

Cocola Broadcasting Cos.

The Bee is pleased to announce the recipients of the eighth annual Excellence in Business awards. These **companies** and individuals have been recognized for high ethical standards; success and growth; employee and customer service; and environmental concern.

Gary **Cocola** never gave up on his dream.

As a child growing up in Fresno, **Cocola** became enamored with the radio and television industry, listening to radio dramas and later sitting patiently in front of the television waiting for the station's afternoon programs.

"I was like a kid in a candy store," **Cocola** said. "I was fascinated by it all."

But it would take 22 years of working in the family produce businesses before **Cocola** -- at the age of 45 -- fulfilled his lifelong desire to own his own television station.

In 1985, his dream came true. **Cocola** launched his first television station, KMSG, Channel 55. And it would not be his last.

As owner and chief executive officer of **Cocola Broadcasting Cos.**, **Cocola** operates 28 television stations, including 10 in the Fresno market.

Cocola's television stations broadcast a variety of programming, including Home Shopping Network, Spanish-language music videos and nostalgic shows on the America One network.

For those visiting **Cocola** at his **company's** headquarters on Herndon Avenue, there is little doubt he enjoys his job. A sign hanging at the front gate reads: "You are now entering T.V. land."

"Everyday is something new and exciting for me," **Cocola** said. "I often tell young people to go out in the world and find something they love to do; the money will find its way into their pockets."

Fresno Bee, The (CA) Published May 18, 2003 Section: BUSINESS Page D4

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