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and in the process
stature
growth
and a lot of sophisticated advertisers

SPANISH INTERNATIONAL NETWORK



SPANISH INTERNATIONAL NETWORK

250 Park Avenue, New York 17, N. Y.
OXford 7-0585

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HOLLYwood 6-8131



For identification of pictures see page 68

Spanish market: undersold, undervalued

BUT ADVERTISERS ARE BECOMING MORE AND MORE AWARE OF ITS POTENTIAL

More than 450 years after the explorer, De Soto, advertising agencies in growing numbers are beginning to discover Spanish U.S.A.

The quest has been long, tedious and skeptical. But in the past few years Madison Avenue and the other advertising alleys in major U. S. cities have been discovering that the approximately 8.5 million Spanish-speaking Yanquis can be a loyal and responsive audience for a host of mass-consumed goods and services.

And advertisers have been discovering too that the spoken word, particularly on radio, can be a prime catalyst in helping to move more than \$8 billion of goods and services each year to households of Spanish Americans stretching from New York to Miami, San Antonio, Tex., Los Angeles and numerous other communities in the nation.

Now Emerging ■ With discovery, admittedly, has come no bonanza. But this market, which had been virtually and figuratively an "invisible America" to many advertisers and agencies a few years ago, is emerging from the shadows. And it is edging into the marketplace as a target for an expanding list of advertisers.

In 1966, for example, national, regional and local advertisers are expected

to invest an estimated \$11 million in Spanish radio and television here. This sounds, in the vernacular, poquito ("a little bit"), and it is. But it is approximately twice the amount that was funneled into these specialized broadcast media five short years ago. And the horizon appears brighter.

In the Hispanic media mix, radio is, of course, the leader by nature of the large number of stations programming to this audience. There are only a few TV stations in the U. S. with a dominant Spanish appeal. The most authoritative estimates are that \$8 million will be allocated to Spanish radio this year and in the neighborhood of \$3 million to TV.

New York is the number-one market, earmarked for approximately \$5 million in advertising expenditures, with radio garnering about \$4 million and TV, \$1 million. The runner-up, Los Angeles, is touted as a \$3 million broadcast sector, with \$1.5 million each allotted to TV and radio. San Antonio is tabbed a \$1.2 million market with television gaining \$500,000 and radio \$700,000. Spanish radio billing in Miami is placed in the neighborhood of \$300,000 and the remainder of the country is gauged at \$1.5 million. (These estimates were provided in talks with agencies, stations

and representatives involved with the Spanish media.)

It is obvious there are no easy shortcuts or get-rich-quick schemes to sell Spanish radio and television. It is a long and hard sell. But it is moving ahead.

Undersold ■ It is the conviction of many station operators and representatives that despite the advances made, the Spanish market is undersold, underbought and undervalued.

They recognize that they have been remiss in providing agencies and advertisers with desired qualitative and quantitative research information. But some station officials contend they are moving in as quickly as finances can permit to fill the "figures gap." They realize, too, that a reinforced sales, advertising and promotion effort is required to tell and retell their story.

But on the other side of the coin, media officials believe that many agencies, despite the heightened interest, still underbuy and undervalue the medium. They contend that except in isolated instances, advertisers regard Spanish TV and radio as media to be

Broadcasting
THE BUSINESS OF TELEVISION AND RADIO
SPECIAL REPORT

SPANISH MARKET: UNDERSOLD, UNDERVALUED continued

used for special promotions and for campaigns geared only to specific mass-consumed products with special appeal to this audience. They acknowledge that some agencies give the impression that an investment in the Spanish market, though it may be worthwhile, is scarcely worth the effort in terms of the comparatively meager advertising money involved.

But prejudices are being broken down. Advertisers new to the Spanish market are testing it and are returning on an expanded scale. Station operators attribute the accelerated interest to a combination of factors: the cumulative effect of selling the Spanish market

over a period of years, a sharper awareness of ethnic groups in general because of the civil-rights struggle, a keener realization by advertisers that they must broaden the base of their distribution to remain competitive and a growing appreciation of the values of reaching segmented audiences in this era of rising media costs.

Blue Chips ■ Among the leading users of Spanish radio and television are such blue-chip advertisers as R. J. Reynolds Tobacco Co., Ford Dealers Association, Quaker Oats, Falstaff beer, Coca-Cola, Pepsi-Cola, Pet milk, Borden Co., Lever Brothers, Carnation Co., Jax beer, SSS Tonic and Burgermeister beer.

Marketers of products realize that although their status is rising, Spanish Americans still tend to be in the lower-income brackets. But they spend a sizeable amount of money on the necessities of life. The median family income in New York is \$4,600 annually and in Los Angeles about \$5,000. Not nearly enough for big-ticket items (appliances, automobiles) but sufficient for food, drugs and other mass-consumed items.

Spanish Americans, according to various surveys, are loyal, dedicated listeners to radio. And even when bilingual, they respond more favorably to commercials in Spanish than in English.

As with general-market stations, there is a tendency among Spanish outlets to specialize in programing formats. A BROADCASTING survey with returns from 87 radio outlets shows that the most popular programs on 65 stations are music-news-sports formats: eight, talk; seven, live variety and seven, soap operas.

There are 30-odd station representatives in the Spanish field. The leaders in radio are National Time Sales, Savalli-Gates, Harland G. Oakes and UBC Sales Inc. Spanish International Network Sales is the national rep for TV stations in the U. S. and several border stations beaming from Mexico.

Representatives Comment ■ A summary of observation and comment from a sampling of national representatives in the Spanish market follows:

The Spanish market, according to Joseph Savalli, president of Savalli-Gates, is a growing one. More and more advertisers are using Spanish radio with a greater variety of products to reach a loyal audience at a cost that is comparatively low, he emphasized.

Savalli-Gates represents 10 stations in the Southwest and California. It began in this area with a few stations in late 1962 and gradually has expanded in this sector, though Mr. Savalli noted that the company is active in general market and Negro radio as well. He believes this "total representation" ap-

proach is beneficial to each element through exchange of marketing information.

The main roadblock to Spanish radio growth, he said, is the insistence of many advertisers on standing off from this medium unless a product or service is bought or used by at least 50% of the Spanish audience. Mr. Savalli feels there is an opportunity for both the media and the advertisers to capitalize on the values inherent in Spanish radio even when the consumer ratio falls short of the share arbitrarily set up by some marketers of goods and services.

"Spanish radio is stepping out," Mr. Savalli observed. "With a renewed selling effort, we know that advertisers will turn more and more to this market because it is a useful and valuable one."

Bigger Investment ■ In the view of National Time Sales, New York, the investment by advertisers in Spanish radio has doubled over the past five years and the representative organization attributes this thrust to the cumulative effect of the selling efforts of national sales reps and stations.

Bob Mugnai, eastern sales manager, indicated that Spanish radio has had to battle to persuade accounts to use the medium and, once in, to keep them on the schedules. He noted that in the past some advertisers tend to come in and go out, but today there are likely to be fewer "defectors."

In the past advertisers often have rationalized their absence from the Spanish broadcast media by claiming this audience is reached satisfactorily by general radio and TV. Mr. Mugnai continued. But evidence is piling up that the impact of commercials on Spanish audiences is considerably higher when the Spanish language is used, he reported.

Though inroads have been made on all levels of advertising for mass products and services, Mr. Mugnai said, the advances have been most substantial among products of which Spanish-speaking people have a high incidence of consumption. National Time Sales represents 30 Spanish-language stations in all parts of the U. S.

Robert Wittig, sales manager of UBC Sales Inc., which represents 10 Spanish-language radio stations in Texas, California, New York and Miami, pointed out that the sales picture has become "increasingly bright" over the past few years. He conceded that this is "no easy sell inasmuch as we have to convince advertisers to aim for the Spanish market and then convince them to use our stations."

The market that holds out immediate prospects for growth, according to Mr. Wittig, is the Miami area, where UBC Sales represents WFAB. He noted that in 1961 the Miami region had a Spanish-speaking population of less than 100,-

(continued on page 70)

Pictures shown on page 67 include: Top left, KOXR Oxnard, Calif., gives winners on its 'KOXR Aficionados,' an amateur talent show, cash prizes. Shown (l to r) Henry Palomino and Jose Castellanos, KOXR; Fidencio Macias, winner of \$250 prize and KOXR program director Carlos Palomares. Center left, WNJU-TV Linden, N.J., stars Myrta Silver on 'La Gorda de Oro,' (the fat golden one), each day for Goya Foods and Sello Rojo Rice. Lower left, WHOM New York holds a picnic for teen-agers under auspices of the New York City Youth Board and Lever Brothers, sponsor of 'El Show de los Teen-agers.' Center, second from left, Don Mintz (r) district sales manager for Pet Milk Co. in Phoenix picks up 35,000 labels redeemed by KIFN Phoenix, from Luis Duarte, station news reporter. Top, second from left, a win-your-weight contest, 'Paga Su Peso,' held semi-monthly at Palisade Park, N.J. and broadcast over WADO New York; Libby, McNeill & Libby was sponsor. Top, second from right, opening day of the Dodger broadcasts in Spanish over KWKW Hollywood shows Jaime Jarrin sports director; Jose Garcia play-by-play commentator; Preston Gomex, Dodger third-base coach; Dave Van De Walker, of Smock, Debnam & Waddell, Union Oil agency and Everett Kunin, KWKW public relations director. Center, second from right, at the Spanish market exhibit the space occupied by WBNX New York attracted thousands last year. Upper right, La Consentida, famed Mexican singing star of movies and television, attracted thousands to an open-air broadcast from XED Mexicali, Mexico. Lower right, store openings draw thousands when Spanish music is broadcast. Here is a view of the parking lot of the Azteca Furniture Store after a conjunto band broadcast over KVOZ Laredo, Tex.

Radio and television stations with major Spanish programing

City	Station	Hrs. week-ly	City	Station	Hrs. week-ly	City	Station	Hrs. week-ly	City	Station	Hrs. week-ly
ALABAMA			FLORIDA			NORTH DAKOTA			Rosenberg-Richmond		
Centreville	WBIB	2	Immokolee	WCOF	6		WBNX	129	San Angelo	KFRD	12
ARIZONA			Miami	WFB	100%		WHBI-FM	16	San Antonio	KPEP	7
Flagstaff	KAFF	4		WMIE	135		WVED	14		KEDA	90%
Globe-Miami	KIKO	6½		WMET	100%		WHOM	135		*KLRN	
Nogales-Nogales	XEHF	100%	Tampa	WSOL	38		WLBB	2½		(TV)	
Sonora							WVRV	2½		KCOR	132
Phoenix	KCAC	100%	IDAHO				(FM)			KUBO	100%
Prescott	KIFN	100%	Burley	KBAR	13					KUKA	100%
Safford	KYCA	3	Twin Falls	KTFI	3					KWEX-	
Tucson	KATO	5	Weiser	KWEI	3					TV	100%
	KEVT	100%	ILLINOIS							KCKC	16
	KGUN-TV	2	Aurora	WMRO	15					KDWT	2
	KKEW	100%	Chicago	WCRW	24					KXOK	5
Yuma	KBLU	6		WEDC	10					KTAE	6
CALIFORNIA				WSBC	16½					KTER	2
Arroyo Grande	KOAG	5		WXRT						KTUE	16
Bakersfield	KBAK-TV	2		(FM)						KVOU	18
	KGEE	15	Chicago-La Grange	WTAQ	19½					KVWC	6
	KLYD	12	Chicago-Oak Park	WOPA	26					KVIC	8
	KWAC	84	Decatur	WADM	3					KRGV	15
	KWTC	5	Evanston	WEAW	5					KRGV-TV	5
	KICO	14	Joliet	WJRC							
	XECB	133	INDIANA								
	XED	133	Gary	WLTH							
	XEHG	84	Hammond	WYCA-FM	24						
	XESU	105	KANSAS								
	XEWV	133	Ulysses	KULY	2						
	KRDU	22	LOUISIANA								
	KLIP	36	New Orleans	WNNR	4						
	KAIL-TV	1	MICHIGAN								
	KGST	92	Bay City	WBCM	2½						
	KICU-TV	2½	Detroit	WGPR	5						
	KJEO-TV	2½	Saginaw	WSGW	2						
	KXEX	100%	MINNESOTA								
	KPER	37	East Grand Forks	KRAD	3						
	KMPG	21	Hastings	KDWA	3						
	XHBC-TV		MISSISSIPPI								
			Kosciusko	WKOZ	24						
			NEBRASKA								
			Scottsbluff	KNEB	6						
			NEW HAMPSHIRE								
			Portsmouth	WBBX	15						
			NEW JERSEY								
			Hammononton	WNJH	5						
			Newark	WHBI							
				(FM)	16						
				WNJU-TV	28½						
				WDVL	7						
				WWBZ	8						
			NEW MEXICO								
			Albuquerque	KABQ	100%						
				KGGM-TV	2½						
				KLOS	70						
				KARS	10						
				KOTS	12						
				KMIN	2						
				KWEW	5						
				KOBE	18						
				KRDD	100%						
				KTRC	12						
				KSL	6½						
				KSRC	12						
				KCHS	2½						
				KTNN	6						
			NEW YORK								
			Islip	WBIC	10						
			New York	WADO	155						
COLORADO											
Alamosa	KGIW										
Denver	KFSC	76									
Durango	KDGO	9									
Greeley	KYOU	9									
Pueblo	KAPI	100%									
Rocky Ford	KAVI	10									
Trinidad	KCRT	9									
Walzenburg	KFLJ	9									
CONNECTICUT											
Windsor	WEHW	4									
DISTRICT OF COLUMBIA											
Washington	WFAN	106									
	(FM)										

SPANISH MARKET: UNDERSOLD, UNDERVALUED continued

000 but refugees from Cuba have raised the total to 275,000. He stressed that a large proportion of the immigration from Cuba represents professional and business people, who tend to be well educated, well financed and able to become integrated into the community without much hardship.

More Research Needed ■ Mr. Wittig believes that additional research information is needed to persuade advertisers of the value of the Spanish media, particularly in the Southwest. He noted that New York and Los Angeles have made strides in this area in the past few years and the time is appropriate for a concerted effort in behalf of the Southwest.

Harlan G. Oakes, president of Harlan G. Oakes & Associates, which represents 21 Spanish-language radio stations in the West, reported that Spanish radio has an attractive future in the U. S. But he chided some station operators for not promoting their outlets, not providing agencies with necessary rating information and not selling their medium vigorously and forcefully.

Despite these shortcomings, Mr. Oakes continued, he has confidence in Spanish radio for these reasons:

- Full-time station operations are springing up in markets that previously were not considered sufficiently important for fulltime Spanish-language programming.

- The upgrading of the Spanish community through the public-service efforts of some radio stations, which could "make far more money by fudging on

public service program structures."

- The increased attention being paid to commercial announcements appealing to the Spanish community and to the announcers making them.

- The screening and rejection by stations of questionable commercials and the reduction in the number of commercials carried by some stations, conforming to the basic limitations set forth by the National Association of Broadcasters' codes.

Rene Anselmo, executive vice president of Spanish International Network, which represents two UHF Spanish-language stations in the U. S. and four Mexican stations on the border, noted that he is cognizant of the obstacles facing Spanish TV, but said he was pleased with gains achieved to date. He pointed out that KMEX-TV Los Angeles, which went on the air in 1962, made it "into the black" in 1965 and is reaching for billing of \$1.5 million this year. KWEX-TV San Antonio, Tex., has been moving "in and out of the black" on a monthly basis, he said, but the outlook is promising.

"We know we have a tough selling job," Mr. Anselmo acknowledged. "We're Spanish and we're UHF. But as UHF expands, as it is sure to do, and we step up our efforts to advertisers, we must grow. We have been making special studies to show advertisers that we have viewers who are responsive and are part of the general market in Los Angeles and San Antonio. We feel we are making considerable headway."

As an indication of the confidence in

Spanish TV, Mr. Anselmo said, Spanish International Broadcasting, which owns and operates KMEX-TV and KWEX-TV, intends to operate seven such stations ultimately in the U. S. He added that an application already has been made for Corpus Christi, Tex., by KWEX-TV.

Chicago Latin market growing

City's industry attracts more and more Mexicans and Puerto Ricans

Chicago's diversified manufacturing economy is the lure that has held a large Mexican-American market and is wooing a mushrooming Puerto Rican market, both from Puerto Rico itself and from New York. With other Latins they now total nearly 260,000 in the city and suburban communities.

Since the womenfolk are especially adept at factory tasks such as electronic assembly, many families are able to have two wage earners instead of one, helping swell average family incomes considerably. Many of the newcomers, however, are unskilled rural people and like other minority groups suffer the usual problems of adjustment to urban living.

Social workers, note though, that Spanish-language radio and now television are powerful forces helping to bridge the communication gap, to encourage and educate them and ultimately to sell them the products and services that their improving economic positions enable them to buy. Chicago's vast industrial base appears to be contributing in this direction by offering good pay and innumerable job opportunities.

Except for the Mexican-American community, largely concentrated on the city's west side, the Latin population of Chicago is scattered. For this reason the broadcast media are most suited to reach them. The four small Spanish-language weekly papers fill their niche but can't match the round-the-clock service of stations.

Local Advertising ■ Radio advertising to the Spanish market for the most part is local and is handled on the basis of a modern version of brokerage for time sales. The stations today, however, maintain close control of all elements of programming and their contracts usually call for the freelance program personality to insert frequent public-service material and news. There is some national business placed through agencies but it is still quite modest, the stations report.

Since 1950 the Puerto Rican influx



At KCOR San Antonio one of the most successful programs is the weekly amateur show from the stage of San Antonio's Alameda Theatre.

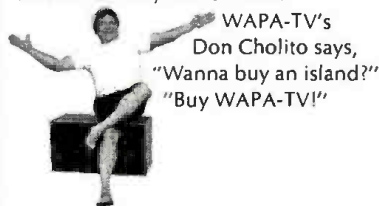
Staged each Friday night, the program draws capacity crowds in the theatre as well as notable results for its sponsors.

The seventh largest metro market in the United States is completely surrounded by water.



That's Puerto Rico, of course! With a population of over two and one-half million, it ranks seventh* among U.S. Metro Markets, ahead of Boston, and just behind San Francisco-Oakland. And, this offshore gold mine loves U.S. products, 1.4 billion dollars worth in 1965, making it Number One in imports of U.S. goods and services in Latin America.

Only one advertising medium covers the entire island of Puerto Rico, and that's television. In Puerto Rico, television is WAPA-TV. With its new tower, 4,049 feet above sea level, and affiliate WOLE-TV (Aguadilla-Mayaguez), WAPA-TV reaches all of Puerto Rico's TV households, island-wide, and in full color too! So is it any wonder that



For Puerto Rico and U.S. Sales Offices:
WAPA-TV, San Juan, P.R. 724-3006
Screen Gems, Inc., N.Y. 212-751-4432

4 WAPA-TV

Television subsidiary of Screen Gems, Inc. 

*SRDS Metro Population Rank

CHICAGO LATIN MARKET GROWING continued

to Chicago has accelerated as New York overflows. Eastern Air Lines reports it takes a daily average of 100 to Chicago direct from San Juan.

The expansion of Spanish-language programming on WCIU-TV Chicago this past year is one good barometer of the booming market in the Midwest. A year ago UHF channel 26 WCIU began with four half-hour dramas each week and now has expanded such shows and related features to 15 half-hours weekly with more to be added soon. One reason: sponsor demand.

For two and one-half years WCIU has been airing two hours of taped bull fights from Mexico City in a prime Saturday evening position. Although the action is narrated in Spanish and has a huge native following, WCIU considers the program more of a general-appeal program in view of the wide audience among the English-speaking population too. Two months ago Divi-

sion Motors began on the bull fights with one spot weekly. The results were so immediate the company has bought full sponsorship sight unseen of a new series of Spanish-language movies that WCIU soon will start in the Saturday 10 p.m. period.

All of WCIU's Spanish features run regularly from 75% to 100% sold out and most original sponsors remain on the programs today. News in Spanish is slotted in frequent capsule periods and on Friday evening a full quarter-hour including newfilm from the Spanish community is presented by one of the station's well known personalities, Enrique Lopez-Salgado. Another, Don Canuto, is host for the soap operas and *Senorita Television*, a new weekly quarter-hour feature which is seeking a beauty queen.

Another coming feature will be a daytime game show, *In the Bag*, aimed at the Spanish-speaking housewife. A

new major evening hour to start soon will be *Radar Artístico*, searching for the best of local amateur talent but to include occasional professional entertainers too. It will be conducted by Elias Diaz y Perez, popular Chicago radio personality on several stations since 1953.

Other Live Shows ■ Live Spanish shows on WCIU extend beyond news, the beauty contest and amateur hour. Henry Bellagamba, using the air name of his weekly program, *Mr. Nice*, interviews a variety of guests including entertainment stars. The weekly *Raul Cardona Show* features Latin dancing. WCIU gets a rate premium for its live features and the sponsors often wait in line to pay it, just as they do the film and video-tape programs, station officials report.

Apart from the dramas, which come from both Mexico City and Miami sources, WCIU also has a Thursday evening hour consisting of tape highlights from all of the musical variety shows on network television in Mexico.

WCIU won commendation from multiple sources at the time of the Puerto Rican district riots last June for its full-hour special featuring Chicago police and civic officials and leaders from the Puerto Rican community. WCIU Assistant Manager Gus Chan quickly arranged the show when the riots broke out and it was credited with helping to bridge the communications or language gap between citizens and the authorities.

Preparation H, Zenith and Alka-Seltzer are among national brands using WCIU to reach the Spanish, WCIU says, but local accounts predominate. Mr. Chan cites a local Spanish food distributor under the trade name of La Criolla "which has used the soap operas *Novelas* successfully to build their trade name and distribution. In one special promotion viewers were requested to send in 10 labels from any of the products to participate in a weekly drawing for merchandise prizes. Some 10,000 pieces of mail were obtained."

Popular Language Shows ■ Spanish-language programs have been among the most popular perennials on the three local Chicago stations that share time on 1240 kc and offer varied foreign-language fare. They are WCRW, WEDC and WSBC.

Josephine White, president of WCRW, cites Bustelo coffee and Goya brand products as among the national accounts although the business is mostly local. Noting the influx of Cubans, she points out that "they are some of the best educated people from that country."

Bill Mack, station manager of WEDC, recalls that in 1943 his outlet had only one weekly Spanish program but today WEDC features 11 hours daily. This growth is especially significant to advertisers, he notes, when one considers the

Radio success secret of wealthy Puerto Rican

Advertising on Spanish-language radio for his travel agencies and other businesses has helped make Claudio Flores (l) a millionaire since leaving Puerto Rico for Chicago just 12 years ago. He is shown here being sworn in by Chicago Mayor Richard J. Daley as a new member of the Chicago Commission on Human Relations following the city's riots last June.

Radio "definitely" was responsible for his business growth, Mr. Flores said, citing how he started with but one travel agency and now has six, plus a Spanish-language newspaper, a record company and other interests. He regularly advertises on most of the Chicago area Spanish-language shows and at times buys radio in San Juan to help sell travel there.

During the recent air strike he had two charter flights each weekend to take care of his business volume that normally uses the regular lines. While many Puerto Ricans in Chicago buy tickets to bring other relatives to the U. S., much of Mr. Flores's business is for their trips "home" for visits. Mr. Flores also believes he is the Midwest's largest wholesaler of package tours to Puerto Rico and Jamaica for the American market.

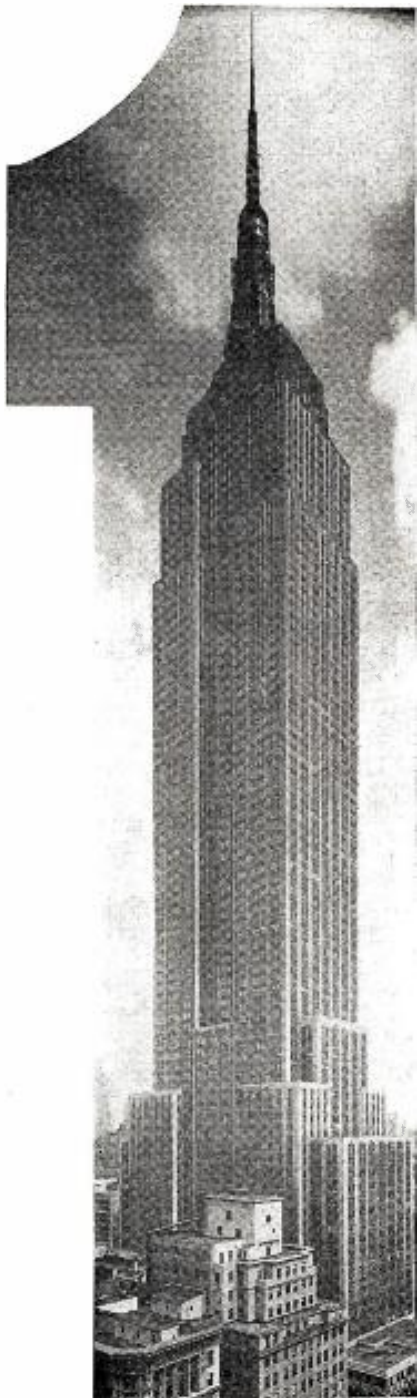
"Radio is one of the most effective media to get communication with the Spanish community in Chicago," Mr. Flores said, explaining it is par-



ticularly potent because it is so "personal" and able to reach people scattered all over the market. He said from personal experience he is well aware of the serious responsibilities of being a broadcaster.

Until a short time ago he personally, or in partnership, had interest in half of all the Spanish shows in the area, Mr. Flores said. For two years he was a partner with Elias Diaz y Perez, he recalled, and still has programs on WEAU Evanston, Ill.

Mr. Perez is probably Chicago's top Spanish personality today with five hours daily on several stations plus a new TV show. Mr. Perez said he has four people assisting him now, including two announcers.



**NEW YORK IS A
ONE CHANNEL MARKET
TO 1,500,000
SPANISH-LANGUAGE RESIDENTS!**

**In the Nation's Largest Market-Within-A-Market
CHANNEL 47 is the #1 Selling Medium...**

- #1 CIRCULATION** — Largest of any Spanish-language medium in United States!
- #1 DELIVERY** — More homes than any Spanish-language broadcasting station in United States!
- #1 VIEWERS** — More viewers-per-set than any TV station in New York market!
- #1 SHARE** — Highest share of audience in Spanish all-channel homes!

CHANNEL 47 is the #1 Selling Medium...

#1 STAR-SALESMEN

MYRTA SILVA

BOBBY CAPO

MIGUELITO VALDES

RAUL MARRERO

VIRUTA & CAPULINA

PUMAREJO

RUTH FERNANDEZ

EVA FLORES

PEPE BIONDI

NOVELAS — DRAMAS

MOVIES FROM MEXICO, ARGENTINA, SPAIN

TELEVISION SHOWCASE OF THE LATIN WORLD!

CHANNEL



WNJU-TV

BROADCASTING, September 19, 1966

NEW YORK SALES OFFICE — 743 FIFTH AVE. — TEL: (212) 233-6240

STUDIOS — 1020 BROAD ST., NEWARK, N. J. — TEL: (201) 643-9100

TRANSMITTER — EMPIRE STATE BUILDING, NEW YORK

CHICAGO LATIN MARKET GROWING continued

three-way sharetime split.

Roy Bellavia, program director at WSBC, explains that while music is the mainstay of that station's programming more than 16 hours weekly of Spanish-language programming, news and public-service announcements are important elements too. The music itself is mixed, he notes, to reflect the varied Puerto Rican, Mexican and Cuban tastes in this respect. One show is sponsored by the Argentine Cultural Society and aimed at the city's more than 4,000 migrants from that South American country.

WSBC's companion FM outlet, WXRT (FM) Chicago, claims to be the first FM outlet there to include Spanish-language programs. WXRT programs

separately from WSBC, Mr. Bellavia says, and enjoys rates several times those of the AM outlet because of the substantially greater coverage.

Another FM outlet in the area with programs aimed at the Spanish market is WYCA(FM) Hammond, Ind. WYCA's shows are slotted 3-6 p.m. Monday through Saturday, all locally sponsored, and serve the growing Mexican and Puerto Rican communities there. WJOB Hammond has a Spanish-language period Sunday 10-11:30 a.m. while nearby WLTH Gary, Ind., has a one-hour period Sunday morning.

WOPA Oak Park, Ill., just west of Chicago, continues to expand its Spanish shows to keep up with the growth of this market. WOPA now has five

hours daily plus weekend shows, chiefly locally sponsored.

WTAQ LaGrange, Ill., is fast catching up with WOPA's volume and cites how rapidly the Spanish market is growing in the western suburban industrial areas. WTAQ reports it is "very proud" of the quality of service given by its Spanish personalities who include many community-service features in their shows.

WMRO Aurora, and WJRC Joliet, both Illinois, now have weekly 90-minute Spanish-language features while WEAU Evanston, Ill., has several daily morning shows with Spanish personalities during those months of the year when its sign-on time moves back down the clock with the sunrise. Both local and national accounts participate on the programs, according to President Edward A. Wheeler.

Half the Latin market is in Southwest

MEXICAN-AMERICAN POPULATION OF FOUR MILLION, SPENDS \$4 BILLION

By tradition and temperament the heart of the Spanish market in the Southwest is Texas.

And by tradition it is Mexican, that colorful culture which predates even the strong Latin imprint of the past few hundred years and includes strains

of ancient Indian civilizations.

But while Texas naturally springs to mind first when an agency or advertiser—or most anyone else for that matter—talks about the Mexican-American market, this market in both economics and geography spreads through four other

states too. One of them, California (see page 78), now claims to outpace the Lone Star State in many dimensions, including population and per-capita earning power.

The other three, each a significant Spanish-language market in its own

Full-fidelity sound with the new GATES PRODUCER Recording Mixer

The only professional-quality audio mixer designed to fill the void between commercial sound equipment and studio consoles. And linked to your audio chain, it will start a chain reaction of listener appreciation—at low investment. Ideal for quality recording of commercials, public-service features or news segments. Professional in every respect, weighs 30 pounds.

Production studios, advertising agencies, news rooms, mobile studios, educators—many others—have found the Producer ideally suited to their needs, and pocketbooks. Write for complete information and specifications—Brochure 141A.

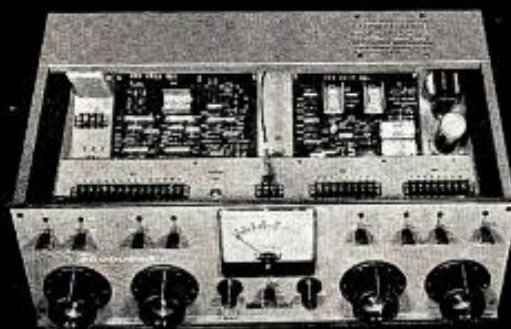
FEATURES—Complete transistor design, twelve inputs, four mixing channels, exclusive built-in monitor amplifier and loud speaker, balanced transformer inputs and output, exclusive provision for "sound-on-sound" recording.



GATES

GATES RADIO COMPANY • QUINCY, ILLINOIS 62301 U.S.A.
A subsidiary of Harris-Intertype Corporation

The soundest sound in recording
is the new sound of GATES



right, are Arizona, Colorado and New Mexico.

Collectively they embrace some 4 million Spanish customers and a consumer market of over 4 billion, approximately half of the total U. S. Latin market. Station and advertiser experience as well as market research shows they are a broadcast-oriented people, loyal to their Spanish-language radio—and now television—personalities and programs. They are responsive and loyal too to the products and brands presented to them in their native tongue.

A Long Way to Go ■ Stations of the Southwest, especially those who devote themselves completely to serving the Spanish market, find national advertisers awakening to the extra profit potentials of this market. But they admit the educational process of agencies and advertisers still has a long way to go and will require more research and case history evidence to win them over.

Advertisers in the Know ■ National accounts like Procter & Gamble, Pet milk, Carnation or Quaker Oats long have been aware of the unique selling abilities of Spanish radio in the Southwest. Local advertisers, who spend their advertising dollars in proportion to the observable traffic and sales generated, are by and large the mainstay of most stations there, especially those whose schedules are only partly Spanish.

"If the national agency and adver-

tiser only knew what the local retailer knows about the impact of Spanish radio," is the typical exclamation of the Southwest broadcaster and his station representative. They note this market is so full of potential that, along the rich Rio Grande Valley, stations on both sides of the border compete for its attention and the Mexican stations have U. S. sales representatives (see page 90).

The growing economic vitality of the Mexican-American market in the Southwest, the rising per-capita income and the increasing ability and inclination to spend it for more and better brand products are points the Spanish broadcasters hasten to emphasize there too. Obviously the clichés of siesta, sombrero and desert cowboy are as sensitive subjects as they are outdated as facts.

U. of Texas Findings ■ The significance of the broadcast media to this market is pointed up in a recent study in Austin and San Antonio by the University of Texas. Its purpose was to learn the media habits of the Spanish community so as to better plan the service of educational KLRN(TV) San Antonio.

Spanish-speaking adults are twice as reliant upon radio as Anglo adults and some 70% of them expressed preference for radio programing in Spanish, according to the study. It also disclosed that over a quarter of the Spanish adults said they do not read a newspaper

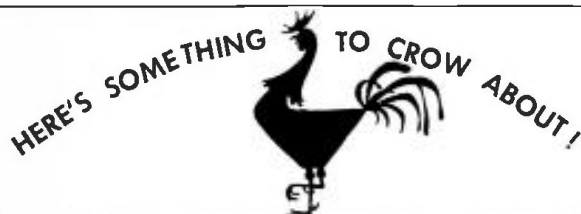
while two-thirds said they do not regularly read magazines. About half said they prefer motion pictures in their native language.

Other findings of the study: The language used most often between husband and wife in Mexican-American homes is Spanish; three in 10 families use mixed language; mothers speak Spanish to their children in nearly four cases out of 10 and a mixture in five of 10, and of the children themselves, a mixture of Spanish and English is spoken two-thirds to three-fourths of the time.

Texas and other southwestern states can expect a rush of Mexican immigrants during the next two years, Leo Grebler, director of the Mexican-American study project at the University of California in Los Angeles, has reported. They will attempt to beat the deadline in 1968 of 120,000 immigrants imposed last year by Congress, he explained.

They Look Too ■ Apart from the saturation of Mexican-Americans along the Rio Grande international border area of Texas, the Spanish market there is concentrated heavily around San Antonio, Corpus Christi, Houston, Austin and Dallas-Fort Worth. They not only listen today but they also look.

Kwex-TV San Antonio, for example, is all-Spanish 60 hours a week and through Spanish International Network,



KALI, KIFN, WMIE, WSOL, XEO-XEOR

ARE BUT A FEW OF THE TOP STATIONS
THAT ARE A PART OF

NATIONAL SPANISH LANGUAGE NETWORK

WHEN YOU THINK SPANISH RADIO ...
THINK-NSLN, WHEN YOU THINK NSLN

CALL

NATIONAL TIME SALES

112 East 42nd Street, New York, N. Y. 10017
BOB MUGNAI — Eastern Sales Mgr. 682-4500

Atlanta Representative West Coast Representative

Mr. Dave Carpenter
David Carpenter Company
1819 Peachtree St. N.E.
Atlanta, Ga. 30309

Mr. Harlan Oaks
HARLAN OAKS COMPANY
1680 No. Vine Street
Hollywood, California 90028



KALI ... Serves and sells to the
world's 2nd largest Mexican
Market.

XEO-XEOR ... Serves the needs
and desires of the Spanish speak-
ing people in the lower Rio
Grande Valley.

WSOL ... Serves 100,000 Span-
ish speaking people in prosperous
Tampa.

WMIE ... Set your sails booming
with "Radio Continental".

KIFN ... Covering Phoenix and
all central Arizona.

HALF THE LATIN MARKET IS IN SOUTHWEST continued

New York, enjoys a wide variety of national brand activity. Serial dramas are the station's most popular fare, according to Emilio Nicolas, manager. KWEX-TV also assists regional agencies like Glenn Advertising in the production of commercials.

Rene Anselmo of the SIN group reports the KWEX-TV group plans a Spanish TV outlet in Corpus Christi and SIN itself is putting a new TV outlet on the air in Matamoros, Mexico, opposite Brownsville, Tex. SIN also represents Mexican border stations XEFE-TV Laredo and XET-TV Juarez; will handle KPAZ-TV Phoenix when it begins.

Two other Texas TV stations have regular weekly Spanish features. They are KTRK-TV Houston and KRGV-TV Waco.

The new affluence of the Latin is reflected in FM listening too. KCUL-FM Fort Worth is now aiming fulltime for the Spanish market. One of San Antonio's major Spanish stations, KCOR, is constructing KCOR-FM there with a separate program service in Spanish contemplated. San Antonio is 50% Spanish-speaking, KCOR notes.

The significance of listener-customers

below the border as well as on this side is highlighted by KGBT Harlingen, Tex., whose 50-kw signal began beaming 100% in Spanish recently. National Sales Manager Willie Harris Jr. cites over 15-million border crossings into Texas were made in that area last year, many for the purpose of shopping.

Other major all-Spanish stations in Texas include KUKA San Antonio and KUNO Corpus Christi. KUKA just completed a highly successful contest for local native conjunto bands in behalf of Pioneer Flour Mills. Over 100,000 labels were voted by listeners for their favorite bands.

Market in Arizona ■ Arizona's Spanish population is estimated now to be more than 212,000, spread along the Mexican border and concentrated heavily in the Phoenix and Tucson areas. Several stations serve this market now and report increasing national advertiser activity.

KEVT and KXEW Tucson are both all-Spanish operations while KGUN-TV there has a popular two-hour weekly Spanish feature which includes Thrifty Drugs, Miller High Life beer. Colt 45 malt liquor and Texcote of Arizona among

regular participants.

Brands listed on KEVT and KXEW include Burgermeister beer, Budweiser, Holsum bread, Greyhound, Masa Harina, SSS Tonic, Ford and Hill Bros. coffee. KXEW recently drew praise from Carnation Co. for the "tremendous" movement of Contadina tomato sauce as a result of station-produced commercials and store merchandising.

KEVT, newly acquired in May by Alvin Korngold, New York trial attorney, has been revising its musical format to Spanish top 40 and continuing all Spanish language, including the addition of Associated Press's Spanish news wire. This summer KEVT sponsored a women's softball team that became state champion while this week the station will broadcast live from the business center as part of the Mexican Independence Day celebration.

The two all-Spanish stations in Phoenix, KCAC and KIFN, have many of these same advertisers and in addition list Coca-Cola, Midas Mufflers, General Mills, Warner Lambert and R. J. Reynolds among others. KCAC put on a free song book mail-pull test for a new sponsor, Mayov Laboratory of Los Angeles, and it did so well Mayov has signed a

KIFN within a few weeks collected 35,000 Pet Milk labels in a recent premium offer of a religious statuette for 50 labels. Pet used 20 spots a week in the offer.

Kiko Miami, Ariz., just east of Phoenix, reports it also completely ran out of mail premiums for one of Quaker Oats' recent promotions on its daily Spanish hour. The show also is sponsored by several name-brand beers, soft drink and milk firms.

Colorado and New Mexico ■ Colorado's 160,000 Spanish-speaking people listen to several stations there which include up to 10 hours a week in their language and one which is 100% Spanish, KAPI Pueblo, south of Colorado Springs. KAPI went all out in the Latin manner over five years ago and boosted Wonder bread's sales 20%, just as it is doing for other accounts like Greyhound, Hills Bros. coffee, Carnation, Quaker Oats and Dr. Pepper.

Other Colorado stations beaming parttime to the Spanish market include KGIW Alamosa, KFSC Denver, KDGO Durango, KYOU Greeley, KAVI Rocky Ford and KCRT Trinidad.

New Mexico's approximately 300,000 Spanish-speaking people are concentrated generally in two areas of the state, one being from Roswell southward along the Mexican-Texas border and the other northward from Albuquerque through Santa Fe to the Colorado border. New Mexico now has two all-Spanish stations plus several with an hour a day or more in that language.

KABQ Albuquerque is fulltime Spanish



Beatriz Llamas, entertains crowd of 5,000 Spanish-speaking citizens and KGBT Harlingen personality (r) dances on one foot as the station began its full-time Spanish operations. Celebra-

tion was held on the tip of Padre Island in Texas's Lower Rio Grande Valley. Station executives claim that KGBT, with 50-kw, is the most powerful Spanish station in the nation.

**There's only one
station that gets your
message to the buyers
in the total Spanish
community any time of
the day or night.**

WADO
1280 KC

Incidentally, the 1966 June-July 18 county Spanish Pulse survey shows that more people listen to WADO than any other Spanish language station in the greater New York area.

A Bartell Broadcasting Station—Division of Bartell Media Corp. Contact Sydney Kavaleer, V. P. and General Manager, WADO, 205 East 42nd Street, New York, N.Y. 10017. Phone: LE 2-9266.

in that area and recently drew acclaim from Glenn Advertising for its pull of nearly 24,000 entries in a sweepstake for Masa Harina. "Outstanding" is the word Carnation Co. used for KABQ's pull in

a contest for Contadina tomato paste too.

New Mexico's other all-Spanish station is KRDD Roswell, which switched to this format in early 1964. Among

the stations with an hour or more a day of programs in the Spanish language are KARS Belen, KOTS Deming, KTRC Santa Fe, KSIL Silver City and KSRC Socorro.

Coast one of richest Spanish markets

MEXICAN-AMERICAN MARKET IN LOS ANGELES TOTALS NEARLY MILLION

The Spanish language market in the West runs south in California from Sacramento-San Francisco to Los Angeles and San Diego, a straight line eastward to Phoenix, south again to Tucson, Ariz., and then northeast to New Mexico's Albuquerque and Santa Fe, and on to Denver. Some of the stops along the way include Bakersfield, Fresno, the Imperial valley (all California), Flagstaff, Nogales (both Arizona), Roswell, N. M., Colorado Springs and Pueblo, Colo. The market consists almost entirely of Mexican-Americans and Mexican nationals. Maybe a few Cubans and Central and South Americans are in there, but practically no Puerto Ricans.

There's little difference in traditions and customs between the Mexican in California and, say, the Mexican in Arizona. Differences probably do exist in income levels and social concepts. Generally speaking, the distance the Mexican gets from the Mexican border in the U. S. going north is in direct proportion to his income. The Mexican in Phoenix probably has a better stand-

ard of living than the Mexican in Nogales, which is just across the border. Similarly the Mexican in the Los Angeles area is likely to have a higher income level than the Mexican working in the Imperial valley.

What happens is that the better educated, more skilled, more conversant the Mexican is with the English language, the further north he drifts because the opportunities are greater. As a direct result of this—the further north he gets; the further away from his once-homeland—the higher his standard of living almost has to become in order for him to subsist. The net outcome is that there is a far greater percentage of skilled and semiskilled Mexican workers found 300 miles north of the border than there is in closer border areas.

Rich Market ■ Los Angeles is the largest Mexican-American market in the U. S. and possibly one of the richest Spanish-speaking markets in the world. There has been a tremendous Spanish population growth in the area since 1950. In a 1965 research report,

kwwk Pasadena, Calif., a 100% Spanish-language station, found that there were 972,785 Spanish-speaking residents in greater Los Angeles. No profile of the Spanish-speaking community in the market—at least not one published recently—places the group's total population at less than 800,000. That specialized market is in itself larger than the cities of San Francisco, or Albany-Troy-Schenectady, N. Y.

It's apparently a market that spends a good deal of money. KALI San Gabriel, Calif., which claims to serve 750,000 Spanish-speaking greater Los Angeles residents, estimates that with an income of more than \$94 million monthly, Latins pour about a billion dollars a year into the Southern California marketplace.

The point is made constantly by Spanish-language broadcasters that even with impressive population figures at hand, these counts may not be entirely correct. The contention is that there are thousands of Browns, Richardsons, O'Neils, Rubinskys and Smiths in the West who speak better Spanish than English and whose culture is Latin. These people, it seems, are consistently overlooked in census counts because they don't have Spanish surnames.

The Latin in the West is different than other foreign-language ethnic groups in other areas. The Mexican-American, particularly, does not assimilate. A large percentage of the Spanish market in the West does learn to speak and understand English to varying degrees. Spanish, however, seems to remain the natural tongue and more surely remains the language Mexicans think in.

There's considerable evidence (various marketing studies made on behalf of national and local advertisers by their own researchers) to indicate that Latins in the West prefer to speak Spanish. They also seem to prefer Spanish media for information and entertainment.

Close to the border, in rural areas, Spanish-speaking people in the West are mostly employed as agricultural workers or braceros. Secretary of Labor Willard Wirtz's recent restriction on the importation of Mexican labor to work as braceros has definitely hurt the audience potential of Spanish language stations in agricultural areas. It has also hurt advertisers in these markets because they

Southwestern Spanish market big and growing

The U.S. Census of 1960 and its special studies of people of Spanish surnames in the five southwestern states give considerable detail on the demographic and economic characteristics of the market. But most observers make special note of the fact that the income data (1959) serves only as a guide in view of subsequent rising wages and inflation.

The states covered are Arizona, California, Colorado, New Mexico and Texas. The decade of 1950-60 marked a steady growth of Spanish population in all of these states except California where it doubled in that time (see separate story). California likewise reported the highest income levels in general tabulations.

The Spanish-speaking labor force, the 1960 census reports, totaled 819,271 males (age 14 and up) and 295,417 females for the Southwest

and of these 736,768 men and 266,655 women had jobs. The median income of all workers was \$2,065 with males \$2,804 and females \$1,065. Urban workers did better. The median of all of them was \$2,317 with men \$3,197 and women \$1,202.

Spanish-American and Mexican-American Population in the Five Southwestern States

	1960	1950
Total	3,464,999	2,281,710
Ariz.	194,356	128,580
Calif.	1,426,538	758,400
Colo.	157,173	118,715
New Mex.	269,122	248,560
Texas	1,417,810	1,027,455

By states California again came out tops in income. The median for all Spanish workers was \$2,835 (urban \$3,061) there with the median for men \$3,849 (urban \$4,179).

ANNOUNCING

The major Spanish-language circulation
medium in the American Southwest



THE AMIGO SPANISH GROUP

offering advertisers the leading
Latin-American radio services of
major Metro areas

KWAC *Bakersfield, California*

KUNO *Corpus Christi, Texas*

KGST *Fresno, California*

XELO *El Paso, Texas*

KLOK *San Jose, California*

KGBT *Harlingen, Texas*

KABQ *Albuquerque, New Mexico*

XEK *Laredo, Texas*

KCOR *San Antonio, Texas*

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"LATIN AMERICA, U.S.A.:
THE SPANISH-SPEAKING MARKET OF THE GREAT SOUTHWEST"

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EXCELLENT RESEARCH

EVEN BETTER RESULTS



by Jim Coyle
General Manager, Station KALI

THESE ADVERTISERS ON KALI YEAR AFTER YEAR

Rayco Auto Seat Covers	6 Years
Garbo Fashions	3 Years
Kip, Inc.	5 Years
Mortgage Refinance	6 Years
Ramona's Food Products	6 Years
Gold's Furniture	7 Years
Dearden's	6 Years
Phoenix Furniture	7 Years
Stone Outfitting	7 Years
Carabello Furniture	6 Years
Central Electric	7 Years
Stone's For Credit	6 Years
Corral & Leon TV	7 Years
Wenger Furniture	5 Years
Schireson Brothers	6 Years
Martinez Bootery	7 Years
Canada Shoes	7 Years
National Travelers Life Co.	6 Years
Million Dollar & Mayan Theatres	7 Years
Ramirez Mortuary	5 Years
Bell Plastic Slip Covers	5 Years
Felix Chevrolet Co.	3 Years
Club Gomez Palacio	5 Years
Farmacia Villareal	5 Years
Club 469	4 Years
Daly Raul's Furniture	7 Years
—and Many Others	

THESE RETAILERS

**HAVE TESTED US DAILY
WITH THEIR CASH REGISTERS!**

WHY DON'T YOU?

FOR COMPLETE MARKET
INFORMATION CALL

NATIONAL TIME SALES

122 E. 42nd Street, N. Y. C., MU 2-4500



5723 MELROSE AVE., HOLLYWOOD 38
HO 6-6161

Member Spanish Broadcasters' Assoc.



KLOK San Francisco's Fourth of July Fiesta is always a family affair. This

year, over 35,000 people were at the Santa Clara Fairgrounds.

no longer have as big a potential to which to appeal. Yet the average Spanish-language radio station in the West, because it uses U. S. Census figures as a base, does not include the Mexican-national bracero as part of its marketing statistics.

Prime Time — In the larger markets in the West, the Latin is primarily employed in the manufacturing and construction industries. With a background as an early riser and employed in industries where the work day begins and ends earlier than the average, prime radio-listening time often is scheduled in the early morning beginning at 4:30 a.m., and again at 3 or 4 p.m.

The Spanish-speaking people in the West being very religious, Sunday becomes a prime broadcast day throughout. This is another area where the Spanish language is again reinforced. According to a recent religious-interest study conducted in the West, it was shown that among fourth generation Mexican-Americans, 69% pray in Spanish, 11% in both language and the balance in English.

Border stations, which for the most part are south of the border, program what could be termed general, or old-fashioned, radio. They run some soap operas, some music, have request dedications and swap shops. Stations further north, for the most part are broadcasting to audiences with greater buying power and thus their programs generally are a little more sophisticated.

The Latin family in the greater Los

Angeles market, at least, may offer a greater sales prospect as a consumer unit than the Anglo family. KALI studies show that Latins average 3.7 persons per family in comparison with 2.6 persons per Anglo family. Also the Los Angeles-San Gabriel station has found that the Latin family median income is \$5,762 annually, much higher, apparently, than the national figure.

From recent figures derived from a major supermarket chain in Los Angeles comparing Latin neighborhood stores with Anglo neighborhood stores, KALI discovered that Latin families use more of the following consumer items than Anglo families: flour, cake mixes, tomato paste and sauce, shortening, sugar, cigarettes, evaporated milk, fresh milk, ground coffee, instant coffee, mayonnaise, detergents, baby foods and peanut butter. From this research and other data, it doesn't appear that the Latin in the West is anymore a specialized consumer than the Italian-American who likes to eat spaghetti on a certain day of the week.

Comments Harlan G. Oakes, a Hollywood-based stations representative for more than a score of Spanish-language stations: "Maybe there was a time when a certain gas-and-oil company didn't know whether the Mexican bought a second-rate gas because he bought a second-rate car and re-refined oil. But when you can go in and show on registration figures that Latins buy as many new Fords, Plymouths, and Chevies as anybody else, then it's plain

to see that they are not burning hay and oats and mesquite bush in these automobiles. They are burning gasoline."

Actually, the only product groups that Spanish-language broadcasters and station reps in the West have been eminently successful in influencing have been food, tobacco and proprietary medicines. In the last couple of years the automobile industry seems to have become aware of the Spanish-language market in the West, but out of the total number of companies in the field only two or three do a steady promotional job. The most constant advertiser of all among the auto-makers is Ford Motor Co., through J. Walter Thompson. The Ford dealer association in the West buys Spanish-language radio consistently and in strength. The other manufacturers take a run at the Spanish broadcasters every now and then.

Beer Buyers ■ The beer industry also is well aware of the potential of the Spanish market. The soft-drink bottlers, however, with the possible exception of the Los Angeles Coca-Cola bottlers, are only lukewarm in their enthusiasm for Spanish-language radio.

The Spanish market in the West has a considerable number of strong points. Most importantly, the growth of the Spanish-speaking population and the maintaining of the Spanish language and culture seems assured. Statistics in Fresno county, for example, show that Latins represent 24% of the population and have 36% of the children. This would certainly indicate—the birth rate being what it is—that in the future there will be more people of Spanish descent in the country than ever before.

As another indication of future growth, Spanish is the mandatory foreign language taught in California school systems, beginning in the sixth grade. All civil-service examinations in the state include as a qualification for jobs in departments that serve Spanish-speaking people, that the person applying speak fluent Spanish.

Still, Spanish-language broadcasters in the West constantly are confronted with an old-line agency and advertiser argument: "Why should I buy Spanish?" they say. "We know the Spanish audience is there but how do we know they're listening? Until you prove that they predominately listen to Spanish-language radio you haven't got a story to tell."

Need the Numbers ■ Adds a somewhat resigned station rep: "You can't continually romance Spanish and get your share of the budget without numbers." And the Spanish-language stations in the West, like their counterparts in other parts of the country, seem to have difficulty getting numbers and once achieving their share, promoting it properly. It amounts to selling without the tools that Anglo radio takes for granted



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10,000 WATTS

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FIND OUT WHY RADIO
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PART OF YOUR MIAMI RADIO
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SPANISH
MARKET
SPECIAL REPORT

30¢ each

25¢ each in

quantities of 100 to 500

20¢ each over 500

(Plus shipping charges)

Please send your order today

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N.W.

Washington, D. C. 20036

ME 8-1022

and without that which the timebuyers needs to make a determination.

Nothing, perhaps, illustrates the Spanish-language dilemma in the West better than an experience a veteran broadcaster had several years ago in trying to sell the market. While working for a Mexican-owned, Anglo-run radio station in Tijuana, Mexico, the broadcaster went into one of the big department stores in San Diego across the border and asked the manager to consider some advertising in Spanish. The manager said that he didn't advertise in Spanish because he didn't have any Spanish trade. The broadcaster, then making a survey of the store, found that about one out of every four people in the store was a Mexican national or a Mexican-American. He presented these statistics to the manager but still was told that the store didn't encourage such trade and what's more it didn't have any clerks that could speak Spanish to service such clientele. The broadcaster went back and paid one of the box boys in the store who was a Mexican-American and who could speak Spanish to survey the rest of the store. It was discovered that about 20% of the retail clerks were Mexican-Americans.

Concluded the broadcaster from this frustrating experience: "This fellow in the store obviously had a mental block

about the Spanish-language market. The trouble is, I think this type of thinking still permeates the advertising fraternity."

These are the generalities of Spanish-language radio in the West. The specifics, the case-by-case histories of individual stations, are considerably more encouraging. Following is a sampling:

KALI Los Angeles takes a great deal of pride in its community work. The station has worked closely with the University of California at Los Angeles, University of Southern California, California State College and Los Angeles City College on many research projects involving the Latin people.

News also is stressed at the station. KALI averages 60 to 70 news items daily of special interest to Latins.

In advertising, the station has enjoyed a renewal percentage of better than 90% for the last seven years. KALI has more than 30 retail accounts that have been with the station for three years or more, nine of them for seven years.

KWKW Los Angeles covers the annual Rose Parade in Pasadena in conjunction with KTTV(TV) Los Angeles. Spanish-speaking people are encouraged to view the parade on KTTV and listen to the description on the floats in Spanish on radio.

The station also broadcasts exclusively the play-by-play descriptions of all Los Angeles Dodger baseball games. It further covers live all important Spanish sports events, such as the international soccer match in Mexico City between Mexico and Russia.

For news, KWKW installed the Associated Press Spanish-language wire, which provides the complete world news reports, including sports in Spanish. KWKW covers most of the important world meetings of special interest to Latins. An example was the recent conference in Mexico between President Johnson and President Lopez Mateos.

KCTV Salinas, Calif., is the only all-Spanish-language station in the market. The station feels it's talking to at least 50,000 people of Spanish derivation in a six-city coverage area. A city-planning-commission survey shows that just in recent years more than 15,000 people have moved from Mexico to take up permanent residence in the Salinas market.

KOFY San Mateo, Calif., a Tele-Broadcasters station established in 1946, provides continuous Spanish-language programming from 6:30 a.m. to evening sign-off. The station's transmitter is on the San Francisco bay's edge in San Mateo, and the resulting over-the-water conduction of its signal is said to give KOFY strong coverage over a wide area. In all, the station claims to effectively reach 400,000 bay-area Latins, a mar-

WHOM ^{AM}/_{FM}

- O -

LA PRIMERISIMA EN
EL CORAZON LATINO

(FIRST IN THE HEARTS OF THE
NEW YORK SPANISH COMMUNITY)

136 West 52nd Street

New York 10019

ket, it says, about the size of Wyoming or larger than Bakersfield.

KOFY features 11 well-known on-the-air Spanish personalities. The station tries to channel this variety of talent into a strong unifying influence among the Spanish-speaking population.

Mexican-owned radio station XED is in the rich Mexicali valley. It also has primary coverage of Yuma, Ariz., and the Imperial and Coachella valleys, areas that include some of the richest agricultural land in the U. S. The combined population of this region is more than 400,000, of which, the station estimates, about 70% are Spanish speaking. XED is 100% equipped with the Cartri-tape system. It plays modern music and also popular music of the past. It aims for a middle- and upper-class audience.

Overall, Spanish programing in the West is really no different than general radio programing all over the country. Music and news are the staples, the meat of the various operations. But it's not the meat but the special Spanish flavoring that counts.

Mexican outlets beam to States

Spanish language programs find target in Mexican homes on U.S. side of border

Most everyone knows about the big Mexican border stations that long have beamed English-language programs and advertising into the American market. There's a variation on the theme too.

Not so often told is the story of how Mexican border stations send Spanish-language programs to the States. They aim for the Spanish-American market here just as U. S. border stations include many Mexican families south of the line in their total market service. These Mexican "Spanish" stations usually have U. S. station representatives as well, to assure their share of the national business.

Either way the business flows, sponsors keep smiling as the cash registers sing the good-neighbor tune. Furthermore, as some stations note, the daily border traffic to shop and visit in both directions continues to grow and advertisers must cover themselves on either side to keep up with their customers.

XEHF Nogales, for example, opposite Nogales, Ariz., and just due south of Tucson, is an affiliate of the American National Spanish Language Network and enjoys considerable business from leading U. S. brands. Among these are



olé

We believe the Spanish Approach makes GOOD ADVERTISING SENSE in a predominately Spanish - Speaking Market.

We provide Spanish entertainment & advertising to the Largest Select Group of our population in the language they not only understand but the One in which they Think.

Results spell Reach, Comprehension, Motivation and SALES! SALES! SALES!

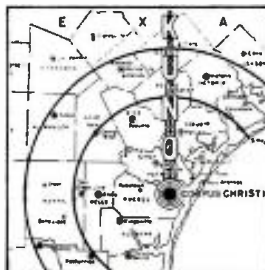
KUNO

P.O. Box 4286 Phone 512-TU 4-5203

Serves the Corpus Christi Metro Market

INFLUENTIAL SPANISH RADIO

Non directional Spanish facility



KUNO covers 10 Gulf Coast counties with Full time Spanish operation. To 53% of the population. Providing heaviest adult audience.

(PULSE SURVEY) NOV./DEC. 1968

THE NATION'S 95th SMSA

KUNO ENTERTAINS WITH

Latest Spanish News - 28 different news by full time newstaff.

Public Service - The voice of Spanish speaking Corpus Christi.

Community Involvement - When Spanish happens in Corpus, it's KUNO (Your opinion, man in the street, society items, news, commentaries, remote broadcasts.)

Plus latest latin music, from 8 countries & current drama.

...a market of a quarter million spanish speaking people.

...to adequately cover Corpus Christi.

KUNO is a must buy



RADIO PAN AMERICANA

P.O. Box 711 Phone 512-GA 3-3910

The most powerful full time spanish speaking station in the United States.

50,000 WATTS at 1530 kc

LOWER RIO GRANDE VALLEY MARKET TEXAS/MEXICO

Reaches the most non duplicated spanish homes in South Texas over 30,200 weekly.



REACHES 88% OF TEXAS' 1st SPANISH MARKET (BY POPULATION)

LRGV - US Market	422,900	74% Span.
Bonus Mexico Mkt.	505,218	100% Span.
Total Mkt.	928,119	88% Span.
TOTAL SPAN. MKT. 818,413 People		

15,000,000 border crossings are made annually increasing your U.S. sales.

35% Volley retail sales purchased by Mexican citizens while visiting Volley.

THINK SPANISH

53% OF OUR MARKET DOES

88% OF OUR MARKET DOES

SAVALLI / GATES HAS THE FULL STORY

AFFILIATES OF THE AMIGO NETWORK



**America's prestige
Spanish Radio
announces a further
extension of
service to
SAN ANTONIO**

*Coming Early
in 1967*

KCOR/FM

A New and Beautiful
Blend of
Latin-American
and Continental
Entertainment Accenting

"El Sabor Latino"

Complementing

KCOR/AM

5,000 WATTS DAY & NIGHT



**Does a Power of Good in
SAN ANTONIO**

*For the Community
For the Audience
For the Advertiser*

Represented Nationally by
SAVALLI / GATES, INC.

Schlitz, R. J. Reynolds, Pet Milk, Carnation, Borden Foods, Quaker Oats, Lever and Ford dealers. Programs range from daytime dramas to music and live sports from Mexico City.

A recent study by the University of Arizona Bureau of Business and Public Research shows the flow of people and commerce between the two Nogales, XEHF said. The study finds a large segment of the U. S. city's labor force comes across the border each day and spends there the dollars earned. Likewise many of the U. S. tourist dollars spent in Mexico come back to the Arizona community in purchases of food, drugs and other products.

"Radio was widely reported as the best advertising medium," the study notes, citing high radio ownership. A number of Nogales stores said most of their business came from Mexican customers.

Three Mexican stations at Nuevo Laredo, opposite Laredo, Tex., all have U. S. representatives and American brands sponsoring their Spanish fare. They are XEK, XENU and XEWL.

Agencies such as Benton & Bowles, Compton, J. Walter Thompson, Esty and Doyle Dane Bernbach are on their lists. Sponsors include Procter & Gamble, Falstaff beer, Nestle, SSS Tonic, Winston and Kent cigarettes and Beechnut gum among others.

XEO Matamoros, opposite Brownsville, Tex., regularly sells Pet Milk, Carnation, Quaker Oats, Zest soap, Cheer and Breeze detergents, Crest toothpaste and the tobacco products of R. J. Reynolds on its Spanish programs, while affiliated XEOR Reynosa, opposite McAllen, Tex., reports many of the same clients as does XEMU Piedras Negras, opposite Eagle Pass, Tex.

XELO Ciudad Juarez, opposite El Paso, reports brisk business too for Breeze and Cheer as well as Carnation, Borden's, R. J. Reynolds and Gulf Oil. Other accounts include Greyhound, Hills Bros. coffee, Lone Star beer and Morton Foods.

English programing too, in Puerto Rico

In Puerto Rico, where Spanish-language programing is the rule, some stations make their mark in English—a sort of Spanish market in reverse.

Typically, Puerto Rican stations report programing 100% in Spanish, but some offer a few hours weekly in English and some buck the prevailing practice and broadcast entirely in English. Bob Burnett, manager of Quality Broadcasting Corp., operator of WKYN and WFQM(FM) San Juan, reports that his company broadcasts in English, along

with one other commercial AM station, WHOA, and one commercial TV station, ch. 18 WTSJ(TV), "because there is a fairly large English-language market."

This audience consists of North Americans who have made Puerto Rico their home, either because of business or climate. "In addition," Mr. Bennett continues, "there are about 20,000 military personnel on the island and we should see close to a million tourists from the U. S. in Puerto Rico this year."

Mr. Bennett notes that a knowledge of English is a prerequisite for almost any good job on the island. A cross-migration of Puerto Ricans who have returned from living in the States adds to the number who can profit from English-language programing.

WKYN and WFQM(FM) report an advertising growth rate of better than 36% each year for the past three years. "Advertising support is very good," says Mr. Bennett, "especially for luxury products. When you take into consideration that almost all of our audience makes over \$5,000 a year, you have a pretty good idea to sell." He lists among the stations' clients: National City Bank of New York, Chase Manhattan, Eastern Airlines, Pan American Airlines, Liggett & Myers, Reynolds, Ford, Colgate-Palmolive and General Foods.

Mr. Bennett admits to some special problems in programing English in

Ventura County

Largest Percentage Spanish-speaking Population in California

Highest Income per Family in California

KOXR is *Only Media* Reaching this Market 18 hours daily

5000 watts-910 kc

KOXR

"La Reina Del Aire"

Rep: J. A. Lucas/JALCO, Inc.
1280 So. Oxnard Blvd., Oxnard,
California
(805) 483-2303

Puerto Rico. Cable charges for network shows "are fantastically high," he reports, but some special material is used anyway. Also, the stations have a direct teletype line hooked to the Associated Press broadcast circuit in the States, at a cost in cable charges of \$6,000 a year. Sometimes personnel can also be a problem, he notes. But Mr. Bennett reports that the stations, programming English, have moved from ninth or 10th in the market to fourth or fifth.

Typical of stations programming a few hours in English is WMDD-AM-FM Fajardo, offering five hours weekly. Richard J. Friedman, president, reports that his station has a "new awareness that people living under our coverage area speak English and we are attempting to give them service." Some 6,000 U. S. Navy personnel and their families are stationed at nearby Roosevelt Roads, and the U. S. Virgin Islands are also within the station's coverage area.

In New York: income, spending are gaining

Spanish TV-radio advertising dollar total doubles to \$5 million within a five-year span

Spanish-language radio and television in New York, to repeat an oft-enunciated catch-phrase, "algo deben estar haciendo bien" ("must be doing something right").

Growing numbers of national, regional and local advertisers have been discovering this medium over the past five years. Authoritative estimates place advertising expenditure in Spanish TV-radio in New York at approximately \$5 million, double the amount of five years ago.

This figure may seem miniscule in comparison with the substantial sums allotted to general-market television and radio there. But it is most heartening to the Spanish-language station operators who have been waging an uphill struggle for more than a decade and now are sighting rays of recognition.

The predominant accent in the New York Spanish market is one of *growth*. It is growth in terms of population, income and spending power as well as advertiser investment.

Spanish New York is no longer predominantly Harlem, the south Bronx or the Bedford-Stuyvesant section of Brooklyn. It is no longer overwhelmingly Puerto Rican.

It is, in fact, a collection of Spanish-speaking enclaves in all five boroughs of the city as well as the suburban areas of New York, New Jersey and Connecticut. And since 1960, the hard core of 750,000 Puerto Ricans has been enlarged by an influx of Cubans, Dominicans and other Latinos from all parts of South America. Spanish New York consists of an estimated 1.4 million people, of whom roughly one-half are Puerto Rican.

Listen Best ■ New Yorkers with a

Spanish accent tend to be listeners rather than readers. Advertisers are aware of this characteristic. Accordingly, out of an advertising budget for all Spanish media in the New York market of about \$8 million, an estimated \$4 million is allocated to radio and \$1 million to TV on WNJU-TV Linden-Newark, N. J., currently the sole TV station in the area catering to the Spanish audience.

Though the Spanish New Yorker trails his Anglo counterpart in education and income, his status is rising. Radio-TV station officials proclaim that Spanish New York's gross income is more than \$1.2 billion a year. Median family income has risen gradually to about \$4,600 annually.

Spanish New Yorkers are prime prospects for sellers of food, detergents, soft drinks, beer and other mass-consumed products. Their families are larger, averaging 4.4 persons. On the other hand, they have been to date off target for automobiles and big-ticket appliances such as refrigerators and air conditioners. Still some media officials contend they would be more receptive to such products if a stronger appeal were directed to them.

The 18-county New York metropolitan area is served by three radio stations catering to the Spanish-speaking—WHOM, WADO and WBNX—and one TV station—WNJU-TV Linden-Newark, N. J. Competition for the advertising dollar comes primarily from two daily newspapers, *El Diario-La Prensa* and *El Diario*, whose combined daily circulation is about 110,000.

A forceful point that TV-radio stations stress to agency and advertisers is that the New York Spanish market is

**On Top of the
Washington D.C.
SPANISH
MARKET**



**COVERING 250,000
FM RADIO HOMES IN THE
WASHINGTON AREA**

SERVING 3 AUDIENCES

- ① 80,000 SPANISH SPEAKING LATIN AMERICANS
- ② OVER 100,000 SPANISH SPEAKING AMERICANS WITH LATIN AMERICAN TIES.
- ③ THOUSANDS OF AMERICANS WHO LOVE THE GAIETY AND CHARM OF LATIN AMERICAN MUSIC AND THE SPANISH LANGUAGE.

**YOUR KEY TO NEW CUSTOMERS
AND NEW SALES
IN WASHINGTON D.C.**

WFAN FM

A U.B.C. STATION

not really covered unless the Spanish-language media are used. Research by stations indicates that as high as 95% of Spanish households speak Spanish at home and approximately three in four consider advertising in Spanish more meaningful than in English.

A concomitant of Spanish radio in New York is the high degree of promotional and merchandising support that is made available to sponsors. Contests, point-of-purchase materials and personal appearances by program hosts are staples of Spanish radio.

Programing on all Spanish-language stations is basically music, music-variety, novellas (soap operas), news and sports. But these stations, probably more than their general counterparts, must become an integral part of the community they serve. Stations must become intimately involved with their listeners through participation in and cooperation with community affairs. It is estimated that about \$1 million is spent in Spanish New York alone in promotions tied to community events, such as beauty contests, sports competitions and youth activities. Community involvement also includes counseling services provided by stations to direct listeners to appropriate governmental agencies that can assist them with problems an ethnic minority group

is likely to encounter in an urban society.

Need Consistency ■ Despite the advances made in advertiser recognition of the Spanish market, station operators contend that it is underused. Their main argument is that the Spanish market should be used not for special promotions or campaigns but on a consistent basis.

Luis Diaz-Albertini, president and media director of Spanish Advertising and Marketing Services Inc., New York, who is regarded highly for his knowledge of this ethnic market, offers this main reason for advertiser resistance:

"It's simply that some large advertisers feel that they reach the Spanish market through their advertising in the general media, such as TV, magazines and newspapers. They do not understand the importance of the Spanish market. On the other hand, one company that has used Spanish properly and consistently has been Pepsi-Cola. Pepsi started in Spanish media in New York 12 years ago and dominates the market."

Mr. Albertini's agency is one barometer of Spanish advertising growth in New York. It began in 1963 with \$488,000 in billings and will climb past the \$1 million mark by the end of the year. In January the agency will open a Miami branch to serve that area and the Southwest.

Other Spanish-market specialists feel that other obstacles are a scarcity of satisfactory audience and market research information; lack of knowledge by agencies of the market and a scarcity of agency personnel able to devote time to the Spanish media, commensurate with the amount of money invested.

Advertisers relatively new to Spanish radio and TV in New York include Anacin, Lever Brothers, R. J. Reynolds, Kirby Foods, Pharmaco, Welch Grape Juice, *New York Daily News*, Sony Corp., Blue Cross and Blue Shield, Accent International, American Dairy Products, Kellogg's, Buitoni, Gulf (insecticides), Consolidated Edison, Gerber (baby foods), Kraft Foods, Waterman-Bic, Pepto-Bismol and Consolidated Cigars.

Among the advertisers that have expressed interest but have not used Spanish TV and radio to date are General Foods, American Home Products and Procter & Gamble, according to station officials. There are reports that P&G plans to initiate tests of Spanish TV and radio soon and General Foods is ready to take the plunge.

Specialists contend that Spanish New York will run counter to the "melting pot" theory. The assimilation of large segments of New York's Jewish, Italian, and German population into the mainstream of life is reflected in the virtual disappearance of programing aimed at these groups from the city's broadcast

media. One Spanish station operator summed up the "counter-evolution" as it applied to New York Hispanos this way:

Only \$90 Away ■ "These people are only three-and-a-half hours and a \$90 round-trip air fare away from the Caribbean. They go back and forth all the time. Their sense of national pride and their cultural heritage becomes reinforced by visits 'back home.' Could an Italian immigrant afford to fly back to Naples 40 years ago, or a German to Dusseldorf?"

Indicative of the swelling interest in TV in New York, a Spanish-language publication patterned after *TV Guide*, called *Semana TV*, made its appearance six months ago and has achieved a circulation of 40,000 a week.

A summary of activity at the four dominant Spanish TV-radio stations:

WADO ■ In March of this year, WADO expanded to 155 hours weekly in Spanish with its 24-hour-a-day schedule completely in that language Monday through Saturday and 15 hours on Sunday (on that day there are nine hours in English). The results have been "most satisfying," according to Syd Kavaleer, vice president and general manager, who noted that rate increases exceeding 20% have gone into effect this month predicated on expanded audiences resulting from the changeover.

During this period WADO has diversified its programing, Mr. Kavaleer said, to embrace comedy shows, a Spanish version of James Bond (*Agente Secreto 007*), live remotes from night clubs, audience participation programs and discussion and talk programs.

Sponsorship has been growing continuously on the station with WADO stressing to advertisers that it reaches a larger share of the young (under 35) Spanish group that is raising families and tends to be larger consumers of advertised products. Mr. Kavaleer also noted that WADO is attracting a growing share of Dominicans, Cuban and South Americans in the New York area, who tend to be well-educated and have higher incomes.

He characterized the Spanish market in New York as one of growth and one to which advertisers are paying more and more attention. Close to 90% of the advertising revenue on WADO, he pointed out, comes from national and regional sponsors.

WBNX ■ As a bench-mark of WBNX's progress, C. Carroll Larkin, vice president and general manager, reported that since December 1962, sales each month have topped those of the corresponding month of the previous year. In addition, he observed, WBNX is moving into contention with the other two Spanish stations in the market, which is approaching "a three-way race."

WBNX has adopted a modern music-

INSIDE L.A., THERE'S A
SPANISH-SPEAKING
"CITY" LARGER THAN
SAN FRANCISCO!

- The million-plus Spanish-speaking community represents 15% of the Los Angeles Market!
- Over 100 National and Regional accounts are pre-selling in Spanish on KWKW!
- Want to know more about this "Special Market?" Write for the new KWKW Market study, "The Spanish-speaking community in Los Angeles."

KWKW 1300
5000 WATTS
24 Hours 100% Spanish Language
6233 Hollywood Boulevard
Hollywood 28, California
Member of the Spanish Broadcasters Assn.
National Rep: Jack Masla Company

and-news format including such programs as *Caravana Musical*, a six-hour presentation of popular Latin tunes; a three-hour live-music program on Sunday, *Club Caborrojo*; *Conteste y Gane* and *Radio Llama y Paga*, both audience-contest shows with merchandise and/or money given away.

Mr. Larkin considers WBNX's forte to be its total Spanish-market approach, appealing to all segments of the community and not solely the Puerto Rican group. Through community involvement WBNX has won a share of the growing Dominican, Cuban and South American population that has moved into the New York area in recent years, he observed.

WBNX also stresses promotional-merchandising services to advertisers and one of its outstanding efforts in this area is its heavy participation in the "Feria Puertorriquena 1966" (Spanish Market Exhibit 1966) which will be held at the Americana hotel, Nov. 18-20. WBNX will have about 50 booths this year, compared to 10 last year.

WHOM ■ Charles Baltin, vice president and general manager of WHOM, said there has been a surge to Spanish radio by national advertisers over the past few years and at present, almost 90% of WHOM's clients fall in this category. WHOM is considered a pioneer station in Spanish, having adhered to this basic format for more than 15 years.

Mr. Baltin likened Spanish radio today to the "golden era" of radio 20 years ago, replete with the excitement of personalities, dramas and audience-participation shows.

He credited WHOM specifically with having gained its niche by active participation in the Spanish community through its programming, editorializing and a full-fledged counseling service staffed by two paid social workers. Its ties to the community, he said, are strengthened by its involvement in civic and sports activities (Golden Gloves,

local athletic teams) and coverage of major-league baseball games in Spanish and re-creation of sports events from Puerto Rico.

WHOM's primary thrust is to the large Puerto Rican segment of the Spanish population, according to Mr. Baltin, but he feels the programming is palatable to the other groups. The backbone of the programming is music, news, sports and novellas, and substantial coverage is given to discussion shows and programs dealing with community or social-welfare issues.

WNJU-TV ■ On the air for 17 months, WNJU-TV, which is 60% Spanish programmed, expects to gross \$1 million in advertising in 1966 and to reach the break-even point of \$1.4 million by mid-1967. Edwin Cooperstein, vice president and general manager of the channel 47 outlet, believes the station will make gains through "enlargement of the advertising pie primarily" and only minimally, if at all, at the expense of Spanish radio stations.

In 1965 WNJU-TV grossed only \$250,000, he noted, and he is pleased with the rate of progress. As UHF set-circulation increases, he added, the station will become more desirable to advertisers. There are approximately 150,000 UHF-equipped homes in the New York Spanish market and the number should total 200,000 by the end of the year, he pointed out.

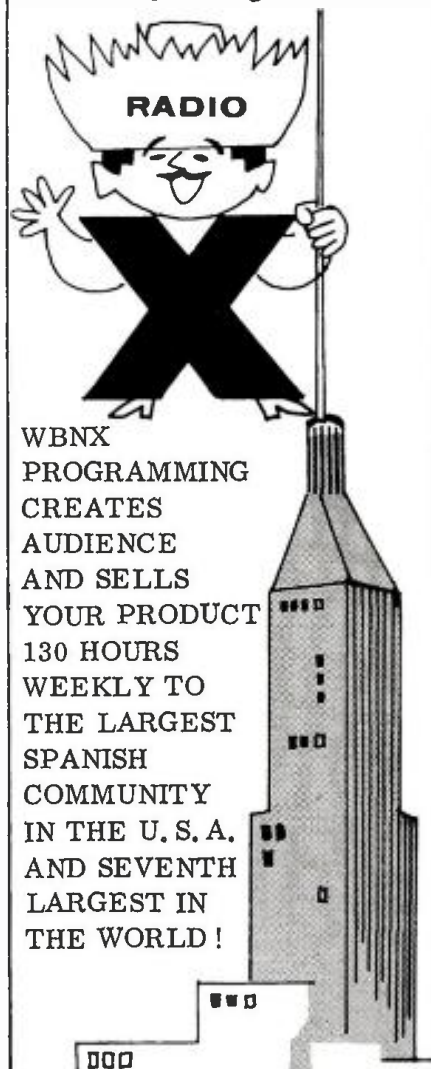
"We're Spanish and we're TV, and we can't see how we can miss," Mr. Cooperstein remarked.

The program format focuses on novellas, live music-variety programs, sports, news-and-community coverage. Mr. Cooperstein noted that WNJU-TV's coverage of the Puerto Rican Day parade last June drew a larger audience in Spanish-speaking TV households than either two New York VHF stations.

Advertisers are evincing keener interest all the time, he said, and several major companies will invest when the 200,000 UHF set mark is attained.

On Top in NEW YORK

12 NOON TO 6 P.M.*



WBNX
PROGRAMMING
CREATES
AUDIENCE
AND SELLS
YOUR PRODUCT
130 HOURS
WEEKLY TO
THE LARGEST
SPANISH
COMMUNITY
IN THE U. S. A.
AND SEVENTH
LARGEST IN
THE WORLD!

* SHARE OF AUDIENCE
PULSE SPANISH
JUNE - JULY, 1966

WBNX
1380 Kc. 5000 WATTS

A U.B.C. STATION

801 Second Ave. N.Y., N.Y. 10017
Tel: 212 889-6880

DON'T WRITE OFF THE GARCÍAS!



If you want to make sales sing,
tap the big Spanish-American
market in Central Arizona over

KIFN

... "their" radio station in Central Arizona that programs ALL SPANISH.

Surveys show that the 150,000 Spanish-speaking people in this market listen almost exclusively to "their" all-Spanish station, KIFN.

It will pay you to sell them — in Spanish.

We translate your sales message to Garcia free. Production spots available.

HARLAN G. OAKES
San Francisco
Los Angeles
San Antonio

NATIONAL
TIME SALES
New York City
and Chicago



COVERING PHOENIX
AND ALL OF
CENTRAL ARIZONA

Cuban invasion story still being written

700 new arrivals a week quickly processed
in Miami center; some stay, many go elsewhere

In Florida, and to a lesser extent elsewhere across the country, the Spanish market won't hold still for its statistical portrait. Thanks for this dynamic state of affairs can go to Fidel Castro, whose policies encouraged a mass migration of many of Cuba's most useful citizens.

The full history of the Cuban invasion cannot yet be written as it's still very much under way. Under current agreements, better than 700 new arrivals a week are processed by the Miami Cuban Refugee Center. But most observers now agree that Dr. Castro's loss is this nation's unequivocal gain.

Most arrivals bring with them substantial business or professional skills and many have direct ties with Cubans that have been here long enough to provide the newcomers with financial resources, thus ensuring a smooth adjustment to a new life in a new land. Requirements for those who wish to remain in Miami, center of the Cuban refugee population, are stringent. All need someone to vouch for—and prove ability to provide—18 months of financial support. Yet one-third of the arrivals manage to line up such support and become members of the burgeoning Miami market. And after resettlement elsewhere, many of the remaining two-thirds elect to return later to Miami—no official notice is taken of subsequent refugee movements.

Estimates Vary ■ Estimates of the size of the Cuban market in Miami vary, but most agree that the Spanish-language audience in the area is somewhere near a quarter of a million, and rising. WFAB Miami puts the total as of June 30, 1966, at 275,000 with a net increase of about 500 a week. WMIE Miami's figure for the end of July is 227,000, broken down as follows: 95,000 Latins in the area before Castro, plus 211,000 refugees arrived, less 187,000 relocated to other areas, plus approximately 40,000 of these returned to Miami.

Some impute a conspiracy on the part of businessmen to withhold actual figures for the size of the Cuban market in Miami based on fear that publicity of the size of the influx could harm tourism. Others point to the Cubans' positive contribution to the area's

economy and social diversity.

All in Miami seem proud of the successful transition the refugees have made. Banks report that the Cubans are proving good credit risks. Welfare agencies note that the rate of Cuban dependency on the community is practically zero. Crime figures, and even juvenile delinquency, are below that for the general population. And most important to marketers, economic studies discern no difference in level of income for the refugees as a whole compared to the rest of the Miami-area residents.

Many Cubans are busy using the skills they brought with them to their new home. Starting their own businesses, often on a shoestring, but increasingly with support from the local banking community, refugees have moved heavily into retailing and food processing. Bankruptcy rates are reported below average for these concerns. In the employment picture, Cubans can now be found in most occupational categories.

Think Spanish ■ Of critical importance to Spanish-language programming, most continue to live, work, think, pray and play in Spanish, while picking up enough English to get by. In schools, Latin children are required to study English, but conversely, English-language children must in turn study Spanish. (In some cases, reports Arthur Gordon, commercial manager, WFAB Miami, teachers urge their English-speaking pupils to tune in Spanish-language radio as an aid to learning proper cadence and pronunciation.) In the whole community, what's happening, according to Ted Hepburn, WMIE's managing director, is that the Latins are learning a sort of "pidgin English" while the majority of English-speaking residents are picking up a sort of "pidgin Spanish."

Both WMIE and WFAB, two stations that intensively serve the Spanish market in the area, agree that the Cubans are here to stay. If Castro fell from power tomorrow, they say, most of the refugees would elect to remain in this country. Their assets in Cuba were taken and their new resources are here. Home buying is a clue to the permanence of the Cuban colony, it is added.

Both stations also agree that the Miami Spanish market differs entirely from Spanish markets in other parts of the country. Novelas—daytime serials—often the most popular feature in Spanish-language programming, are aired, but Mr. Gordon reports that the most popular features on WMIE are news, discussion and public affairs programs. "They're very, very eager to learn our way of life," he says. "Broadcasting provides personal orientation, and they listen morning, noon and night," he adds. So the most popular programs have a kind of "how-to-do-it slant."

Brand Loyalty ■ As in other Spanish markets, the audience has strong brand loyalty, Mr. Hepburn reports, and is very susceptible to the jingle approach. Pepsi-Cola, he notes, has scored strongly with a solid 52-week jingle campaign. Mr. Gordon concurs about brand loyalty and adds that willingness to try new products is higher than usual in Spanish markets, possibly because of the Cubans' intense desire to learn to become Americans.

Both stations agree that while advertising support is growing in volume and sophistication, national advertisers still have much to learn about the market and how to tap it. WMIE reports that beer marketers have discovered that Latin per-capita consumption of the beverage warrants hard cultivation, and some widely distributed brands—Ballantine, Miller, Carling, Falstaff—have mounted effective Spanish-language campaigns.

Automobile dealers are starting to swing to the Latin tempo, stations report. A local Ford dealer has added four Spanish-speaking salesmen to the staff to back up Latin radio commercials, WMIE notes, and an Amoco gasoline campaign points up an awareness that the Latin's autos don't run on frijoles.

But even many local firms have yet to tumble to the power of the Cuban purse—which, according to some estimates, now accounts for better than one-fifth of total Miami consumer purchases. Mr. Hepburn cites the manager of a large downtown department store who denied any involvement with the Latin community in the area and hence no need for Spanish-language advertising. A spot check revealed that many customers then in the store were Cuban, and that a good proportion of the store's own sales persons had Spanish accents.

Those who have made a commitment to the market and taken note of the payoff, however, have an abounding faith in further cultivation of the Latins. WMIE plans to convert its operation to 100% Spanish language on Nov. 1. The station has been offering 5½ hours daily commercial religious programming in English.

WFAB has been broadcasting in Span-



Maria Gutierrez, whose program 'De Mujer a Mujer' (Woman to Woman) is featured on WMIE Miami, Monday through Friday at 1:45-2 p.m.

ish for almost five years and notes a gradual increase in both national and local advertising coverage. All Miami movie houses—those showing American films, as well as those offering the Latin products—are now advertising on Spanish-language radio, Mr. Gordon reports.

Care with Language • Both stations offer translation services to entice Anglo advertisers into the market. Most copy is reprocessed for the special needs of the audience. Even material that is submitted in Spanish is often redone,

as the Cuban market is best approached on its own terms and is not motivated by the same appeals as other Latin populations. In reworking copy, WFAB uses insights gained from serving another atypical Spanish market—Washington; WFAB Owner Richard Eaton operates WFAN(FM), a 100% Spanish-language outlet in the capital. The Washington market is characterized as "most diversified," numbering perhaps 80,000 Spanish-speaking people from every Spanish-speaking nation. About 50,000 of these are regarded as permanent, others are on "temporary" duty, which can last in some cases for many years.

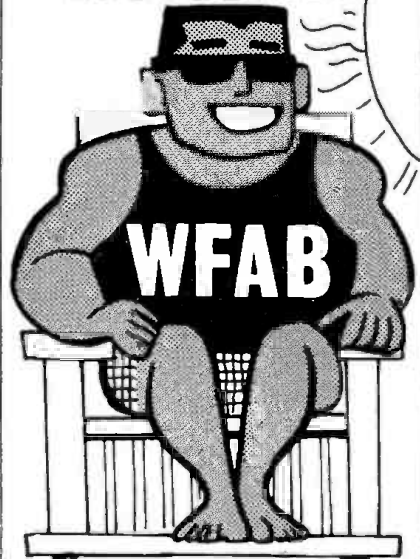
In Florida, as elsewhere, the Spanish market is many markets. Outside of Miami, with its heavy Cuban contingent, the character of Spanish-language radio changes. In Tampa-St. Petersburg, which holds the second-highest concentration of Latin listeners in Florida, wsoz programs at a faster pace than Miami outlets, with more music and less talk. Here, as is usually the case in Spanish markets, novelas are the most popular programs. Many Latins with a Cuban background may be found, but only about 10,000 are refugees from a Marxist government. The others descended from Cubans who came in the early 1800's.

Estimates of the size of Tampa's Latin population vary from 100,000 to 140,000. Identification is difficult and a Spanish-surname survey is more than usually inconclusive, as many of Tampa's Spanish-speaking persons are of Italian descent. Their forebearers came to work in the Spanish cigar factories and were assimilated into the Spanish culture. Compounding the problem of identification, many of the Spanish are Basques, with fair features and often blond hair.

Wsoz broadcasts 38 hours in Spanish of its 90 hours on the air weekly. The station reports that although individual incomes in its Spanish market are below average, family incomes are higher. And surveys indicate that the Latins spend twice as many hours each day listening to the radio as other listeners. The station's programs are also piped into six cigar factories and five garment factories in the area. In the cigar factories, the radio substitutes for the Spanish "reader" who was hired in earlier years to relieve the tedium of the workday by reading newspapers, novels and poetry to the cigar makers.

In other areas of the state, smaller markets are to be served. In rural Immokalee, for example, wcof gets up early in the morning to catch about 4,500 Mexican farm workers before they spread out into the fields and citrus groves. The station broadcasts with a Mexican announcer between 5 and 6 a.m.

On Top in MIAMI



NUMBER ONE
SPANISH STATION
IN ALL RATING
SURVEYS!

GREATEST
SPANISH SOUND
IN MIAMI!

SERVING 275,000
SPANISH SPEAKING
RESIDENCE!

25% OF THE TOTAL
METROPOLITAN
POPULATION
OF MIAMI!

MIAMI'S ONLY
24 HOUR A DAY
SPANISH STATION!

WFAB

990 Kc. 5000 WATTS
MIAMI, FLORIDA.
A U.B.C. STATION

Proof of performance convinces advertisers

Success of Spanish-language stations in selling merchandise is winning over varied list of sponsors

Spanish radio and television can spell success for many advertisers.

Spanish-Americans are loyal listeners and react favorably to commercials in español. Except in major markets, ratings of Spanish programs do not crop up in the figures of rating services. So advertisers must rely on other criteria. The principal yardstick is results from special promotions and contests and actual sales performances, particularly for local accounts.

A canvass by BROADCASTING of stations specializing in the Spanish market uncovered scores of "success stories," some of which are summarized below.

Advertisers in the Spanish sector regard the number of labels redeemed in a station contest as a significant proof of performance. A contest by XEO-XEOR, covering the Brownsville, Tex., area, brought a return of more than 600,000 Carnation (evaporated milk) labels over a three-month period. Prizes were awarded last May 25 to the top three prize winners who had choice of merchandise or cash.

In July the Hiway Pontiac Co. ran 42 spots during a week on KPAN Hereford, Tex., buying into the Spanish programming bloc. During this period the dealer sold 27 used cars. They were sold for prices ranging from \$195 to \$1,800, with the average about \$1,000. The station reports that more and more, local merchants are using a budget to reach the Spanish population because

of the sales impact made on the community by radio advertising.

Pioneer Flour Mills and Roegelien Meat Packing Co., both San Antonio, participated in a promotion staged by KUKA in that city in which conjunto bands (little orchestras) competed in popularity contests in a local theater house. To vote for their favorite bands, the audience had to collect labels of the sponsors. Over a 13-week period, according to KUKA, more than 100,000 labels were collected.

Store Opening ■ When the Azteca Furniture Store decided to locate outside of downtown Laredo, Tex., it elected to presell its opening by using 200 spot announcements on KVOZ Laredo to pull prospects to the expressway location. More than 10,000 persons attended the opening and Azteca later reported that sales for the first eight months reached its anticipated first-year volume. The primary medium used by the store, according to station officials, was KVOZ although some newspaper, television and other radio advertising was utilized.

A Chicago distributor of Spanish food under the trade name of La Criolla has used Spanish dramatic series on WCIU-TV Chicago to build its trade name and distribution. This company distributes a wide variety of products and has been emphasizing its trade name in commercials. In one special promotion, viewers were asked to send in ten labels from any of the La

Criolla products to participate in a weekly drawing for merchandise prizes. About 10,000 pieces of mail were obtained, according to a WICU-TV spokesman.

A new one-week sponsor of Spanish-language KCAC Phoenix, Ariz., a few months ago was the Mayov Laboratory, Los Angeles. To test the mail pull for Mayov, KCAC offered a free song book to listeners sending in a card or letter. In one week 328 cards and letters were received by the station. The result: Mayov, which had planned originally for a one-week campaign, signed a contract for a 52-week effort.

The American Furniture Co. has been a substantial advertiser on KABQ Albuquerque, N. M., since 1956. During this time it has run a heavy weekly spot schedule. According to Clement M. Day of the furniture retailer, KABQ, over the period of years, has been successful in reaching the Spanish-speaking market in Albuquerque and this reach has resulted in many new accounts at the store, adding up to substantial business.

Bank Tries Medium ■ The Morris Plan of California, through J. Walter Thompson, San Francisco bought a 10-week schedule in Spanish on KWAC Bakersfield, Calif., during the first quarter of 1966. This was part of a two-station buy. The second quarter of 1966 found KWAC with the advertiser's whole budget and a 24-week schedule.

Public Market, a fruit retailer in a Spanish section of Los Angeles, never had used radio advertising. Then, last Spring, the marketer bought a spot schedule on KWKW Los Angeles. The first week it was on the station, Public Market sold out 40,000 pounds of pineapples.

The Federal Housing Administration, through Hal Bacon Advertising, Spokane, Wash., started a campaign earlier this year to sell houses in certain communities throughout the Columbia Basin area of Eastern Washington. A spot radio schedule was bought on KSEM Moses Lake, Wash. The announcements describe the houses available, their locations, terms being asked and who to contact for purchase. Half of each week's order of spots was broadcast in Spanish and the other half in English.

Due to the closing of a major air force base, Moses Lake was considered a difficult and depressed housing area. Yet, the Federal Housing Administration managed to move a large number of repossessed homes. "We strongly feel KSEM has helped, materially, in this effort," says agency principal Hal Bacon. "Our only exposure to the Spanish-speaking audience has been with KSEM radio and a number of these homes have been sold to these people."

IN Laredo...

SO GREAT...THE INFLUENCE OF CORTEZ!

Yes, Laredo, Texas...Where The Influence Is so Great That 90% Of The People Pray And Make Love In Spanish (99% In Nuevo Laredo).

•LEADING INLAND PORT OF ENTRY IN U.S. •LEADING FOOD AND DRUG SALES OF ANY COMPARABLE MARKET
•LEADING GATEWAY TO MEXICO •MECCA FOR TOURISTS •LEADING CLOTHING MARKET ON MEXICAN BORDER

KVOZ Is More Than Ever The Overwhelming Favorite Of The Spanish Radio Audience.
ARB Thinks So Too...2 1/2 Times Audience Over #2 Station.
We Specialize In English To Spanish Translations.

