 2007 in memory of his son to support innovative ideas in higher education and sarcoma research. From September 2003 until January 2005, Mac served as executive vice president and as president/Radio Division of Univision Communications, Inc., a leading Spanish-language media company in the United States. He served as chairman, president, and chief executive officer of Hispanic Broadcasting Corporation, one of the largest Spanish-language radio broadcasting companies in the United States, from 1997 until 2003 when it merged with Univision. Prior to that, from 1981 until 1997, he served as president of Tichenor Media System, a family-owned company. Mac served on Univision's board of directors from September 2003 until 2007 and as a director of HFF, Inc. (a provider of commercial real estate and capital markets services) from February 2007 until May 2009. He is a member of The University of Texas at Austin McCombs School of Business Advisory Council, a member of the World Presidents' Organization, a member of the MD Anderson Cancer Center board of visitors, is active on various boards of the University of Texas at Austin, and is a member of the board of directors of NGM Biopharmaceuticals, Inc.

THE MCHENRY TICHENOR FOUNDATION

Contact info

c/o JEAN TICHENOR
9016 N MORNING GLORY RD
PARADISE VLY AZ 85253-1737

Last update: 2008-12-01

This nonprofit has assets of \$131,615, income of \$3,658.

Biography



Warren W. Tichenor
Ambassador
United Nations, Geneva

Term of Appointment: 06/12/2006 to present
Ambassador Warren W. Tichenor is the 17th United States Ambassador to the United Nations and other International Organization in Geneva having been sworn in on 12 June 2006 after being confirmed by unanimous consent in vote of the full Senate on 26 May 2006. During his tenure at the State Department, Mr. Tichenor sees his main mission as to lead the U.S. Mission in Geneva in promoting and advancing United

States Policy before the United Nations, member states of the United Nations and the International Organizations in Geneva.

“President Bush and I share a belief that our best days are ahead and that it is vital that the United States exert robust leadership throughout the UN system in pursuit of our values and interests,” Tichenor says.

Active in President Bush’s Presidential campaigns -- in the 2000 race -- Ambassador Tichenor served as Director of the Hispanic Campaign having served in a similar capacity in President Bush’s successful re-election campaign for Governor of Texas in 1998.

Prior to that he was President of W.W. Tichenor & Co., Inc., a San Antonio based private investment firm. Before that Ambassador Tichenor began his career working in various positions in his family’s media company, Tichenor Media System, Inc. The corporation was later to be known as Hispanic Broadcasting Corporation, the nation’s largest owner-operator of Spanish-language stations. Hispanic Broadcasting merged in an all stock transaction with Univision Communications, the nations largest Spanish television company in late 2003. This combined company owns the nation’s top Spanish television network, Spanish cable network, Spanish radio group, Spanish record company, and Spanish language Internet portal.

Ambassador Tichenor is a self described optimist who believes the highest calling in life is to serve others and has served on the boards, and in other capacities of various charitable, political, business and civic organizations.

A native Texan -- born in Harlingen in 1960 -- Ambassador Tichenor graduated from the University of Southern California with a Bachelor of Science degree in 1982.

Warren W. Tichenor, of San Antonio, Texas, was [nominated](#) March 7, 2006, by President [George W. Bush](#) to be the Representative of the United States of America to the European Office of the [United Nations](#) and other International Organizations, with the Rank of Ambassador. His nomination was [sent](#) to the [U.S. Senate](#) for confirmation on March 15, 2006.

Tichenor was "one of the top 10 donors to Bush's 1998 gubernatorial campaign." [\[1\]](#)

After winning the presidential election in 2000, the [Bush campaign's](#) "biggest reimbursement" for the use of a corporate jet "went to a company affiliated with Warren Tichenor, a San Antonio investor who advised Bush on gaining the Hispanic vote. W.W. Tichenor & Co. was paid more than \$144,000 for use of its corporate jet. Tichenor, who holds a stake in dozens of Tejano music stations around the country, was one of the biggest contributors of in-kind travel costs during Bush's two previous gubernatorial campaigns, according to the *Houston Chronicle*," *Open Secret's Capital Eye* [reported](#) in its Winter 2001 issue.

At the time of his nomination, Tichenor was serving as President of [W.W. Tichenor & Co., Inc.](#) Prior to this, he served as Vice President of Tichenor Media System, Inc. Tichenor received his bachelor's degree from the University of Southern California.

COMPANY NEWS; CLEAR CHANNEL TO PROPOSE MERGER WITH TICHENOR MEDIA

Dow Jones

Published: July 11, 1996

Clear Channel Communications Inc., which is buying the Heftel Broadcasting Corporation, said yesterday that it would propose a \$184 million merger between Heftel and Tichenor Media System Inc. The merger would expand Heftel's presence in Spanish-language broadcasting. Clear Channel is acquiring the remaining 79 percent of Heftel it does not own for \$183.6 million. Under Clear Channel's plans, Tichenor Media holders would exchange their stock for about 5.7 million Heftel class A common shares and about \$3.2 million in cash. Heftel's shares rose 75 cents, to \$32.50, in Nasdaq trading. Tichenor Media, based in Dallas, operates 20 Spanish-language radio stations in six markets. Heftel, based in Las Vegas, Nev., operates 17 radio stations.

Tichenor Media System, Inc. was acquired by Univision Radio in 1997. Tichenor Media System, Inc., a radio broadcasting company, engages in the acquisition, development, and programming of Spanish language radio stations in the United States. Univision Radio

Network is the #1 Spanish Radio network in the country, and in major markets, it is home to stations that rank #1 in any language. Univision Radio's portfolio includes 70 owned and operated stations in 17 markets including all 10 top markets that reach 16 million listeners a week.

Univision Radio is the radio division of media giant [Univision Communications, Inc.](#), which also owns the [Univision](#) television network. The company was formerly known as [Hispanic Broadcasting Corporation](#). It is the eighth largest radio company in the [United States](#), and the largest Hispanic radio company in the nation. With the highly rated Spanish radio stations in the United States.

Like most of today's large broadcast concerns, Univision Radio is the combination of several companies. Univision, previously known as Hispanic Broadcasting Corp. (between 2000 and 9-22-2003) and Heftel Broadcasting Corp, was the result of a

February 14, 1997 merger of Tichenor Media System, Inc. a private company based in Dallas, Texas and [Hefel Broadcasting](#), a public company based in Las Vegas, NV.

Tichenor had been in broadcasting since the 1940s. McHenry Tichenor operated a station (KGBS on 1240, later KGBT on 1530) in Harlingen, Texas. In 1950 they added KUNO Corpus Christi, Texas. Later station purchases were KIFN in Phoenix, AZ, WGMA in Hollywood, FL, WACO-AM-FM-and TV-CP in Waco, Texas. In 1975 the company (then known as Harbenito radio) added KCOR (AM) and KQXT (FM) in San Antonio.

In 1981 the grandson of the founder, McHenry T. Tichenor, Jr., was named president of the company. He began focusing on its Spanish Language stations; Waco, Hollywood, and Phoenix were sold to their local managers. In 1984 the company sold KQXT in San Antonio to [Westinghouse's Group W Broadcasting](#) and purchased KLAT (AM) in Houston, Texas from [Marcos Rodriguez, Sr.](#) and [Marcos Rodriguez](#). The KLAT purchase gave Tichenor access to top Spanish Radio talents Chuck Brooks, Ricardo del Castillo (who later became COO, retired and has since passed) and Gary Stone (former President of Univision Radio-retired). In 1985, [WIND](#), Chicago and KYSR AM/FM, El Paso were purchased. More stations were purchased in the following years, and the home office moved from Harlingen to Dallas, Texas. Mac Tichenor, Jr.'s brother, Warren, (now Ambassador for the US to the United Nations) [2] became general manager of the San Antonio stations in 1991.

**TICHENOR MEDIA SYSTEM, INC. AND HBC BROADCASTING TEXAS, L.P.,
APPELLANTS,**

v.

HIDALGO COUNTY SHERIFF ENRIQUE "HENRY" ESCALON, APPELLEE.

On Appellants' Motion to Dismiss.

Before Justices Hinojosa, Yanez, and Castillo

Per curiam.

MEMORANDUM OPINION

Appellants, Tichenor Media System, Inc. and HBC Broadcasting Texas, L.P., have filed a motion to dismiss. In the motion, appellants assert they no longer wish to prosecute this interlocutory appeal because they have reached an agreement to settle and compromise their differences in the underlying suit with appellee, Hidalgo County Sheriff Enrique "Henry" Escalon. Appellants request that this appeal be dismissed and costs taxed against the party incurring the same.

The Court, having examined and fully considered the documents on file and appellants' motion to dismiss the appeal, is of the opinion that the motion should be granted. See Tex. R. App. P. 42.1. The appellants' motion to dismiss is granted, and the appeal is dismissed.

Memorandum Opinion delivered and filed this the 22nd day of July, 2004.

McHenry (Mac) T. Tichenor, Jr.

NGM Biopharmaceuticals Board Member:

Managing Partner, Tichenor Ventures, LLC

McHenry (Mac) Tichenor is a private investor, entrepreneur and philanthropist with broad experience in managing and growing successful businesses. Mr. Tichenor served as President, Chief Executive Officer and Director of Tichenor Media System, Inc., which he subsequently merged with the Hispanic Broadcasting Corporation and, ultimately, with Univision Communications. He has also served as a director of several public companies. Mr. Tichenor is currently Executive Director of WWWW Foundation (Quad W), a non-profit organization devoted, in part, to cancer research. He is active on various corporate and university boards, including Belo Corp., the McCombs School of Business Advisory Council at the University of Texas at Austin and the MD Anderson



Cancer.

Sarcoma Alliance for Research Through Collaboration

Chairman of the Board, McHenry "Mac" Tichenor.

Background

Mac Tichenor, has a long record of running successful organizations. His original interactions with SARC relates to his position as Executive Director of the WWWW Foundation, Inc.

The WWWW Foundation (QuadW) was established in memory of Mac's son Willie Tichenor, who died of osteosarcoma in 2006 at age 19. Its name stands for "What Would Willie Want?" and that standard informs the Foundation's work. The Foundation supports innovative ideas in higher education, sarcoma research, personally transforming mission experiences, and general philanthropy. Seven of Willie's close friends comprise the Foundation's advisory board, contributing fresh outlooks and ideas while learning the practice of philanthropy. The Foundation has sought to advance projects that can broadly facilitate research in sarcoma. In addition to its work in cancer research, the Foundation has funded numerous college programs and scholarships, as well as mission opportunities. The Foundation has made valuable contributions to SARC's unified database project.

Mac Tichenor earned a Bachelor of Arts degree with Honors in Plan II, with a concentration in economics from the University of Texas at Austin in 1977, followed by

an MBA from UT Austin, along with the Dean's Award for Academic Excellence. Mac Tichenor began a career in broadcasting in 1979 when he joined Tichenor Media System, a third-generation, family-owned company based in Harlingen, Texas. In 1981, Mac became president of Tichenor Media and oversaw its expansion into Spanish-language radio. In 1997, the company merged with Hispanic Broadcasting Corporation, creating the largest Hispanic radio company in the U.S., and Mac was named Chairman, President and CEO of the company. In 2003, Hispanic Broadcasting merged with Univision Communications Inc., the largest diversified Spanish-language media company in the United States. Mac joined the Univision's board of directors, and was President of the company's radio division.

Mac eventually left day-to-day operations of Univision Radio and earned a Masters of Science in Biotechnology at the University of Texas at Dallas in 2009. In 2010, he formed Tichenor Ventures, LLC as a private biotechnology investment vehicle.

Mac Tichenor's other accomplishments include his current position as a director of Belo Corp (NYSE: BLC) and NGM Biopharmaceuticals, Inc. and his former position as director of HFF Inc. (NYSE: HF), and 8e6 Technologies. He is active on various boards of the University of Texas at Austin, including the Advisory Council of the McCombs School of Business, and is a Member of the MD Anderson Cancer Center Board of Visitors. Other civic involvement has included serving as Chairman of the Harlingen Area United Way Campaign, Chairman of the Harlingen Area Chamber of Commerce, board member of the Gladys Porter Zoo of Brownsville, Chairman of the Texas Business Hall of Fame, and a member of the Texas Lyceum. He has served as a director of the Texas Association of Broadcasters and the National Association of Broadcasters, and is a member of the World Presidents' Organization. Honors include recognition as a distinguished alumnus of the UT Austin business school (1987), being named Texas Association of Broadcasters Broadcaster of the Year (2001), and induction into the Texas Radio Hall of Fame (2003). In 2005, along with his grandfather, father and brother Warren, he was named one of the Library of American Broadcasting's "Giants of Broadcasting," and received the National Association of Broadcasting's Pioneer Broadcaster award in 2006. In 2008, he was named to the McCombs School of Business Hall of Fame.

Mac and his wife Lisa reside in Dallas, Texas, and are active in the Highland Park United Methodist Church. They have a son, Taylor, who lives and works in Dallas. Mac's hobbies include music, skiing, bicycling, hiking, and flying.

We welcome Mac Tichenor as SARC's Chairman of the Board. We look forward to his business expertise in our future collaborations in bringing the most innovative treatments to patients as quickly as possible.

