TICHENOR, McHENRY TAYLOR Sr., (1932-2009). McHenry "Mac" Taylor Tichenor Sr., a leading light in the broadcasting industry, was born on June 2, 1932 in Boulder, Colorado and grew up in Harlingen, in the Rio Grande Valley of Texas. He was the only child of McHenry and Geneviere Beryl Tichenor.

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 and its great expansion, including its growth to a 38-station Hispanic group. When TMS merged with Heftel in 1997 to form Hispanic Broadcasting Corp., it was the largest Hispanic radio group in the nation.

In 1982, Mr. Tichenor, a brilliant born leader, 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.

During the last years of his life, Mr. Tichenor pursued a dream of bringing a professional NFL 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.” 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. In his latter years he was involved in quiet philanthropy.

Mac Tichenor died at age 76 of natural causes in Round Rock, TX on January 3, 2009. He is buried near his parents at Mont Meta Memorial Park in San Benito, TX. 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 Tichenor, Jean Tullis Tichenor, William Edward Tichenor, and David Tucker Tichenor, and numerous grandchildren.


Norman Rozeff