

Steven Humphries Biography

Steven Humphries is a 45 year broadcast and advertising professional and is considered a pioneer in Spanish Radio and Television. Humphries has extensive Executive Corporate Management, General Management and Sales Management in running both Spanish and General Market broadcast stations and groups.

Humphries (aka Steve Rivers) began his radio career as on-air talent and program director. He began his radio career at the age of 14 at KVIN in Vinita, Oklahoma. At the age of 24 he was named National Program Director of the General Cinema Communications broadcast group (former owners of WEFM-Chicago, WIFJ-Philadelphia, WZGC-Atlanta, KRBE-Houston, WGCL-Cleveland, WHUE-Boston).

In 1980 he joined accomplished radio researcher Dean Landsman to form Landsman/Rivers Radio Services, a full-service programming/research radio consulting firm. Initial clients included WABC-New York, WBCN-Boston, WSNI-Philadelphia and many more growing to a roster of over 50 clients.

In 1982, as MTV was launching, Humphries started a Music Video Production Company (GRV, Inc.) to accommodate the new need for Music Videos. The company landed a contract with RCA Records to produce their music videos. GRV also co-produced a monthly live concert performance show on the USA Network called "Hot Spots".

In 1983, Humphries purchased his first radio stations in Colorado and New Mexico, where he launched one of the most successful and highly rated CHR stations in the USA, KKMKG-Pueblo/Colorado Springs.

Humphries has served as a Key Executive in a number of top Radio and Television groups including Heritage Broadcast Group, Heftel Broadcasting (now Univision Radio), Spanish Broadcasting Systems, Caballero Television (Owners of 13 Television Stations) and TK Communications (former owners of WSHE/WSRF Fort Lauderdale-Miami, WHTQ-AM/FM Orlando, KXTN-FM/KZVE-AM San Antonio and KLUV-FM Dallas).

It was with TK in San Antonio in 1990 that Humphries launched the very first Spanish Radio station to go to a number one position in the overall general market (KXTN-FM). He replicated his success in Los Angeles when he served as a consultant to Hefel Broadcasting's KLVE-FM, taking the station to the #1 position.

Humphries was then recruited by competitor, Spanish Broadcasting Systems to serve as their Western Region VP. He then re-launched KLAX-FM in Los Angeles from #15 to #3 in less than 90 days. With SBS he also prepared the launch of WLEY in Chicago and oversaw sales operations in New York.

Humphries launched and managed the Heftel Dallas cluster of six Spanish radio stations, taking the stations from \$5.0M in annual revenue in 1993 to \$12.0M in revenue in 1994.

Humphries was the co-founder of MasMusica TeVe, the first Spanish music television network in the USA. The Company was sold to Viacom in 2004.

Under Humphries ownership and management his stations were some of the highest cash flowing properties in the USA, with in excess of 55% being delivered to the bottom line consistently.

In 2002 he launched automotive advertising agency Humphries Marketing Group (HMG). HMG was one of the top automotive agencies in the USA serving more than 100 dealerships and dealer groups across the USA. HMG's success prompted the NADA to showcase the company through their 20 Group Meetings where Humphries conducted Marketing Seminars.

Humphries currently serves as CEO of UniStar Media Group in Dallas, operators of UniStar Marketing and UniStar Talent.

Humphries has been heavily involved in the local Hispanic community since 1989. In 1995 he was awarded with the LULAC Exemplary Services Award at the National LULAC Convention in San Juan, PR.

