



## Chester A. (Chet) Maxwell

March 29, 1930 - February 14, 2017

### RADIO Broadcaster FROM SAN ANTONIO DIES

Chester A (Chet) Maxwell died February 14, 2017 at the age of 86 in San Antonio, Texas.

He was born March 29, 1930 in San Antonio, and attended Brackenridge High School, Trinity University and did graduate studies at the University in Dallas.

Maxwell began a long career in Radio Broadcasting at station KENS-AM (now KKYX) in San Antonio in 1955. He became General Sales Manager for the station before leaving in 1963 to join station KILT-AM in Houston. In 1968 he moved to Dallas as Sales Manager of stations KBOX-AM/FM/KMEZ. Chet was made General Manager at the stations in 1971, and became a Vice President of Group One Broadcasting, the parent company, shortly thereafter. He held those positions until the stations were closed in 1986. At that time Chet founded Metro Broadcasting Monitor, a radio sales and programming research company, and operated it until 1993 when he sold it, retired, and moved back to San Antonio. He was inducted into the Texas Radio Hall of Fame in 2014 and to the San Antonio Radio Hall of Fame in 2015.

In 1980 while continuing his duties with Group One Broadcasting, Maxwell founded station KEMM in Greenville, Texas, which he owned and operated, along with his daughter Karen and son-in-law Chuck Cervantes, for several

years before selling it.

Chet was involved in civic affairs in Dallas. At various times he served as President of the North Texas Chapter of the Muscular Dystrophy Association; President of the Dallas Chapter of Multiple Sclerosis Society; and Vice President of the Dallas/Ft. Worth Refugee Agency. He was also on the Board of Directors of the Dallas Better Business Bureau, and was a co-founder, with Chuck Howley and Walt Garrison, of the Multiple Sclerosis Society's Annual Rodeo in Dallas to benefit MS Society.

Maxwell served as President of the Association of Broadcast Executive of Texas in 1975 and was co-founder of the Dallas/Ft. Worth Radio Mangers Group.

He was named one of Dallas Men of The Year in 1975 and 1976 by the Women's Equity Action League, and was an Honoree of the Dallas Womens Center in 1980. The awards were for his assistance in the creation of the Dallas Rape Crisis Center, and for being among the first to hire and promote women to on-the-air and executive positions in broadcasting.

Chet enlisted in the U.S. Marine Corps at the age of 15, with the help of an altered birth certificate. This was near the end of World War II. He served twenty months in the Pacific and earned the World War II Victory Medal and the Asiatic/Pacific Campaign Medal. Chet was a member of the Marine Corp League, the Marine Corp Association and the American Legion.

He was also a member of Mensa.

Maxwell was predeceased by Carol King Maxwell, his wife of 31 years; and his daughter, Sheryl Ann Mann. He is survived by his daughter Karen Cervantes, 4 grandchildren (Melissa Friesenhahn, Vanessa Valdez, Clarissa Roberts, Chester Mann) and 7 great grandchildren( Dakota, Dillon, Jake,

Matthew, Kinzie Valdez, Reagan & Chance Roberts), and 1 great great granddaughte, Violet Valdez.

At his request, there will be no funeral services.

My heart is broken, his life"s journey was to make this world a better place for all living things. He did that for many people even strangers that needed help. Please no flowers, if you want to do something please give to the animal shelters in your area, MS Society or the Rape Crisis Center.

For more details call: 210/846-3232

# Tribute Wall

LP

“ 1 file added to the album *Society of S.A. Radio Broadcasters*



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**Liz Patranella** - April 02, 2017 at 11:40 PM

KC

“ 1 file added to the album *New Album Name*



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**Karen Cervantes** - February 17, 2017 at 09:33 PM

KC

“ 2 files added to the album *New Album Name*



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**Karen Cervantes** - February 17, 2017 at 08:04 PM