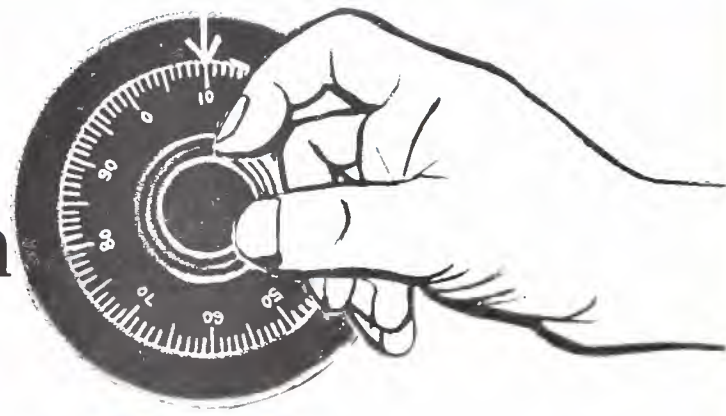


THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

Sponsor

SPANISH-LANGUAGE MARKET

Only station
with the right combination
for reaching the
Spanish market in New York



- 1. AUDIENCE SHARE** (60% Average - Pulse and Hooper)
- 2. PROGRAMMING** (custom tailored for the New York Spanish listener)
- 3. COMMUNITY SERVICE** (extending from the heart of New York to every corner of Puerto Rico)
- 4. MERCHANDISING & PROMOTION** (meaningful coverage at consumer, retail, and wholesale levels)

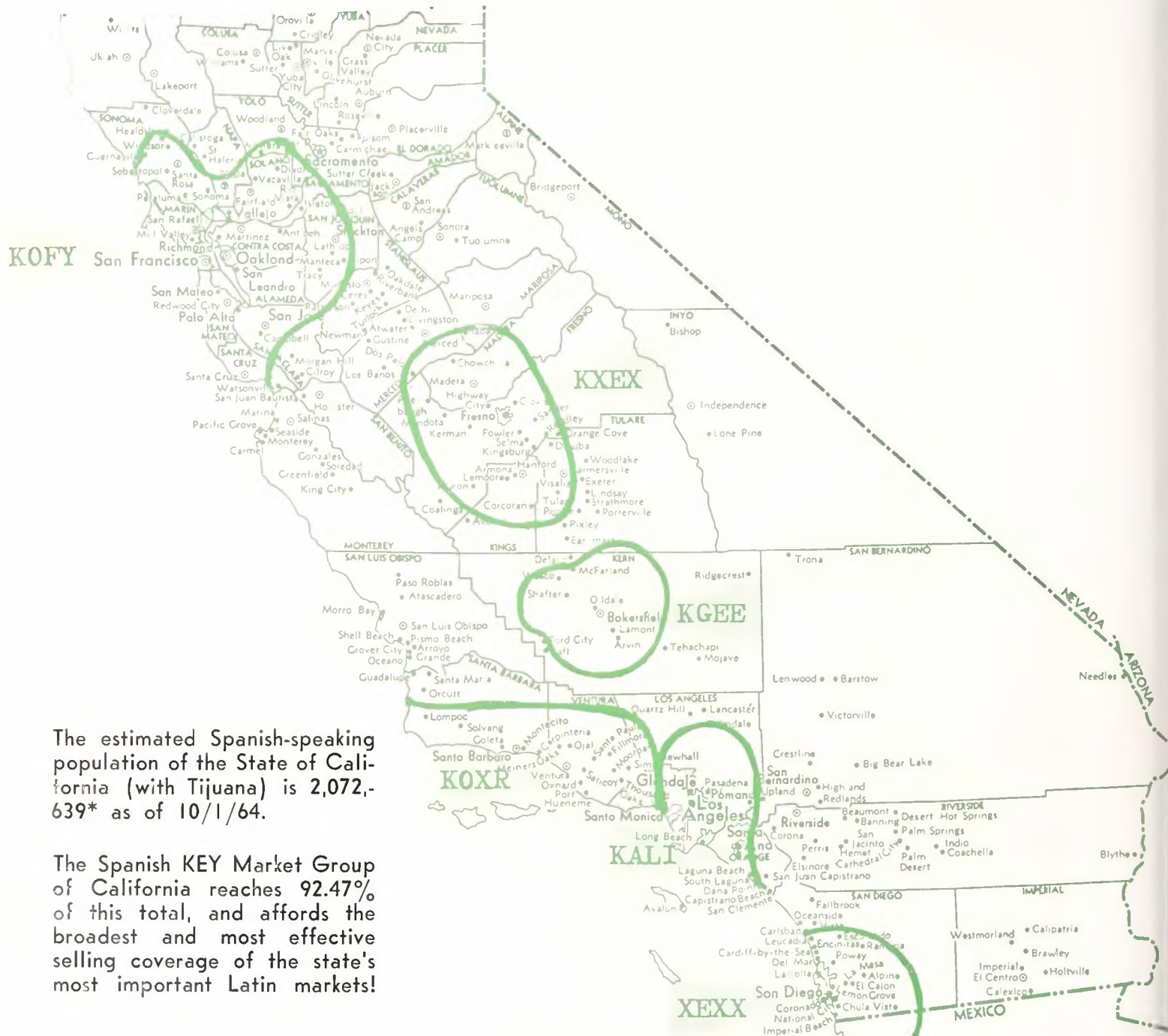
WHOM

AM
FM

New York's Leading Spanish Station

CALIFORNIA Spanish Market Group

The Spanish KEY Market Group of California is comprised of 6 excellent Spanish-programmed radio stations. The SKMG affiliates cover California's most important Spanish-speaking markets, which include some of the major U. S. Mexican-American areas. California has the largest Latin population of any state in the U. S.!



The estimated Spanish-speaking population of the State of California (with Tijuana) is 2,072,639* as of 10/1/64.

The Spanish KEY Market Group of California reaches 92.47% of this total, and affords the broadest and most effective selling coverage of the state's most important Latin markets!

THE SPANISH KEY MARKET GROUP OF CALIFORNIA

Station	Market	Power	Freq.	Spanish Population
KALI,	Los Angeles	5,000 watts	1430 kc	891,486
KOFY,	San Francisco/Oakland	1,000 watts	1050 kc	444,996
KGEE,	Bakersfield	1,000 watts	1230 kc	40,850
KOXR,	Oxnard/Ventura	1,000 watts	910 kc	89,144
KXEX,	Fresno	500 watts	1550 kc	163,419
XEXX,	San Diego/Tijuana	2,000 watts	1420 kc	286,742
TOTAL				1,916,637

Represented by  **Tele-Radio & TV Sales, Inc.**

733 Third Ave., New York, N.Y. YU 6-9717
 505 No. Ervay, Dallas, Tex. RI 8-2172
 100 California St., San Francisco, Calif. YU 2-9933

*Sources: U.S. Census 1960—"Latin American Population of L.A."—Far West Surveys 6/62; "The Mexican-American Market in the U.S."—Belden Associates 1962; "Latin American Population of S.F."—Far West Surveys 6/62; "The Latin American Radio Audience of L.A." 1/64; Spanish Hooperatings Study 1/64.

Sponsor IS FOR THE SPONSOR.
NO OTHER PUBLICATION IS.

WADO New York's important all-day Spanish station, programming to a loyal and responsive audience of over 1,300,000 Spanish speaking listeners . . . Offering advertisers an influential and vital approach to a burgeoning one-billion dollar market. *WADO, Overwhelmingly The Dynamic Voice Of The Spanish-Speaking Community!*

MAS- SI, MUCHO MAS

(MEANS MORE, MUCH
MORE) . . . FROM

WADO

THE ONLY STATION
THAT COVERS
SPANISH NEW YORK,
NEW JERSEY AND
LOWER CONNECTICUT
ALL DAY—EVERY DAY!

WADO

1280 IN NEW YORK
A MACFADDEN-BARTELL
BROADCASTING
STATION

WADO

MEANS MORE . . .

PENETRATING IMPACT

BRAND AWARENESS

CREATIVE MARKETING

**MERCHANDISING
SUPPORT**

SPONSOR IMAGE

COMMUNITY SERVICE

AUDIENCE LOYALTY

SALES!

Use WADO's Unique
Media-Marketing Con-
cept To Reach And
Increase Your Share of
New York's Spanish-
Speaking Market.

WADO MEANS
MORE TO IMPORTANT
CLIENTS OF THESE
ADVERTISING AGENCIES

**B. B. D. & O.
BENTON & BOWLES
D'ARCY AGENCY
FOOTE CONE & BELDING
J. WALTER THOMPSON
KENYON AND ECKHARDT
LAWRENCE G. GUMBINNER
LENNEN & NEWELL
LEO BURNETT
MATTHISON ASSOCIATES
N. W. AYER
OGILVEY BENSON AND MATHER
S. S. C. & B.
TED BATES
WEST, WEIR AND BARTEL
WILLIAM ESTY
YOUNG & RUBICAM
... AND MANY MANY MORE**

WADO
WILL MEAN MORE
TO YOU, TOO!

**FOR MORE INFORMATION
CONTACT:** Sydney Kavaleer,
V.P. and Station Manager,
WADO, 205 East 42nd Street,
New York 17, N.Y.
TELEPHONE
LE 2-9266

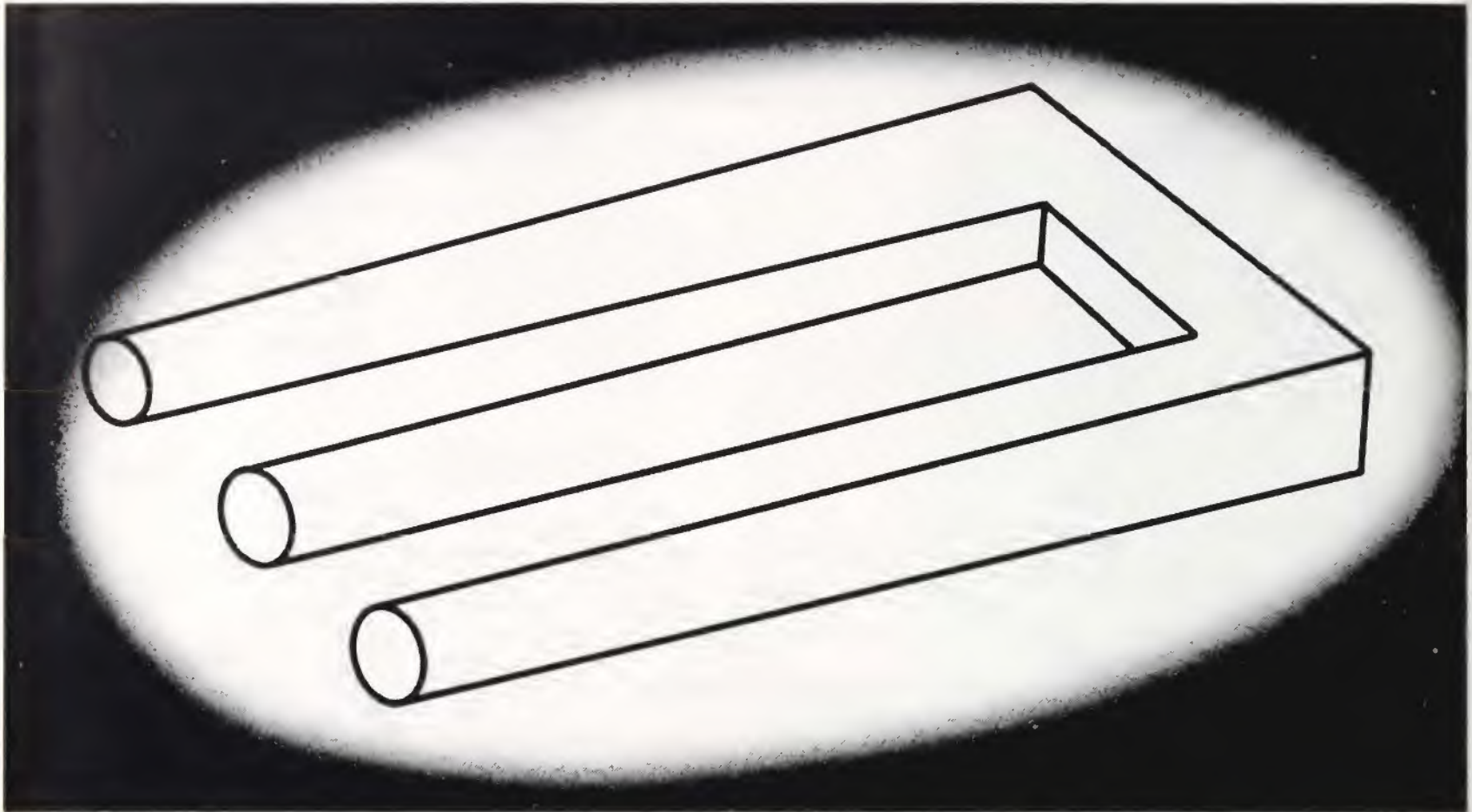
Sponsor

OCTOBER 19, 1964

A special report on the U.S. Spanish-language market

- 35 Air media: doorway to the U.S. Spanish-speaking market
- 36 Fact and fallacy about the Spanish-language U. S. market
 - 36 A market measured in billions
 - 37 Marketing highlights of Spanish-language home product use
 - 38 The Spanish-language 'brand switching phenomenon'
 - 39 Where is the Spanish-speaking market?
 - 40 Spanish-speaking families are larger families
 - 40 Spanish persists as household language in United States
 - 40 Radio and tv set ownership is high in Spanish-language homes
- 41 Spanish-language air media open door to burgeoning market
 - 43 Does Spanish-language radio really sell?
- 44 Spanish-language air media help newcomers to Americanize . . . while maintaining ethnic ties with Spanish heritage
- 46 Want Spanish-language availabilities? Here are the top reps in this field
 - 46 Top 10 agencies in Spanish-language field
 - 46 Top 10 clients in Spanish-language field
- 49 What Spanish-language broadcasters think of Madison Avenue
 - 50 Will Spanish persist as language in 'Anglo' U. S.?
- 52 Contests and premiums
- 53 Directory of major Spanish-language stations in the United States
 - 59 Directory of major radio-tv stations in Mexico with U. S. audiences
 - 60 Directory of major radio-tv stations in Puerto Rico

How will you merchandise it?



After you've established the market, after your designers have made the product fool-proof, after your packaging personnel have okayed a package that does everything but bark, after your advertising agency has developed a consumer campaign that's the greatest thing since nylon—how will you keep your dealers, retailers and all the other factors in your distribution channels steamed up?

Use the specialized business press. To help open new retail accounts. To tell retailers' salesmen how to sell. To step up distribution. To tell about your consumer advertising campaign. To build a fire under buyers.

No medium can compare in **reach**, in **efficiency**, in **audience selection**, in **cost**. There's an appropriate merchandising or industrial publication exactly suited to every manufacturing or distribution problem. Tell us your problems and we'll name the publications that can help you solve them.

The specialized business press is industry's reporter, management's instructor, the sales manager's divining rod, the marketer's market data source. Read by the man who wants to get ahead and the man determined to stay ahead, the business press teaches the newcomer, trains the analyst, retreads the old-timer. It serves, pinpoints, identifies. It is **not** all things to all men. It is specific, seeking out specialized markets. It isolates, clarifies, inspires. It reaches—efficiently.

1913 Eye Street, N.W., Washington, D.C. 20006. Representing the 280 member magazines of National Business Publications, Inc., whose membership qualifications include independent audits by the Audit Bureau of Circulations, the Business Publications Audit of Circulation, Inc., or the Canadian Circulations Audit Board Inc.



Air media: doorway to the U.S. Spanish-speaking market



YOU CAN'T SAY THAT MAJOR advertisers today have never heard of the Spanish-speaking market in major U.S. cities and in key sales areas. You also can't say that the market is clearly defined, widely understood and correctly approached in the advertising plans of major U.S. corporations.

Growing awareness of the market, which many estimate at more than six million people with a total purchasing power of some \$10 billion, has triggered growing use of Spanish-directed media, particularly radio. The number of familiar brand names you'll hear today on Spanish-language stations gains steadily — Breeze, Camel, Coca-Cola, Fab, Silver Dust, Pan-American Airways, Budweiser, Bufferin, Carolina Rice, Richfield Oil, Winston, to name a few.

But the problem of understanding, appreciating and evaluating the Spanish-language market, and its air media, remains. Some major advertisers and agencies admit the

existence of the Spanish-language market, for instance, while maintaining that English-language media — general-market radio and tv included — will do the basic job because of the bilingual quality of much of the Hispanic-derived U.S. market.

This is the crux of the Spanish-language-market problem.

A comment by Warren Shuman, veteran rep in the Spanish air media field and manager of Tele-Radio

& Tv Sales, to SPONSOR two seasons ago still applies: *"The point is not the degree to which the Spanish-language market speaks or understands English, but rather how this group can best be sold goods."*

The Spanish-language market can make an important difference in an advertiser's profit-and-loss figures, particularly in the areas of foods, beverages, household products, automotive supplies, soaps and cleansers, tobacco products and appliances.

SPONSOR's own survey of broadcasters in the Spanish-language field produced one result which should make many advertisers wonder, indeed, if their advertising-marketing plans are really complete: a mere 1 percent of the respondents felt that major advertising agencies were "well-informed" on the subject of Spanish air media.

It is in an effort to help close this informational gap on the part of admen and marketers that SPONSOR presents the extensive report on the following pages. ♦



How big is it? ● How high its income?

Fact and fallacy about the

FALLACY: "The Spanish-speaking U.S. market really isn't big enough to be worth an advertiser's time and trouble."

FACT: Estimates vary concerning the number of Spanish-speaking people in this country, ranging from about 4.5 million (a very conservative figure, used by some agencies and based on the census check of Spanish-surname citizens in 1960) to as much as six million or more (an informed guess which includes many Mexicans in towns just over the border, such as Juarez or Nuevo Laredo, who shop or work in the United States).

The market is concentrated in a crescent which swings from Florida to the mouth of the Rio Grande across Texas, New Mexico, Ariz-

ona and up into California. In the North, the concentration is in Chicago and large northeast cities, notably New York. As many people speak Spanish in New York as speak it in Barcelona, even though the accent is markedly different.

FALLACY: "Most of the Spanish-speaking U.S. market is composed of Johnny-come-lately immigrants in a low economic and purchasing bracket."

FACT: It's true that there's been heavy migration from Puerto Rico to the New York area since World War II, although half of the lucrative island tourist trade these days is from Puerto Ricans going back home for visits. It's also true that the official migration rate from

Mexico to the United States is about 55,000 annually. But the Latin element in the United States is hardly new. Many Spanish-speaking families in the Southwest are descendants of Spanish families which have lived there since the 1750s. In much of Texas, Americans moved into what was an area of Spanish heritage in the mid-19th century, with much the same happening in southern Florida. Puerto Rico was a Spanish colony from the time of the conquistadores until it became U.S. soil.

On an economic level, Spanish-speaking males, 14 and over, have a median income in the United States of some \$2800, and women score about \$1100. This isn't high, but at the same time families are large and often everybody old

A market measured in billions

Advertisers and their agencies are being forced to recognize the Spanish-speaking market in this country by the strength of purchasing power and language difference

What amounts to a quiet Latin invasion of the United States is changing many of the marketing habits of U.S. broadcast advertisers:

- In Tampa, a pretty, natural blonde in stretch slacks finishes her shopping at a local supermarket, thanks the boy who carries her grocery packages in English, hops into a late-model convertible and turns to her mother, with whom she talks in Basque-accented Spanish.

- In Laredo, a Mexican businessman and his family, on a shopping tour from over-the-bridge Nuevo Laredo, buy an electric toaster advertised on a border radio station, and pay for it in pesos.

- In Los Angeles, a telecast on KMEX-TV of the annual Independence Day festivities in Mexico City draws a large and devoted audience even against the competition of seven VHF channels televising in English.

- In New York, the brewing company which made "Miss Rheingold" a national personality is quietly easing up on this theme; it doesn't sit too well with New York's Puerto Ricans, who resent the well-scrubbed-American-girl look of most contestants and who drink some 20 percent of all the beer in the city.

Advertisers and agency men who

are willing to take the time, trouble and effort to study the U.S. Spanish-speaking market — a market whose disposable income has been reckoned as high as eight billion dollars annually — can find many such examples of the growing strength of the Spanish-speaking market.

Some, however, will content themselves with oft-repeated fallacies about the Spanish-language market, which at least will keep them in a state of marketing euphoria without making waves.

Which route will be followed is an increasingly important question in American marketing.

● How dominant the language? ● Is it brand conscious? ● How do you reach it?

Spanish-language U.S. market

enough to work is doing so. Thus, "household" income in New York, for example, is nearly \$4500 on the average in Spanish-language homes, and is even higher in other Spanish-speaking areas. The Cuban refugee influx in Florida is a particularly interesting situation; thousands entered the country but few are on civic relief rolls. As for general household purchases, Spanish-speaking homes match the average "Anglo" home on most household items, exceed it on others (soft drinks, beer, rice, etc.), lag behind only on special purchases (new autos, certain foods, luxury items).

In Southern California, more of a "settled" Spanish-speaking area than the New York City area, a rising socio-economic tide is evident. In a 1962 study prepared for KALI, Far West Surveys, aided by such sources as Bureau of the Census, California State Department of Public Health, etc., placed the median income figure for the area's Latin-descent families at \$5762—about \$1000 higher than the family-income median in New York City's Spanish-language homes. In the same geographical area, a 1964 checkup by Belden Associates found that 23 percent of Spanish-language radio households had family incomes of \$4000 to \$5000 and 21 percent were in the \$5000 to \$7000 category. Not everyone in such families has a job, incidentally; more than nine out of 10 males (household heads) are employed, but only a third of the women — with the balance largely available to advertisers at home via Spanish-language daytime radio.

FALLACY: "The official language of the United States is English. As Spanish-speaking immigrants learn English, the market disappears and can be reached by the usual English-

MARKETING HIGHLIGHTS OF SPANISH-LANGUAGE HOME PRODUCTS USE

With over a million Spanish-speaking residents, New York City is the largest concentration of Latin-descent population within the borders of the United States. (California and Texas have more people, but they are distributed over a larger geographical area.) Although the Spanish spoken in New York—largely with a Puerto Rican accent—is not the same as the Spanish of Los Angeles or Brownsville or Tampa, much of the product usage reported below in a 1964 study by Pulse for WHOM is considered "typical" of Spanish-language U.S. homes by marketing experts. Highlights of the study:

- Spanish-language families spend nearly \$6,000,000.00 a week for food in New York. Most of the shopping is done on Friday and Saturday; 51 percent prefer to shop at supermarkets, 30 percent at independents and 19 percent at both. Median weekly expenditure for groceries: \$28.20.
- Virtually all homes, 99 percent, serve white bread with two-thirds preferring wrapped brands and one-third buying in local bakeries.
- Rice, a Spanish staple, was found in nearly all homes. Spanish, American brands are about equally preferred.
- Marcaroni, spaghetti and tomato sauce, usually associated with Italian rather than Spanish tastes, are served by more than 95 percent of the families, as are salad and olive oils.
- The use of coffee is at a high level of 93 percent with Spanish blends predominating. Instant coffee is used by less than 28 percent. Tea is also a popular beverage in 89 percent of the homes surveyed.
- Both hot and cold breakfast cereals show a high level of use, over 89 percent. Packaged crackers and cookies are 87 percent and 73 percent respectively.
- In the fields of drugs and cosmetics, headache and indigestion remedies are used in more than 95 percent of homes, personal deodorants in 93 percent, hair shampoos and tonics in more than 80 percent and liniments in 69 percent. While razor blades are used by 95 percent, electric razors were found in only 7 percent of homes.
- Cold beverages are popular with Spanish-speaking households. Soft drinks were found in 98 percent while beer and ale are consumed in 77 percent. More than 48 percent of families serve wine.
- More than 72 percent of the Spanish-language population smokes cigarettes but cigar smoking is represented in only 14 percent of homes.
- Canned fruits were found in 95 percent of homes while 87 percent serve canned vegetables with Spanish labels well represented. Canned fish products were found in 73 percent and canned meats in 66 percent of homes.



language broadcast, print and other media.”

FACT: Spanish culture, of which the Spanish language is an integral part, is remarkably durable. Home-oriented, it resists change mightily, in the opinion of those familiar with the Spanish-speaking U.S. market. Spanish is a sort of Esperanto of the Western Hemisphere; in California, for instance, 98 percent of schools teach it. Since it is less of a “foreign language” than, say, Danish, and since it is not particularly a factor for social discrimination, there’s no innate push on the part of Spanish-speaking families to get rid of it, and it is passed from generation to generation.

Certainly, many who originally spoke only Spanish become bilingual. But it is regarded as a social or business skill, like learning

to play a piano or operate a turret lathe. Furthermore, Spanish-speaking Americans often “cluster” in communities and on the job. This further preserves the language.

English-language media *do* reach the Spanish market, and English-language radio and tv *do* have some impact. But advertising media are generally part of the framework of “leisure time,” and when the pressures are off in Spanish-language homes, Spanish is the household language. (A Pulse checkup in New York recently, where over a million people speak Spanish, showed that only 7.8 percent spoke only English at home and three out of four consider that advertising in Spanish has more meaning to them.) Many agencies feel, because of strong saturation of radio and tv sets in Spanish-language U.S. homes, that general-market broadcast commercials get through. They often don’t — even in families where English is fluent.

FALLACY: “There’s no real problem in reaching the Spanish-language market. Spanish is Spanish. You just translate your copy and commercial into Spanish and place it in the right markets.”

FACT: It’s true that the basic written language has little variance in Spanish-speaking areas. A resident of San Juan or Mexico City has no great trouble in making himself understood while visiting Madrid, just as New Yorkers can somehow communicate to their cousins in London. But there are definite regional accents and local peculiarities in the language which can aid, or hamper, a radio-tv campaign in Spanish.

A Puerto Rican adman, Premier Maldonado, a vice-president of Gotham-Vladimir, points out “a marked difference between the Spanish spoken in Puerto Rico and the Spanish in other Latin American countries and Spain.” For one thing, a lot of English (“windshield wiper,” etc.) has crept into the Puerto Rican vocabulary, and many generic items (such as auto tires) have a different name in Puerto Rican Spanish.

In Texas, and along the border into California, the influence is Mexican Spanish. It is a self-perpetuating influence, too, since some 250,000 tourists a year come to the United States *from* Mexico, not to mention visits by Mexican-Americans to what many consider their real homeland. (A veteran station rep in the Spanish field puts it this way: “When a Mexican-American in Texas speaks of the capital of the United States, he says ‘Washington.’ When he speaks of ‘the capital,’ he means Mexico City.”)

In Florida cities such as Miami and Tampa, the big influence today is Cuba, thanks to the great influx of refugees from the Castro regime. However, this is an overlay upon the basic cultural structure of Spain, as handed down by descendants of original settlers from Cuba in the early 1800s and the Basque country of Spain.

In short, you can’t just have a commercial translated by someone knowledgeable in the language. In addition to missing out on the particular sales approach of strong local personalities, you may run afoul of local vagaries or accents in Spanish. A few large stations, such as San Antonio’s KCOR and New York outlets WHOM, WADO and WBNX, and such specialized commercial production houses as New York’s The Latin Sound (along

The Spanish-language ‘brand switching phenomenon’

Among Spanish-language migrants to the U.S., a curious phenomenon takes place. There is a genuine, recognizable drive to “Americanize” themselves, in terms of products, goods and services. Brands which may have been popular in households in Puerto Rico, Mexico, Cuba, Dominican Republic, etc. are shoved aside in favor of U.S. brands, with much of the switching guided by Spanish-language air media.

A good case in point is India Beer, an extremely popular brand in Puerto Rico, where it has 47 percent of the beer market and rival Schaefer has a mere 1 percent. When a Puerto Rican makes the jet hop (some three hours) to New York, the situation reverses overnight. Although India Beer is distributed in New York City, and is currently promoting a 25th anniversary heavily, it has only 1 per-

cent of the New York Puerto Rican beer market, while Schaefer has 38 percent.

Cerveceria India, Inc., has taken the hint, now pursues Puerto Rican families in New York via spot radio campaigns and print media. Other Spanish-type brands, such as Cafe Bustello (bought not long ago by Nestle), hold their high market positions only with heavy Spanish media use.



with some of the leading station reps, who farm out such work through their own contacts) do handle such custom commercials for their local markets, or even for multi-market use where local situations are known by experts not to be a problem.

FALLACY: "Spanish - speaking consumers bring their brand preferences with them from 'the old country,' and it isn't worth the effort to try to get them to change."

FACT: In the face of a continuance of Spanish cultural and family traditions, this one would seem to

make sense. But it is a peculiar characteristic of recent migrants to the United States from the Latin world that many of their brand or product habits are dropped in favor of an "Americanization" which does not necessarily extend to the English language.

A 1962 study by W. R. Simmons and Associates for *El Diario-La Prensa*, for example, shows that among Puerto Ricans in New York, the favorite headache remedy is Bufferin, with a Sterling product called Cortal getting 11 percent of the market. In Puerto Rico itself, Cortal has a whopping 43 percent of the market. Similarly, Heinz

Baby Foods has 32 percent of the market in Puerto Rico, but among Puerto Ricans in New York, Heinz has only two percent. Beer brands are also switched. India beer, a local product, is the big name (47 percent of market) in Puerto Rico; Schaefer has a mere 1 percent. Both are available in New York City, but the positions are virtually reversed among Puerto Ricans in New York.

What makes for changes such as these, or those found in the Southwest or in Florida?

To a mild extent, it's product availability; many everyday Mexican products (or even those with

WHERE IS THE U.S. SPANISH-SPEAKING MARKET?

Chart below is based on U.S. Census for 1960 (which pinpointed families with Spanish surnames), plus projections which are the consensus of agency men, media reps and others close to the Spanish-speaking market. Total for all market areas in chart is 8,880,000 and is considered "reasonable" estimate. Areas and cities with concentration of Spanish-speaking residents are listed in descending order of numerical importance. Puerto Rico, although often treated as an "export market" in advertising plans, is included in these U.S. figures.

MARKET AREA	SPANISH-SPEAKING POPULATION	PRINCIPAL ETHNIC DERIVATIONS	MARKET AREA	SPANISH-SPEAKING POPULATION	PRINCIPAL ETHNIC DERIVATIONS
Puerto Rico	2,650,000*	Mostly island-born. Many families descended from original Spanish settlers, but there has been considerable intermarriage with Indians, Negroes, etc.	Arizona and New Mexico	310,000**	Similar to California and Texas. Primary ethnic strain is Mexican-Spanish. Phoenix, Albuquerque are largest population centers for Spanish-speaking.
California	2,100,000**	Some direct descent from early Spanish colonials, but primary ethnic strain is Mexican-Spanish. There is steady migration to this area from Mexico.	Colorado	145,000	Although not a border state, Colorado has large Mexican-descent population in Pueblo and Denver. Ethnic strain is similar to that of New Mexico.
Texas	2,000,000**	Similar to California. Spanish-speaking Texans are located primarily along U.S.-Mexican border, in large border markets (El Paso-Juarez, etc.)	Chicago	85,000	About half of area's Spanish-speaking residents are of Puerto Rican descent. Area is growing as a migration center for both Puerto Ricans and Mexicans.
New York City	1,100,000	Primarily Puerto Rican migrants (about 70 percent) and Cubans (about 20 percent). Most live in central city in "communities" (86 percent), a few in nearby suburbs.	Philadelphia	70,000	Another "growth area" for Spanish-speaking settlement; two-thirds is of Puerto Rican descent, many move in from crowded New York City areas.
Florida	375,000	Nearly half of Florida's Spanish-speaking population is Cuban descent, largely refugee. About two-thirds of total is in either Miami or Tampa.	Washington	45,000	Smallest U.S. Spanish-language major market, but the most "cosmopolitan" since figure includes the sizable (over 30,000) Latin diplomatic colony.

*Estimated for 1964-65 by Commonwealth of Puerto Rico Economic Development Administration.

**Includes citizens of Mexico in border markets (Nuevo Laredo, Juarez, Tijuana, Nogales, etc.) who have regular access to U.S. retail shops within United States.



names like Colgate which are made in Mexico) become import luxuries, and you can hardly find a good Havana cigar these days. More practically, it's a case of strong promotion and advertising effort by advertisers who have taken the trouble to approach the U.S. Spanish-speaking market effectively, particularly through air media. ♦

Spanish-speaking families are larger families

Traditionally, families of Latin-American origin are larger families. Many factors—tradition, religion, economic level, education, etc.—are involved. However, such homes, from the advertiser's viewpoint, are excellent markets for baby foods, convenience foods, clothing, detergents, soft drinks and a host of other products. An independent survey in the Southern California Spanish-speaking market in 1962 produced these responses from "Anglo" (i.e., non-Spanish-descent) homes and from homes basically of Latin American lineage to queries on household size.

<u>Number in household</u>	<u>Anglo homes</u>	<u>Latin homes</u>
One	9.5%	2.8%
Two	25.5%	11.5%
Three	19.7%	16.4%
Four	20.9%	19.4%
Five	13.8%	19.7%
Six	6.4%	13.2%
Seven	2.4%	11.3%
Eight or more	1.8%	6.0%

Note: While less than 2.5 percent of Anglo families have seven people under one household roof, more than 11 percent of Spanish-speaking families are in this category, and 6 percent have eight or more in the household. Often, everyone from teenagers up in a Spanish-language household is a wage earner.

SPANISH PERSISTS AS HOUSEHOLD LANGUAGE IN U.S.

In U.S. markets along the Mexican-U.S. border, an immigrant or even a native-born U.S. citizen can live most of his life without really having to learn English at all. In California, the bilingual home is common in the Spanish market (a 1962 study by Far West Surveys in Los Angeles Spanish-speaking homes showed that 90 percent of respondents used Spanish at home, even though from 60 percent to 80 percent could speak English, often with great fluency). In New York City, a study by W. R. Simmons and Associates for "El Diario-La Prensa" in 1962 showed this high usage of Spanish, even though the city is by no means part of Spain's colonial heritage:

LANGUAGE USUALLY SPOKEN AT HOME

Spanish usually spoken	96.0%
English usually spoken	2.3%
Both languages spoken	1.7%

RADIO AND TV SET OWNERSHIP IS HIGH IN SPANISH-LANGUAGE HOMES

There are no national figures available as to the penetration of radio and tv in Spanish-language households, and where such figures exist they are on a market-by-market basis. Here are some key markets and latest available radio-tv figures:

SOUTHERN CALIFORNIA: A Belden Associates study in January, 1964, for KALI showed that radio ownership and tv ownership averaged the same for the Los Angeles area—91 percent—in Spanish-language households. The same research firm found that 30 percent of the homes had two or more radios. In the same home group, 68 percent of families owned cars, and 82 percent of the cars had working radios. Studies by ARB and Facts Consolidated both show that KMEX-TV, a Spanish-language UHF independent, has achieved a basic audience of over 175,000 Spanish-speaking homes in the Los Angeles area through conversions or new-set purchases.

NEW YORK CITY: A 1962 survey by W. R. Simmons & Associates showed a radio penetration of 97.2 percent in Spanish-language New York homes which read the city's daily Spanish-language newspaper, and a tv ownership of 90.2 percent. A somewhat broader study by Pulse in the same market, made at about the same time, showed a radio ownership figure of 97.4 percent (similar to Simmons study), and a lower tv-owning figure of 61 percent.

COMMONWEALTH OF PUERTO RICO: Most advertising agencies on the island agree that radio ownership in Puerto Rican homes is at a saturation level of well over 90 percent. Tv ownership lags behind, partially because it is a big-city phenomenon and partially for economic reasons, and is generally considered to be about 66 percent.

FLORIDA: In Miami and Tampa, both of which are growing as Spanish-speaking markets thanks to Cuban and Puerto Rican migration, radio ownership is virtually universal, with Pulse reporting that Spanish-speaking households have "an average of two radios per home, and 21 percent have three sets or more." No recent figures are available as to tv set ownership, but it's estimated to be less than 70 percent, a figure important for marketing knowledge but not competitive with radio.

Veteran Spanish-language broadcaster Roberto Adame of KGEE Bakersfield looks over a group of national and regional products sold regularly to Spanish-speaking listeners on the station. They range from beer and vitamins to dairy products and packaged bread.



Spanish-language air media

open door to burgeoning market

In U.S. markets where the Spanish language is an important form of basic communication, stations serving this ethnic segment find growing audiences

■ In any large U.S. market today, it's no trick to find a general-appeal radio or tv station on which 70 percent or more of the spot billings are from national or major regional advertisers. Such stations are the exception, rather than the rule, in Spanish-language air media:

The Latin market within the United States and in Puerto Rico is in the midst of a growth boom. It is clearly multiplying at a rate faster than the population growth in "Anglo" homes. It is growing in disposable income per family, and in over-all spending power.

It is, however, unlike the U.S. Negro market in some important ways, and its air media are unlike Negro-appeal stations for the same reasons. Whereas U.S. Negroes almost universally speak English and tune to Negro-appeal stations because they offer news of the Negro community, Negro artists, interviews with Negro leaders, etc., Spanish-language homes dial Spanish-voiced air media primarily because of the language and secondarily for news and entertainment geared to the Latin market.

What makes a Spanish-speaking home different from a Negro home, in many cases, is a considerable pride in a Latin cultural heritage and a desire to preserve it. Thus, Spanish-language stations play a role similar to Negro-appeal stations in that they are programming for a minority audience — a "minority," incidentally, which is sometimes larger than the number of English-speaking homes in an area. But they differ from Negro-appeal stations in that there is less of the feeling of racial stress, reported or implied, and more of a feeling of ethnic pride in program content.

Advertisers, meanwhile, have not given the Spanish-speaking air media the kind of attention which has recently been given Negro-appeal air media.

Broadcasters within the field have been quick to give reasons: "There's no 'race riot' activity in the Spanish-language market that compares to that in the Negro market, and there hasn't been the kind of 'let's-do-something-for-the-Negroes' feelings aroused in outsiders," says a New York broadcaster

whose station programs for the city's large (over 700,000 Puerto Rican colony). "The Negro market is right under an advertiser's eyes in most large U.S. cities, but the Spanish-speaking market is light years away from Madison Avenue, particularly down here," says the manager of a Spanish-voiced radio station in a large Texas market.

The real reason why national advertisers seldom make up more than 30 percent of the billing on a "typical" Spanish-language U.S. station, other than those in Puerto Rico where almost all stations are Spanish-voiced, is two-fold:

1. Advertisers are largely unaware of the importance of the Spanish-language market today, since it is not normally measured and reported in the usual marketing and research studies.

2. Even where advertisers are aware of the Spanish-speaking market, and air media associated with the market, there is often a feeling on the part of admen that enough of the Spanish-speaking U.S. population is reached through "general" air media and print to make



the extra effort more trouble than it's worth.

Thus, many advertisers pass up a good bet in the Spanish-language market through a combination of lack of knowledge and lack of initiative. One station rep in the Spanish-language air media field, Richard O'Connell, puts it this way: "The trouble is, many agency men just simply close their minds to the U.S. Spanish-speaking market. When you try to tell them that 25 to 30 percent of the border economy comes from Mexicans who shop in the United States, they think you're crazy."

Spanish-language air media abound in advertiser bargains, since virtually every station in the field would like to have more national spot business, and the selling is highly competitive.

WSOL Tampa airs a Monday-through-Saturday series called *La Hora Latina*, which is actually not an "hour" at all but more like a Spanish version of *Monitor*. A number of five-minute features — news, English lessons, sports highlights, etc.—are carried. This is what the advertiser's dollar buys:

"Advertisers purchasing any of the [program's] features receive: a 15-second opening message an-

nouncing the name, address and product or service of the sponsor of the feature; a full 60-second commercial (no charge is made for translation from English) in the middle of the feature advertising the product or service of the sponsor; a 30-second announcement at the closing of the feature also mentioning the advertiser's name, address and product or service offered. In addition, the sponsor receives free of charge, two promotional spots every day inviting the audience to tune in that particular feature, sponsored by the advertiser."

Such deals are not uncommon in the Spanish-language broadcast field. Rates for spot radio or tv slots are generally quite modest, and the kind of money which buys only a few IDs in large tv markets makes a loud splash in Spanish-voiced air media.

Is the pursuit of Spanish-speaking consumers through specialized air media worthwhile?

Part of the answer can be found in marketing facts, which are explored elsewhere in this special SPONSOR report. Part, also, can be seen in the following quote taken from a memo on the California Spanish-speaking market prepared for internal use at McCann-Erickson. (In California, Spanish-speaking households are somewhat more apt to be bilingual. There is steady migration from Mexico and other Latin areas, but the area is not a direct settlement area for huge groups of Spanish-speaking-only Latin newcomers — as are New York and Miami — and does not have the same degree of border

shopping as does the Texas-Mexican boundary.) Said the memo:

"You can probably reach between 60 and 80 percent of the Spanish-speaking population through general radio, tv, newspapers and magazines. The figures, of course, do not show if you can effectively sell them. Since we are hazy as to how many of these people do not actually understand English, let us approach the matter in this way — can you sell the majority of Spanish (speaking) people via Spanish media better than through English media?"

"The obvious answer is yes. Ethnic groups, no matter what their background, feel that if an advertiser thinks enough of their business to come after it through their own media, then they will be more receptive to the message."

To approach the Spanish-language market via Spanish-voiced air media for a nationally advertised product involves station reps to a larger degree than virtually any other form of broadcast advertising. The leading reps in the field are specialists who are used to dealing both with agencies which think along more traditional media lines and with stations far removed from computerized buying.

On one major point of Spanish-language air media use nearly every executive in the field is agreed: what works in one area may backfire in another because of variations in the local Spanish spoken and because of the programming formulas which stations have found will work in their particular areas.

Stations like WHOM, WBNX and WADO in New York, for in-



Even general-market stations are programming for the Spanish-speaking radio audience. Capitalizing on baseball interest this year among growing Spanish-language segment in Philadelphia is WTEL, which broadcasts sports show from local firm featuring Phillies stars as hosts.



Hundreds of Spanish-speaking women turned out in San Antonio for a special show by KCOR, as shown above. The show was aired on radio.

stance, do not bother to carry sportscasts of bullfights; it just isn't part of the culture of Puerto Ricans, who make up most of the city's Spanish-speaking element. Taped bullfights from Mexico City, however, are popular on outlets such as KMEX-TV Los Angeles and KWEX-TV San Antonio, and on other tv outlets which buy programs from Mexico's Telesistema.

A Spanish-language station like KWKW Los Angeles or KCAL Redlands, for example, will feature many Mexican musical artists via records, and will have extensive coverage of Mexican political developments and national holidays. At the same time, the Mexican influence is felt much more lightly on stations like Miami's WFAB or WMIE, which give heavy attention to developments reported in Castro's Cuba or to news of a hurricane bearing down on Puerto Rico.

From the advertiser's viewpoint, this means that he must usually (not always) depend primarily on local-level air personalities to voice his sales message, using whatever "local style" has proved popular with listeners. He is by no means getting a second-best commercial treatment; it's practically impossible, admen familiar with the field agree, to develop a uniform, national Spanish-language air media campaign for a major product. However, many supportive elements of the campaign — merchandising pieces, premium offers, display units keyed to radio or to tv announcements, etc. — can be developed for multi-market use.

That the Spanish-language radio and tv stations in the United States, in Puerto Rico and across the Mexican border serving U.S. markets are finding ready acceptance and a genuine "hunger" for their programming isn't always easy to prove to an advertiser or agency.

One good case in point, however, was provided SPONSOR in its survey of Spanish-language air media by KWAC Bakersfield, Calif., whose manager, Ed Hopple, reported:

"The interesting 'story' KWAC has to tell is the fact that it went Spanish on Nov. 1, 1963. In the January general Pulse (to which the station did not subscribe), KWAC came out number two—with more adults listening in the morning driv-

ing times than any other Bakersfield station. The interesting thing to note is the 9 percent increase in the sets-in-use in the morning segment.

"Analysis shows that the Spanish-language element (18 percent of the general population) started to listen to radio in the morning. The afternoon (basically English-language at that time) showed little or no increase in sets-in-use."

Often geared strongly to premium offers, redemption offers, contests, endless syndicated soap operas in which domestic crises are a way of life, parades and other festivities, sports and specialized community projects, Spanish-language radio and tv sometimes strikes big-city agencyman or client as being a bit naive.

In a way it is, and broadcasters do not deny this fact. But, it is providing a brand of service and entertainment which mirrors listeners and viewers—and gets results.

This, typically, was a "case history" result story to be found in Spanish-language air media, reported to SPONSOR by KIFN Phoenix and concerning a nationally advertised pharmaceutical product:

"Commenced use of KIFN as its sole advertising expenditure (to Spanish-language market) in central Arizona area in February, 1962. Used modest budget for flights on a seasonal basis.

"In February, 1963, the records showed a 33.4 percent increase in sales. Monthly budget was left same, but flights were discontinued in favor of year-round schedule which actually increased advertising expenditure by nearly 40 percent.

"A 1964 recap showed that sales again had increased another 31 percent over previous period. Budget has been increased by a third."

Such results speak for themselves. ♦

Does Spanish-language radio really sell?

National advertisers use a wide variety of advertising media, and thus it is difficult—if not impossible — to pin down a cause-and-effect relationship between a particular medium and product sales.

In the Spanish-language radio field, the "pull" of the medium has often been directly demonstrated in the sackloads of returns in contests and self-liquidating premium promotions. Some admen, however, write these off as "freaks," or attribute it simply to a supposed Latin fondness for obtaining something-for-nothing when buying a product.

Two clear-cut marketing examples, unearthed in studies in 1954 and 1960 for Los Angeles' KALI by Belden Associates Marketing Research, however, give a striking picture of the changes in market rankings caused by the use of Spanish-language radio:

• **INSTANT COFFEE:** In Spanish-speaking Los Angeles homes in 1954, Nescafe was the leader with 34 percent of the market. Maxwell House was close behind with 33 percent. Borden's Instant had 14 percent and Chase & Sanborn had 6 percent. Folger's had a mere 3 percent. During the intervening six years, Folger's launched a major,

continuing campaign in Spanish-language radio. In 1960, another Belden survey showed Folger's with 20 percent of the instant coffee market in Spanish-language Los Angeles households, highest for any brand. Nescafe, with little direct approach to the Spanish-speaking market, had fallen from its top spot to a 10 percent level, and Maxwell House to 15 percent.

• **ALL-PURPOSE SHORTENING:** In wide use in Mexican-American cookery, shortening is an important market item in Spanish-language communities. In 1954, a Belden checkup in Los Angeles showed that Crisco had 47 percent of the shortening market, Luer's (local brand) had 11 percent, Spry had 8 percent and Rex (regional brand) had a mere 4 percent. In the intervening years between 1954 and 1960, Crisco received little or no direct promotion to the Spanish-language market, although it had heavy spending in general media. Rex, however, was the subject of a continuing campaign in Spanish-language radio. In 1960, Rex had jumped to the leadership position with 31 percent of the market in Spanish-speaking households, trailed by Crisco with only 19 percent.



Spanish-language air media help newcomers to "American"



Public service show aimed at some 500,000 Spanish-speaking residents of Northern California is weekly 15-minute series featuring bilingual SSgt Angelina Laguna as a d. j. recruiter for WACs. Spanish-voiced KOFY received commendation from Army brass for work done by Charles Lynn (l), Frank Crennan.



It's "Se habla Espanol" with this Santa. He's William Valentin Rico, without his whiskers, news director of Spanish-language independent WHOM New York. He has made this an annual stint at Christmas party sponsored by station for Puerto Rican youngsters familiar with mainland customs who speak Spanish.



Mainland fondness for beauty contests has counterpart in New York Spanish-language market, where WADO this fall held windup of "Miss Latin America" contest sponsored by Schlitz. Over 1100 people attended special coronation ball. Winner, Inez Delgado, is in center, pictured with two runner-up finalists.



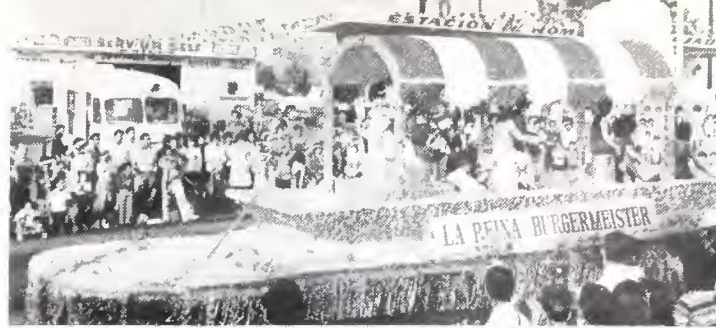
Former Cuban radio-tv star, bilingual Maria Gutierrez conducts Spanish-language home-making show on Miami's WMIE. Her specialty is helping Cuban refugee housewives to understand American-style weights and measures, recipe directions, meat cuts, etc., since many had depended on household servants.



In-store merchandising aids Spanish-language commercials to make their final sales impact, and is widely practiced among large-market outlets aimed at Spanish-speaking newcomers. In Miami-area store, Carlos Borges (l), WFAB account exec, looks over Budweiser promotion with Guillermo Nunez, owner.



Beer is a heavy consumption item in Spanish-language homes, and major beer brands in Spanish-speaking areas compete strongly for new customers. P. Ballantine & Sons (with R. J. Reynolds) sponsors Spanish broadcasts of Yankees on WHOM features sportcasters Jose Ramon Diaz (l) seen with Yogi Berra.



Parades in Spanish-speaking areas of Los Angeles are covered for Spanish-language tv homes by KMEX-TV, ethnic-slanted tv UHF independent.

while maintaining ethnic ties with Spanish heritage



International stars of Latin-American world get a big play in Spanish-language U. S. broadcasts, and help form a "bridge" between United States and ethnic homelands. Here, noted dancer Jose Greco (c) is interviewed for "La Hora Latino" on Tampa's WSOL. Programs even go to local cigar factories.



KOXR Oxnard, Calif., staged promotion with a traditional Mexican "mariachi" street band at Morning View Homes, a housing project in Spanish-speaking area which sold several houses via radio commercials aimed at emerging Mexican-American middle class.



On another WBNX front, station pitched in to help raise funds for annual "Puerto Rican Day" parade by staging "Marathon" which raised several thousands. Puerto Ricans in New York maintain close ties with island commonwealth, like heavy diet of news of homeland, baseball results, election reports, storm warnings and so forth in their radio fare.



Strong premium offer on KVOZ Laredo was offer of "Virgen de Guadalupe" plaque in exchange for Pet milk labels. Listeners, largely of Mexican descent, mailed in over 80,000 labels. In another Pet milk promotion on same station, 70,000 labels came in for nylon mantilla. Sponsor runs two or three premiums annually.



When town of Alazan in Mexico was struck by smallpox, Fresno's Spanish-language KXEX organized relief mission among station's Mexican-American listeners, dispatched an airlift of supplies and clothing across border to aid refugees. Newsman Victor Gacia of KXEX covered story for radio listeners, anxious to hear word of their Mexican relatives.



Los Angeles County Fair this year pulled big attendance (over one million), with a key attraction being section called Mexican Village, featuring folk art, music, food. Spanish-language KWKW, which covered Republican Convention in Spanish, set up booth in Mexican Village, plugged such sponsors as Lucky Lager, Folger's Coffee.



Want Spanish-language availabilities? Here are the top reps in this field

■ Although there are plans for everything from program interchange to a Spanish-language radio news service in the works, there are at present no true "networks" of Spanish-language radio or tv stations in the United States or even on the Mexican side of the border.

The simplified buying in a network pattern, however, is available to a large extent through station representatives who specialize in the Spanish-language field. Because of the nature of the business, these reps perform not only as time sellers but as program consultants and commercial advisers to agencies and stations.

Following is an alphabetical list of station representatives in the Spanish-language broadcast field.

- *The Latin Network*: Newest station rep in the field. TLN is actually an international group of radio stations (three in United States, all of which are UBC outlets, plus eight over Mexican bor-

der). Pricing is modest, and a minute spot can be had on each station for total package price of \$50. Sales are handled through United Broadcasting Co., whose owner, Richard Eaton, has been pioneer in ethnic broadcasting. Sales offices or contract representative deals can be found in New York, Chicago, Atlanta, Washington and Mexico City.

- *National Time Sales*: Handles sales for National Spanish Language Network in single-invoice purchase, with translation and production services available. Radio stations are in a trio of Mexican border cities and a dozen U.S. markets, including California, Miami and San Antonio. Firm has offices in New York and Chicago, with authorized reps in Atlanta, Los Angeles and San Francisco. NSLN has featured offer of 10 percent discount for full group buy.

- *Richard O'Connell*: Functions as a consultant firm and as sales rep for The Sombrero Group, three

Spanish-language stations in Texas plus two Mexican stations and a Tucson outlet. All are radio stations. Office maintained in New York City, and in association with Pearson National Representatives.

- *Spanish International Network Sales*: Handles time and program sales to U.S. advertisers for seven tv outlets with full-time Spanish-language programming. Two (both UHF stations) are in U.S. markets: KMEX-TV in Los Angeles and KWEX-TV in San Antonio. There is a family tie between this group and Mexico's highly successful Telesistema Mexicano, with a number of Telesistema's programs (soap operas, bullfights, etc.) carried on the U.S. stations. Remaining five SIN stations are in key Mexican border markets. Firm maintains offices in New York, Los Angeles.

- *Tele-Radio & Tv Sales Inc.*: Primarily handles the Spanish Key Market Group of stations in California, Florida, Texas and other Spanish-speaking areas. Also represents production and agency services in New York and Miami. All outlets are radio stations, although the firm is contemplating tv activity. Makes color films available on markets in which firm has represented stations. Special regional sales office for Spanish-language radio, handling nearly two dozen stations in Southwest, has been opened by firm in Dallas, with Jack Riley as manager. ♦

TOP 10 AGENCIES IN SPANISH-LANGUAGE FIELD

These are the 10 agencies most frequently mentioned in connection with accounts advertising in a SPONSOR survey.

1. Glenn Advertising, Inc.
2. Batton, Barton, Durstine & Osborn, Inc.
3. Gardner Advertising Co.
4. William Esty Co.
5. J. Walter Thompson Co.
6. Erwin Wasey, Ruthrauff & Ryan, Inc.
7. Tracy-Locke Co.
8. Post-Keyes-Gardner, Inc.
9. Dancer-Fitzgerald-Sample, Inc.
10. Wade Advertising, Inc.

TOP 10 CLIENTS IN SPANISH-LANGUAGE FIELD

These advertisers air commercials most frequently on Spanish broadcasts, according to a SPONSOR survey. List is in order of frequency of mention.

Advertiser	Product	Agency
Quaker Oats Co.	Masa Harina tortilla flour	Glenn
Ford Motor Co.	Ford cars, trucks	JWT
Falstaff Brewing Co.	Falstaff beer	Wade D-F-S
Jos. Schlitz Brewing Co.	Burgermeister beer	Post-Keyes-Gardner
Jackson Brewing Co.	Jax beer	DCSS
Lone Star Brewing Co.	Lone Star beer	Glenn
Pet Milk Co.	Pet evaporated milk	Gardner
Carnation Co.	Carnation evaporated milk	EWR&R
Theo. Hamm Brewing Co.	Hamm's beer	Campbell-Mithun
R.J. Reynolds Tobacco Co.	Winston, Salem and Camel cigarets	William Esty

**LATIN
NETWORK
COVERS OVER
8,500,000
SPANISH SPEAKING IN
THE MAJOR MARKETS
IN NORTH AMERICA**



**COVERAGE
OF THE LATIN NETWORK**

SELL THE SPANISH MARKET OF NORTH AMERICA WITH THE ONE NETWORK WHICH COVERS THE MAJOR SPANISH SPEAKING AREAS. THE LATIN NETWORK FOR THE FIRST TIME, HERE IS YOUR OPPORTUNITY TO SELL THE OVERALL SPANISH MARKET WITH ONE BUY AND ONE CONTRACT AT A VERY LOW COST. CALL YOUR NEAREST UBC SALES OFFICE FOR MORE DETAILS.



SI USTED NO COMPRENDE LO ANTERIOR,
POR FAVOR VUELVA LA PAGINA PARA UNA
TRADUCCION AL ESPANOL.

RATES — ONE MINUTE

PLAN 1 — 10 AFFILIATES . . . \$30.00

PLAN 2 — 11 AFFILIATES . . . 35.00

PLAN 3 — all 12 AFFILIATES . . . 50.00

i.e. only plan 3 includes the N.Y.C. AFFILIATE

CHAINBREAKS — 75% of earned rate

LIST OF LATIN NETWORK MARKETS

- XECB** ARIZONA:
Yuma (San Luis)
- XEO** CALIFORNIA
Calexico
- XEAO** SAN DIEGO, CALIF.
Tijuana
- XEWG** EL PASO, TEXAS
Ciudad Juarez, Chih.
- XESM** MEXICO CITY, MEX.
Mexico City, D.F.
- XEWJ** EAGLE PASS, TEX.
(Piedras Negras)
- XERT** Mc ALLEN, TEX.
Reynosa
- XEOM** BROWNSVILLE, TEX
(Matamoros)
- KEWL** LAREDO, TEX.
(Nuevo Laredo)
- WFAN-FM** WASHINGTON, D.C.
- WFAB** MIAMI, FLA.
- WBNT** NEW YORK, NEW YORK

call your nearest

UBC SALES OFFICE

New York 10017
7 East 43rd St.
Tel 212 682 1833 1834

CHICAGO
10 410 N. MICHIGAN AVE.
Tel 312 467 1632

WASHINGTON, D.C.
SHOREHAM HOTEL
SUITE — 101A
Tel 202 CO 5 4734

SELLING THE SPANISH SPEAKING MARKET OF NORTH AMERICA

THE LATIN NETWORK

ONE BUY / **ONE CONTRACT**
(una compra) / (un contrato)

XEAU

XED

XECB

XEWG

XEMJ

XEWL

XERT

XEAM

XESM

WBNX

WFAN-FM

WFAB





What Spanish-language broadcasters think of Madison Avenue

Many large ad agencies and clients have a low-grade image among broadcasters in the Spanish-language field—and not just because many agencies ignore this media opportunity

■ The Madison Avenue adman who feels he knows the Spanish-language U.S. market, and that his agency is regarded as a source of media wisdom on this population segment, is in for a surprise.

A SPONSOR survey of Spanish-language radio-tv broadcasters in this country, in Puerto Rico and on the Mexican side of the Texas border, revealed these attitudes toward the average large agency in New York, Chicago, Los Angeles and other advertising centers:

- Only one percent of the station executives felt that agencies were “well-informed” on the Spanish-language market, and even this small segment represented Puerto Rican broadcasters who admittedly were thinking about locally-oriented branches of Lennen & Newell, Young & Rubicam and other Madison Avenue shops in San Juan.

- Better than six out of 10 Spanish-directed broadcasters feel that most large agencies are “poorly informed” about broadcast media aimed at a Spanish-speaking audience. This image of agency ignorance would probably rank at the top of any such media-derived survey; agencies are generally considered knowledgeable by media on most other broadcast matters, even specialties like Negro radio-tv.

- A bit better than one out of 10 surveyed broadcasters—12 percent — feel that large agencies are at least “adequately” informed on the subject of Spanish-language broadcasting. Twice as many as that — 24 percent — ducked the question with “no answer,” either because they felt they didn’t know the information level among agencies, or because it was more politic not to comment.

Is this simply a “sour grapes”

attitude on the part of broadcasters in the Spanish-language field, who seldom draw more than 30 or 40 percent of their spot revenue from nationally-advertised U.S. products even in large markets, and who draw even less in the smaller markets?

Possibly, but not likely.

Many of the broadcasters responding to the SPONSOR survey of Spanish-language air media amplified their critique of Madison Avenue with comments concerning the “why” of the agency information gap in the Spanish-language air media, or attempted to explain why agencies often avoid the use of Spanish-voiced broadcast advertising.

Basically, they broke down into these main divisions:

1. *Bottlenecks caused by general failure of agencies and advertisers to recognize the Spanish-speaking market in the United States as a “market-within-a-market.”*

This was the biggest single problem in the eyes of Spanish-language broadcasters, whose comments varied but generally stuck close to this theme. Samples of comment from station executives on what they felt was the key drawback toward wider use of Spanish-language radio-tv:

“An unwillingness to recognize that the Spanish-speaking market can’t be reached effectively via non-Spanish mass-market approach,” says Charles Baltin, vice president and sales manager of New York’s WHOM.

“Insufficient knowledge of Spanish market’s population, buying power and habits. Potential buying power is not known by agencies,” adds Paul R. Schneider, general manager of KOXR Oxnard, Calif.

Similarly, Ron Strother, general manager of another California station, Brawley-El Centro’s KROP, cites the agencies’ “lack of information concerning both number and potential of this segment.”

“Lack of first-hand knowledge of the market, lack of knowledge of people and area,” said Charles McKasson, general manager of KIRT Mission, Tex.—a station which is among several Spanish-language outlets serving the Rio Grande area.

These comments were typical.

2. *Failure on the part of agencies and advertisers to realize that the Spanish language—which is part of a heritage in most cases, rather than a “discrimination factor” — sets the Spanish-speaking market apart.*

This is a hard fact for agencies to grasp — that many Spanish-speaking immigrants to the United States (from Puerto Rico, Mexico, Cuba, etc.) do not learn English for the same reason that some U.S. Negroes use skin-bleaching creams; English is learned as an additional skill, with Spanish maintained as a language for home and social use.

As owner-manager Walter H. Herbort, Jr. of KBEN Carrizo Springs, Tex., summarizes this particular agency bottleneck:

“They fail to realize that advertising should appeal to the individual in the language he is used to speaking in everyday living . . . and buying. In our area, the predominance of population is Spanish-speaking — 98 percent of the homes have nothing but Spanish spoken at home. How would an English-language commercial appeal to one who does not understand the language?”

True, more and more people



speak and learn English as the years go by. But, tradition dies slow. And in our Southwest, Spanish is as close to its people as it was in the days of Mexican and Spanish rule."

Adds R.C. Curry, owner of KHER Santa Maria, Calif.:

"[The Spanish-speaking market] is not as cohesive a market as, say, the Negro market, and the bilingual capability of most of the Spanish audience makes them a shadow world. California probably leads

the nation in recognizing the Spanish market as an entity."

The often-self-imposed language difference is true of large urban areas as much as it is true of the agricultural areas of California and Texas. Quentin C. Sturm, general manager of Philadelphia's WTEL, terms a principal blindness to Spanish-language media that agencies do not appear to want to bridge, as: "Their unawareness of the magnitude of this market and the captivity of this audience because of the language barrier."

3. *A lack of research effort by agencies and advertisers to measure the Spanish-language market in terms of media, or the faulty use of research.*

Frequently, when surveys are conducted in the Spanish-language market for broadcasters programming in Spanish, the results are so strongly in favor of Spanish-language air media that they are high-

ly suspect. ("If a survey is made for an agency, it's research. But if the same survey is made by the same outfit for me, agencies will say it's promotional," griped a New York City broadcaster to SPONSOR.)

There is a more sophisticated level of the problem, which stems in part from the failure on the part of agencies to apply research correctly to draw the true significance of the Spanish-speaking market, or (as some Spanish-language broadcasters complain) the failure on the part of some research companies to include the proper representation of Spanish-speaking interviewers in field staffs or Spanish-language homes in samples.

Here's what broadcasters in several key markets say of agencies in this respect:

"No research expenditures, particularly in Miami," says vice president and general manager Arthur

BULK OF SPOT BUSINESS ON SPANISH-LANGUAGE STATIONS IS FROM LOCAL/REGIONAL ACCOUNTS

Local/regional account for 84 percent of spot revenue income for stations with Spanish-language programming, according to a recent survey by SPONSOR. Income from national (United States) accounts amounted to 16 percent. Stations were also asked which national and which local/regional agency they considered most active in the Spanish field. Here are the results in order of frequency of mention:

NATIONAL (U.S.) AGENCIES

1. Glenn Advertising, Inc.
2. Post-Keyes-Gardner, Inc.
3. Campbell-Mithun
4. Gardner Advertising
5. Sullivan, Stauffer, Colwell & Bayles

LOCAL/REGIONAL AGENCIES

1. Glenn Advertising, Inc.
2. Tracy-Locke Co.
3. Spanish Advertising & Marketing Services
4. Batten, Barton, Durstine & Osborne
5. Jennings & Thompson

SPANISH-LANGUAGE PROGRAMING IS LOCAL

Unlike local general tv, Spanish-language relies lightly — 3.5 percent — on syndication (this mostly for soap opera drama), while 96.5 percent was done by the station's staff. Of 95 replies to a SPONSOR survey, 66 stations said they did 100 percent of Spanish programming using their station's staff.

Of total Spanish programming, the following percentages are devoted to these areas:

Music	77%
News	11%
Religion	4%
Drama	2%
Sports	2%
Other	4%

Will Spanish

The unofficial language of much U.S. territory is Spanish, but marketers often wonder if the language will survive in Spanish-speaking areas since the official language of the United States is English.

In SPONSOR's special survey of Spanish-language broadcasters, the question was put directly to station executives and others in the field. Generally, the answer was "yes."

That Puerto Rico, virtually a Latin American country despite its U.S. commonwealth status, will continue to be basically a Spanish-speaking area is a marketing fact. That New York City and Florida, migration targets for Puerto Ricans and Cubans, among other Latin American sources, will continue to receive a steady transfusion of people who speak Spanish as a primary (sometimes, only) language is fairly certain for a long time to come.

The only relatively "settled" U.S. area with a large concentration of Spanish-speaking residents is the Mexican-U.S. border, stretching from the coast of Southern California to the mouth of the Rio Grande. But even this area, despite pressures of Anglicization, is likely to hold to its Spanish cultural heritage for many, many years.

Gordeon of WFAB, a UBC station.

"Lack of knowledge and time to acquire facts on Spanish-language markets outside of New York, particularly in the West," adds John Gregory, manager of KPER San Jose, Calif.

"I visited agencies in New York this summer," recalls manager Chuck Schwartzkopf of KULP El Campo and Wharton, Tex., "and found that all had read last year's special SPONSOR issue on the Spanish-language market, but that it really had not affected any of their actions. Yet they agreed that there was a market that could be more greatly investigated and used."

A little research is not necessarily better than no research at all, a number of Spanish-language broadcasters feel. Al Kinsall, vice president and general manager of KEPS Eagle Pass, Tex., sums up his view of this agency problem thusly:

"Misunderstanding of the Spanish-language market. Inadequate field trips with client into markets. Reliance on surveys, which are virtually impossible in a bilingual market."

In much the same vein, John K. Redfield, general manager of KIFN Phoenix, sees the principal agency bottleneck in Spanish-language broadcasting as "the buying of time by 'survey-result' when the survey does not use bilingual interviewers and therefore does not reflect Spanish language radio as the effective medium it is." Adds broadcaster Redfield, whose station is represented by National Spanish Language Network:

"An equal bottleneck is the false pre-conception of the Spanish-speaking market as being economically inferior. After 15 years of operation in this market we find that we have more listeners than ever before, and are getting better

results for our clients than ever before. In addition, more 'Anglos' are interested in speaking Spanish than ever before."

Other broadcasters cited other reasons why agencies, in their opinion, shy away from Spanish-language air media. These ranged from confusions over whether a U.S. account should be handled by the domestic or export agency in the Spanish-language field to a feeling that not a few agencymen see the Spanish-speaking market as an extension of the gang rumbles in "West Side Story."

But in the main, the view of Madison Avenue that broadcasters close to the scene of Spanish-language air media have is that of unfamiliarity with a marketing fact of life, and an unwillingness to alter it quickly.

Is this attitude likely to change?

It will—when Madison Avenue's attitudes change. ♦

persist as language in 'Anglo' United States?

Here's what Larry Mazursky, assistant general manager of Los Angeles-area KWKW, a 5 kw independent (1 kw at night), told SPONSOR in answer to the question of the survival of Spanish as a language in his area:

"To me, this is the most asked question in our field of specialized broadcasting: assimilating into the general market or becoming so-called Anglicized. Positively not so, because of the general make-up and personality of the Latin.

"Take a typical Spanish-speaking resident in our market of Los Angeles, comprised of approximately 90 percent residents of Mexican descent. He takes great pride in his traditional and cultural background. I firmly believe that the most important single factor that confirms this is the intense feeling and love he has for Latin music, the key to his heart.

"Of course, the type of music will vary in areas. For example, here in the Southwest we very definitely will program and direct our music format in a Mexican flavor with mariachis, rancheros and Mexican traditional music being the base and weaving and incorporating other types of Latin music

periodically. In the East, it would carry a Caribbean influence to best serve the Puerto Rican and Cuban communities.

"I also believe that even those persons with a fair working knowledge of English will still *think* in Spanish basically. You must remember that with this great pride in his background the Latin will, in the majority, depend on Spanish media for his entertainment and news. The fantastic loyalty Spanish broadcasting enjoys today is not by accident. The respective stations have taken great steps to program and to service his needs in every possible way.

"That, too, is why you will hear the Latin-American say 'I'm listening to my station.'

"I can recall the stories told regarding Spanish speaking broadcasting in many agencies where the feeling was that Spanish would almost disappear with the exception of some facilities carrying two or three hour segments. We are now approaching 1965 and Spanish radio is stronger than ever."

In another California market, the San Bernadino-Riverside-Ontario area, station manager Norman Keats of KCAL sums it up thusly:

"In the 10 years we have programmed in Spanish, this same question has come up from time to time. It is usually asked by a person who is obviously unaware of the Mexican-American way of life. I can best answer the question by quoting two large advertisers, whose representatives several years ago stated in part: 'Five years from now, Spanish radio will be a thing of the past because everyone will have learned to speak English by then!' The fact is that, in the past five years, interest has grown by leaps and bounds, as have station billings and client sales. In addition, in California the Spanish-speaking population, between 1950 and 1960, increased at the almost unbelievable rate of twice the rate of the general population of the state.

"Just ask any Mexican-American when he plans to stop speaking Spanish and the answer will unquestionably be: 'I hope I never forget my language, my culture and my background!' Every statistic available indicates that Spanish radio, and the language and entertainment it represents, is not only here to stay, but has a tremendous future."



Contests, premiums are popular in Spanish-language field



Talent contest on WBNX New York featured amateurs in city's large Latin-American segment, under sponsorship of Wonder Bread. Promotion drew retailers and salesmen into act as well as consumers, pulled 113,000 votes in some 10 weeks, involved screening 500 amateurs for show.



Mail arrived at KIFN Phoenix by the sackload in recent premium promotion for Quaker's Masa Harina (a corn-flour product used in Mexican-type dishes popular in this border area). Station has been all-Spanish for 14 years, runs spot campaigns for many big clients.



Sales director of New York office of Carnation Milk, William Beardman (l) congratulates Mrs. Natalia Munet, first-prize winner in Carnation contest as executives of WHOM beam approval. Promotion pulled more than 37,000 labels for fairly modest prizes.



New Mexico's entry in "La Reina Burgermeister" beauty contest, a Schlitz promotion, for 1964 was dark-haired Marie Ingersoll, born in Spain and now resident of Albuquerque. She's being congratulated by Ralph Manning, an official of Spanish-language radio KABO.



Premiums pull well on both sides of the border in Spanish-language radio. Nuevo Laredo station XEGNK, just across from Texas, pulled 45,000 labels in write-in promotion for Carnation Milk. Station is technically in Mexico, but carries many clients in United States.



More than 16,000 empty Pall Mall cigaret packs were received by radio station KCOR San Antonio as witnessed here by W. A. Gold, merchandising representative for American Tobacco Co. Station offered a Pall Mall lighter to listeners in exchange for 10 empty packages.

Directory of major Spanish Language stations in the United States

To compile this directory, SPONSOR sent questionnaires to several hundred radio and tv stations which are listed in various sources as programmers in the Spanish language.

This list is not intended as a directory of all stations which program to Spanish-speaking listeners. It is a directory of stations which, according to available information, schedule at least 10 percent of their programming in the Spanish language.

A dagger after a station's call letters indicates that its program-

ing is 100 percent Spanish. On page 58 is a directory of stations which replied to the questionnaire, classified by the percentage of Spanish broadcast they carry.

An asterisk after a station's power information indicates that it is a daytime-only station. Stations are listed by the cities they serve, as indicated in the returned questionnaire.

Programming and personnel information is given only for those stations which returned SPONSOR's questionnaire.

News	3
Religion	6
Manager	Dave Hofer, Jr.
Representative	None
KXEX†	1550 kc 1 kw (d) 1 kw (n)
Spanish Broadcast (84 hours per week)	Percent
Music	69½
News	10
Drama	5
Sports	½
Religion	5
Other	10
Manager	John W. Sonder
Sales Manager	Harold Torosian
Representative	Tele-Radio & TV Sales

KING CITY

KRKC	1490 kc 1 kw (d) 250 kw (n)
Spanish Broadcast (16 hours per week)	Percent
Music	95
News	2½
Religion	2½
Manager	Robert T. McVay
Representative	Sandeberg Co.

LOS ANGELES

KMEX-TV†	Channel 34 (UHF)
Spanish Broadcast (65 hours per week—100%)	
Programming: local news, programs from Mexico (bullfights, soap operas, etc.) and features.	
Manager	Burt S. Avedon
Sales Manager	Gene Idom
Representative	Spanish International Network
KWKW (Pasadena)†	1300 kc 5 kw (d) 1 kw (n)
Spanish Broadcast (163½ hours per week)	Percent
Music	75
News	13.7
Drama	1.4
Sports	7.1
Religion	2
Other	.8
Manager	Howard A. Kalmenson
Sales Manager	Andy James
Representative	Jack Masla & Co.

KALI (San Gabriel)†	1430 kc 5 kw (d) 5 kw (n)
Spanish Broadcast (130 hours per week)	Percent
Music	60
News	30
Sports	5
Religion	5
Manager	James E. Coyle
Sales Manager	Sterling Zimmerman
Representative	Tele-Radio & TV Sales

KVFM-FM (San Fernando)	94.3 mc 1 kw
Spanish Broadcast (25 hours per week)	
General Manager	John Stroud
Sales Manager	Norm Allen

ONTARIO

KASK (Cucamonga)	1510 kc 1 kw (d) 1 kw (n)
Spanish Broadcast (14 hours per week)	Percent
Music	100
Manager	R. H. Armstrong
Representative	Harlan Oakes
KASK-FM	93.5 mc 1 kw
(Programming duplicates KASK-AM)	

OXNARD

KOXR	910 kc 1 kw*
Spanish Broadcast (80 hours per week)	Percent
Music	78
News	15
Drama	5
Sports	2
Manager	Paul R. Schneider
Sales Manager	Henry C. Palomino
Representatives	Tele-Radio & TV Sales; J. A. Lucas

RIVERSIDE

KREL (Corona)	1370 kc 1 kw (d) 500 w (n)
Spanish Broadcast (12 hours per week)	Percent
Music	75
News	15
Sports	10

ARIZONA

NOGALES

KNOG	1340 kc 250 w (d) 250 w (n)
Spanish Broadcast (30 hours per week)	Percent
Music	100
Manager	Bill Ingram
Representative	George T. Hopewell, Inc.

PHOENIX

KIFN†	860 kc 1 kw*
Spanish Broadcast (80½ hours per week)	Percent
Music	50
News	15
Drama	12½
Religion	10
Other	12¼
Manager	John K. Redfield
National Sales Manager	John K. Redfield
Local Sales Manager	Luis Estrada
Representatives	National Time Sales; Harlan G. Oakes; Don R. Pickens; David Carpenter

TUCSON

KEVT†	690 kc 250 w*
Spanish Broadcast (84½ hours per week)	Percent
Music	87
News	10
Drama	2
Religion	1
Manager	Peter Trowbridge
Sales Manager	Dan C. Park
Representatives	National Time Sales; Spot Time Sales; Harlan G. Oakes; David Carpenter; Don R. Pickens

KXEW†

1600 kc 1 kw*	
Spanish Broadcast (84 hours per week)	Percent
Music	80
News	7½
Drama	2½
Sports	1
Religion	7
Other	2
Manager	Ernesto Portillo
Sales Manager	Henry Villegas
Representatives	Savalli/Gates; Richard O'Connell

YUMA

XECB†	(See list of Mexico stations)
-------	-------------------------------

CALIFORNIA

BAKERSFIELD

KWAC	1490 kc 1 kw (d) 250 w (n)
Spanish Broadcast (98 hours per week)	Percent
Music	70
News	8

Drama	4
Sports	4
Religion	6
Other	8
Manager	Robert J. Duffy
Sales Manager	Ed Hopple
Representative	Jack Masla & Co.

BRAWLEY

KROP	1300 kc 1 kw (d) 500 w (n)
Spanish Broadcast (14 hours per week)	Percent
Music	60
News	15
Religion	5
Other	25
Manager	Ron Strother
Sales Manager	Winn Beck
Representative	Venard, Torbet & McConnell

CALEXICO

KICO	1490 kc 250 w (d) 250 w (n)
Spanish Broadcast (20 hours per week)	Percent
Music	50
News	5
Sports	5
Religion	5
Other	35
Manager	W. L. Gleeson
Sales Manager	John Clark
Representative	Savalli/Gates

XEJ* (Ciudad Juarez)

XEJ-TV† (Ciudad Juarez)

XELO (Ciudad Juarez)
(See list of Mexico stations)

COALINGA

KBMX	1470 kc 500 w*
Spanish Broadcast (13¼ hours per week)	Percent
Music	70
News	20
Other	10
Manager	Jack N. Miller
Sales Manager	Lloyd Wilson
Representative	Grant Webb

FRESNO

KGST	1600 kc 1 kw*
Spanish Broadcast (87 hours per week)	Percent
Music	79½
News	8½
Drama	5½
Sports	1½
Religion	5½
Other	½
Manager	Richard E. Ryan
Representatives	National Time Sales; Harlan Oakes; Don R. Pickens

KRDU (Dinuba)

1130 kc 1 kw (d) 1 kw (n)	
Spanish Broadcast (12½ hours per week)	Percent
Music	91

Manager Con Robinson
 Sales Manager Sherm Horn
 Representative None

SAN BERNARDINO/RIVERSIDE
 KCAL (Redlands) 1410 kc 5 w (d) 500 w (n)
 Spanish Broadcast 86½ hours per week) Percent
 Music 78.5
 News 14.4
 Drama .6
 Sports 2.9
 Religion 2.5
 Other 1.1
 General Manager Andy James
 Station Manager Norm Keats
 Representative National Time Sales

SAN DIEGO
 XEGM (Tijuana) ‡
 XEWT-TV (Tijuana) ‡
 XEXX (Tijuana) ‡
 (See list of Mexico stations)

SAN FRANCISCO
 KOFY (San Mateo) ‡ 1050 kc 1 kw*
 Spanish Broadcast (entire schedule) Percent
 Music 50
 News 20
 Sports 10
 Religion 10
 Other 10
 General Manager F. T. Crennan
 Representative Tele-Radio Tv Sales

SAN JOSE
 KLOK 1170 kc 10 kw (d) 5 kw (n)
 Spanish Broadcast (66¾ hours per week) Percent
 Music 82¼
 News 6
 Drama 5½
 Sports 1½
 Religion 5¼
 Other ½
 Manager Richard E. Ryan
 Sales Manager Eugene Hogan
 Representatives National Time Sales;
 Don R. Pickens; Harlan Oakes

KPER (Gilroy) 1290 kc 5 kw*
 Spanish Broadcast (40 hours per week) Percent
 Music 78
 News 10
 Drama 5
 Sports 2
 Religion 5
 Manager John Gregory
 Sales Manager Ben Gutierrez
 Representatives Broadcast Time Sales;
 J. A. Lucas Co.

SANTA MARIA
 KSEE 1480 kc 1 kw
 Spanish Broadcast (12 hours per week)
 (Information not supplied)

SANTA PAULA
 KSPA 1400 kc 250 w
 Spanish Broadcast (118 hours per week)
 (Information not supplied)

STOCKTON
 KWG 1230 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (14 hours per week)
 (Information not supplied)

COLORADO

DENVER
 KFSC 1220 kc 1 kw*
 Spanish Broadcast (82¼ hours per week) Percent
 Music 89
 News 3½
 Sports 1
 Other 6½
 Manager Levi J. Beall
 Representative National Time Sales

PUEBLO/COLORADO SPRINGS
 KAPI (Pueblo) ‡ 690 kc 250 w*
 Spanish Broadcast (81 hours per week) Percent
 Music 68
 News 3
 Drama 2
 Sports 5
 Religion 15
 Other 5
 Manager Rose Martino
 Sales Manager George Sandoval
 Representative National Time Sales

WALSENBERG
 KFLJ 1380 kc 1 kw*
 Spanish Broadcast (10½ hours per week)
 (Information not supplied)

DISTRICT OF COLUMBIA
 WFAN-FM ‡ 100.3 mc 16 kw
 Spanish Broadcast (119 hours per week) Percent
 Music 71
 News 9
 Sports 2
 Other 18
 Manager John Panagos
 Representative UBC Sales

FLORIDA

MIAMI
 WFAB ‡ 990 kc 5 kw
 Spanish Broadcast (168 hours per week) Percent
 Music 60

News 30
 Sports 5
 Religion 5
 Manager Arthur Gordon
 Representatives UBC Sales;
 Dora-Clayton; Savalli/Gates

WMET ‡ 1220 kc 250 w*
 Spanish Broadcast (84 hours per week) Percent
 Music 15
 News 66
 Drama 15
 Sports 2
 Religion 2
 Manager Omnis Bastos
 Sales Manager Norman Diaz
 Representative Tele-Radio & TV Sales

TAMPA
 WSOL 1300 kc 5 kw*
 Spanish Broadcast (36 hours per week) Percent
 Music 60
 News 9
 Drama 18
 Sports 1
 Religion 7
 Manager Albert B. Gale
 Representatives National Time Sales;
 David Carpenter

ILLINOIS

CHICAGO
 WCRW 1240 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (23 hours per week) Percent
 Music 92
 News 2
 Sports 6
 Manager Harold A. Fowler
 Sales Manager Mrs. Josephine A. White

WOPA (Oak Park) 1490 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (16½ hours per week) Percent
 Music 75
 News 10
 Drama 10
 Religion 5
 Manager Al Michel
 Sales Manager Stan Noyes
 Representative Savalli/Gates

LOUISIANA

NEW ORLEANS
 WWL 870 kc 50 kw
 Spanish Broadcast (30 hours per week) Percent
 Music 25

**Tucson's Great New Sound
 in Spanish Language Radio**



1000 WATTS

Serving Southern Arizona's
 Largest Spanish Speaking
 market.



National Rep. Savalli/Gates

THE SPANISH VOICE OF NEW MEXICO

KABQ 1350 kc
ALBUQUERQUE
AT THE HUB

THE ONLY FULL TIME ALL SPANISH STATION

5000 POWER PACKED WATTS

- Serving More Than 350,000 Spanish Listeners
- NEWS • SPORTS • FEATURES • PUBLIC SERVICE PROGRAMS

TELL 'EM . . . SELL 'EM . . . **KABQ SPANISH RADIO**

Joe Fullerman, General Manager Dial 505 . . 243-1744 Albuquerque, New Mexico

News 40
 Other (discussion) 35
 Manager William A. Dean
 Sales Manager Walter F. Bouche
 Representative The Katz Agency

NEW JERSEY

NEWARK
 WHBI-FM 105.9 mc 2.55 kw
 Spanish Broadcast (35 hours per week)
 (Information not supplied)

NEW MEXICO

ALBUQUERQUE
 KABQ# 1350 kc 5 kw (d) 500 w (n)
 Spanish Broadcast (115 hours per week) Percent
 Music 70
 News 5
 Sports 5
 Religion 5
 Other 15
 Manager Joseph J. Fullerman
 Representatives National Time Sales; Bob Hix Co.

KLOS 1450 kc 250 w
 Spanish Broadcast (98½ hours per week) Percent
 Music 100
 Manager Al Tafoya
 Representative Grant Webb & Co.

BELEN
 KARS 860 kc 250 w*
 Spanish Broadcast (20 hours per week) Percent
 Music 85
 News 5
 Sports 5
 Other 5
 Manager John Tobola
 Sales Manager O. B. Hunnicutt
 Representative Keystone

DEMING
 KOTS 1230 kc 250 w
 Spanish Broadcast (12 hours per week) Percent
 Music 98
 News 1
 Sports 1
 Manager Robert W. Tobey
 Representative None

LAS CRUCES
 KOBE 1450 kc 250 w
 Spanish Broadcast (18 hours per week)
 (Information not supplied)

LAS VEGAS
 KFUN 1330 kc 250 w (d) 250 w (n)
 Spanish Broadcast (18 hours per week) Percent
 Music 88
 News 5
 Religion 7
 Manager Stewart Chamberlain
 Representative Richard O'Connell, Inc.

ROSWELL
 KRDD# 1320 kc 1 kw*
 Spanish Broadcast (84 hours per week) Percent
 Music 85
 News 12
 Drama .8
 Sports .5
 Religion .8
 Other .9
 Manager E. L. Lincoln
 Representative Harlan G. Oakes & Assoc.

SANTA FE
 KTRC 1400 kc 250 w
 Spanish Broadcast (20 hours per week)
 (Information not supplied)

SANTA ROSA
 KSYX 1420 kc 1 kw*
 Spanish Broadcast (11 hours per week)
 (Information not supplied)

SOCORRO
 KSRC 1290 kc 1 kw*
 Spanish Broadcast (12 hours per week) Percent
 Music 100
 Manager Walter Shrode
 Representative Keystone & Halmon

TAOS
 KKIT 1340 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (18 hours per week) Percent
 Music 85
 News 11
 Other 5

Manager Don Boston
 Sales Manager Norberto Martinez
 Representative George T. Hopewell, Inc.

NEW YORK

NEW YORK CITY
 WADO 1280 kc 5 kw
 Spanish Broadcast (77 hours per week) Percent
 Music 85
 News 8
 Drama 3
 Sports 3
 Other 1
 Manager Sydney Kavaleer
 Representative None

WBNX 1380 kc 5 kw (d) 5 kw (n)
 Spanish Broadcast (120½ hours per week) Percent
 Music 70
 News 20
 Sports 1

Religion 1
 Other 8
 Manager C. Carroll Larkin
 Representative UBC Sales Inc.

WHOM 1480 kc 5 kw (d) 5 kw (n)
 Spanish Broadcast (118 hours per week) Percent
 Music 60
 News 10
 Drama 15
 Sports 5
 Religion & Other 10
 Manager Fortune Pope
 Sales Manager Charles Baltin
 Representative None

PENNSYLVANIA

PHILADELPHIA
 WTEL 860 kc 250 w*
 Spanish Broadcast (40 hours per week) Percent
 Music 80



1,000,000 PEOPLE DO!

KWKW speaks the language of over 12% of the Los Angeles market! A market the size of Denver, and this Spanish speaking audience is largely unreached by other media!

- 22 consecutive years of service to the ever increasing Latin American Market!
- The only 24 hour, 100% Spanish station in the metropolitan area!
- Currently pre-selling for 100 national advertisers!
- KWKW serves the needs and desires of this loyal audience — and sells them best!

KWKW 1300
5000 WATTS

**A member of the Spanish Broadcasters Association
 Represented nationally by the Jack Masla Company**

17%

of the Phoenix
radio pie is yours



when you buy Spanish
KIFN

**COVERING PHOENIX AND
ALL OF CENTRAL ARIZONA**

in TAMPA FLORIDA



say it
in Spanish
to reach
the **LATIN**
PEOPLE

The FRIENDLY Voice

WSOL
RADIO

Something new under the Sun! WSOL—5 hours of Spanish programming daily. Serving 100,000 Spanish speaking people in the prosperous Tampa—one of the oldest Spanish settlements in the U.S.A.

For Rates, Plans and Avails

- IN TAMPA: Albert B. Gale, ph. 229-8024
 - IN NEW YORK: Lee Gaynor, JU 6-5510
- Member of Rust Craft Broadcasting Co.
New York & Chicago—National Time Sales
L.A. & San Francisco—Harlan G. Oakes & Assoc.

News	10
Sports	5
Religion	5
Manager	Quentin C. Sturm
Representative	National Time Sales

TEXAS

ALICE/KINGSVILLE
KPSO (Falfurrias) 1260 kc 500 w*
Spanish Broadcast (21 hours per week) Percent
Music 83
News 14
Religion 1/2
Other 2 1/2
Manager Robert Hicks
Sales Manager William Le Grand
Representative None

AUSTIN
KOKE 1370 kc 1 kw*
Spanish Broadcast (12 hours per week) Percent
Music 90
Religion 10
Manager Ron Rogers
Sales Manager Ron Wilson
Representative Jack Masla & Co.

KVET 1300 kc 1 kw (d) 1 kw (n)
Spanish Broadcast (14 hours per week) Percent
Music 95
News 5
Manager Willard Deason
Sales Manager James Dodd
Representative Venard, Torbet & McConnell

BEEVILLE
KIBL 1490 kc 250 w (d) 250 w (n)
Spanish Broadcast (45 1/2 hours per week) Percent
Music 79
News 10
Drama 5
Sports 5
Religion 1
Manager John D. Rossi
Representative None

BROWNFIELD/LUBBOCK
KKUB (Brownfield) 1300 kc 1 kw*
Spanish Broadcast (30 hours per week) Percent
Music 60
News 15
Drama 1
Sports 4
Religion 12
Other 8
Manager Robert C. Sewell
Sales Manager Del Kirby
Representative Wells F. Bruen

BROWNSVILLE
KBOR 1600 kc 1 kw (d) 1 kw (n)
Spanish Broadcast (20 hours per week) Percent
Music 85
News 15
Manager Minor J. Wilson
Representative George T. Hopewell Inc.

XEMT (Matamoras)*
XEAM (Matamoras)*
(See list of Mexico stations)

CARRIZO SPRINGS
KBEN 1450 kc 250 w*
Spanish Broadcast (36 1/2 hours per week) Percent
Music 84.7
News 9
Religion 1.3
Other 3
Manager Walter H. Herbert, Jr.
Representatives E. K. Beaver & Assoc.;
Continental Radio Sales

CORPUS CHRISTI
KCCT* 1150 kc 1 kw*
Spanish Broadcast (91 hours per week)
General Manager Gabe Lozano
Representative National Time Sales

KINE (Kingsville) 1330 kc 1 kw*
Spanish Broadcast (20 hours per week) Percent
Music 95
News 5
Manager Andy Cook
Sales Manager Jim Bixler

KROB (Robstown) 1510 kc 500 w*
Spanish Broadcast (15 hours per week) Percent
Music 90
News 5
Sports 3
Religion 2
Manager Mel Ammerman

Sales Manager Hugh Herrington
Representative Keystone
KUNO* 1400 kc 250 w (d) 250 w (n)
Spanish Broadcast (133 hours per week) Percent
Music 70
News 10
Drama 3
Sports 3
Religion 2
Other 3
Manager Art Thomas
Sales Manager Gene De La Pena
Representatives Venard, Torbett & McConnell;
Richard O'Connell

EAGLE PASS
KEPS 1270 kc 1 kw*
Spanish Broadcast (18 hours per week) Percent
Music 75
News 5
Sports 5
Religion 10
Other 5
Manager Al Kinsall
Representative None

XEMJ (Piedras Negras)*
XEMU (Piedras Negras)*
XEWG (Piedras Negras)*
(See list of Mexico stations)
KURV 710 kc 250 w (d) 250 w (n)
Spanish Broadcast (32 hours per week) Percent
Music 79
News 18
Religion 3
Manager Lloyd Hawkins
Sales Manager James Champion
Representative Charles Bernard Co.

EL CAMPO
KULP 1390 kc 500 w*
Spanish Broadcast (10 1/2 hours per week) Percent
Music 73
News 20
Sports 2
Religion 5
Manager Chuck Schwartzkopf
Representative None

EL PASO
XEJ (Ciudad Juarez)*
XEJ-TV (Ciudad Juarez)*
XELO (Ciudad Juarez)*
XEWG (Ciudad Juarez)*
(See list of Mexico stations)

HARLINGEN
KGBT 1530 kc 50 kw (d) 10 kw (n)
Spanish Broadcast (52 hours per week) Percent
Music 70
News 20
Sports 5
Other 5
General Manager Otis Schumate
Sales Manager Willie Harris, Jr.
Representative Richard O'Connell;
Venard, Torbet & McConnell

HEREFORD
KPAN 860 kc 250 w*
Spanish Broadcast (10 1/2 hours per week) Percent
Music 86
News 2
Sports 2
Religion 10
Manager Clint Formby
Sales Manager Roy Faubion

HOUSTON
KFRD (Rosenberg) 980 kc 1 kw*
Spanish Broadcast (12 hours per week) Percent
Music 85
News 10
Religion 5
Manager William Sloop
KLVL (Pasadena) 1480 kc 1 kw (d) 500 w (n)
Spanish Broadcast (88 hours per week)
General Manager Felix H. Morales
Sales Manager Johnny P. Hernandez
Representative National Time Sales

KENEDY/KARNES CITY
KMAL 990 kc 250 w*
Spanish Broadcast (21 hours per week) Percent
Music 60
News 30
Religion 10
Manager Charles L. Martii
Representative Mario Messina Co

LAREDO
KGNS 1300 kc 500 w*
 Spanish Broadcast (21 hours per week)
 (Information not supplied)
KVOZ 1490 kc 250 w (d) 250 w (n)
 Spanish Broadcast (14 hours per week) Percent
 Music 75
 News 10
 Religion 15
 Manager William Harrell
 Sales Manager Ernest Barton
 Representative Grant Webb & Co.
XEFE-TV (Nuevo Laredo)‡
XEAS (Nuevo Laredo)‡
XEBK (Nuevo Laredo)‡
XEK (Nuevo Laredo)‡
XEWL (Nuevo Laredo)‡
 (See list of Mexico stations) *

McALLEN
XERI (Reynosa)‡
XERO (Reynosa)‡
XERT (Reynosa)‡
 (See list of Mexico stations)

MISSION
KIRT 1580 kc 1 kw*
 Spanish Broadcast (58 hours per week) Percent
 Music 68
 News 20
 Sports 10
 Religion 2
 Manager C. T. McKasson
 Representative Grant Webb & Co.

MORTON
KRAN 1280 kc 500 w*
 Spanish Broadcast (15 hours per week)
 (Information not supplied)

PEARSALL
KVWG 1280 kc 500 w*
 Spanish Broadcast (14 hours per week) Percent
 Music 90
 News 5

Sports 5
 Manager Lee Anderson
 Representatives Tele-Radio & TV Sales;
 George T. Hopewell Inc.

PLEASANTON
KBOP 1380 kc 1 kw*
 Spanish Broadcast (36 hours per week)
 (Information not supplied)

RAYMONDVILLE
KSOX 1240 kc 250 w
 Spanish Broadcast (27 hours per week)
 (Information not supplied)

SAN ANTONIO
KWEX-TV‡ Channel 41 (UHF)
 Spanish Broadcast (69 hours per week—100%)
 (No data on programming, but known to be
 independent station carrying local news, pro-
 grams from Mexico, features, bullfights, soap
 operas, etc.)
 General Sales Manager Ben Tamborello
 Asst. General Manager Mike Mullins
 Representative Spanish International Network

KCOR‡ 1350 kc 5 kw (d) 1 kw (n)
 Spanish Broadcast (132 hours per week) Percent
 Music 60
 News 15
 Drama 15
 Sports 5
 Other 5
 Manager Nathan Safir
 Sales Manager William Lamar
 Representatives Richard O'Connell, Inc.;
 Savalli/Gates

KUKA‡ 1250 kc 1 kw*
 Spanish Broadcast (91 hours per week) Percent
 Music 85
 News 5
 Sports 1
 Religion 9
 Manager Alex Coe
 Sales Manager Norman Fischer
 Representative National Time Sales

KUBO‡ 1310 kc 5 kw*
 Spanish Broadcast (entire schedule) Percent
 Music 50
 News 20
 Sports 10
 Religion 10
 Other 10
 Manager Hal Hughes
 Representative Tele-Radio Tv Sales

UVALDE
KVOU 1400 kc 250 w (d) 250 w (n)
 Spanish Broadcast (18 hours per week) Percent
 Music 75
 News 5
 Sports 10
 Religion 10
 Manager Jay Harpole
 Sales Manager Joe Morgan

VERNON
KVWC 1490 kc 250 w (d) 250 w (n)
 Spanish Broadcast (12 hours per week) Percent
 Music 90
 News 5
 Religion 5
 Manager Joe Garrison
 Sales Manager Jerry Garrison
 Representative None

WESLACO
KRGV 1290 kc 5 kw
 Spanish Broadcast (15 hours per week) Percent
 Music 75
 News 15
 Drama 5
 Sports 5
 Manager Earl Noel
 Sales Manager James Ahlgrimm
 Representative George B. Hollingbery Co.

WASHINGTON
TOPPENISH
KENE 1490 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (15 hours per week) Percent
 Music 98
 News 1
 Religion 1
 Manager Don Downing
 Representative Savalli/Gates



In San Antonio

**KCOR is more
 than ever the
 overwhelming
 favorite of
 the Spanish
 radio audience!**

*New 1964 Spanish Pulse Report
 reveals KCOR's domination
 of all time periods!*

**In San Antonio you need
 DOUBLE EXPOSURE...
 the general advertising of
 your choice and always**



**5000 WATTS • FULL TIME • 1350 KC
 111 Martinez Street, San Antonio, Texas 78204**

Representatives:

RICHARD O'CONNELL, INC.
 in New York

SAVALLI/GATES, INC.
 In Chicago, Atlanta, Detroit

KCAL

**5000 watts* of the finest Spanish
 radio—music, news and special
 events. Our 7th year serving:**

**SAN BERNARDINO COUNTY
 RIVERSIDE COUNTY
 ORANGE COUNTY
 REDLANDS**

***KCAL: increases power Novem-
 ber 1st, to reach over 200,000
 Spanish-speaking people.
 KCAL: only full time Spanish
 Voice of the Inland Empire and
 only Spanish station serving this
 area.**

KCAL

**Box 390, Redlands
 California**

Representatives

**National Time Sales — N.Y.
 Latin American Time Sales — L.A.**

Directory of major radio-tv stations in Mexico with U.S. audience

BAJA CALIF

MEXICALI
(Calexico, Calif., area)
XHBC-TV‡ Channel 3 (VHF)
Spanish Broadcast (entire schedule—42 hours per week)
Manager Raul Sanchez de Aparicio
Representative Spanish International Network

XED‡ 1050 kc 10 kw (d) 1 kw (n)
Spanish Broadcast (133 hours per week)
Manager Armando Aguirre Lopez
Representative UBC Sales

TIJUANA
(San Diego, Calif., area)
XEWT-TV‡ Channel 12
Spanish Broadcast (entire schedule)

XEAU‡ 1470 kc 5 kw
Spanish Broadcast (168 hours per week)
President Manuel Acuna Varela
Representative UBC Sales

XEAX‡ 1420 kc 2 kw
Spanish Broadcast (126 hours per week)
General Manager J. De La Torre
Representative Tele-Radio & Tv Sales

XEGM‡ 950 kc 3½ kw (d) 2½ kw (n)
Spanish Broadcast (119 hours per week)
General Manager Jose Liberman
Representative National Time Sales

CHIHUAHUA

CIUDAD JUAREZ
(El Paso, Tex., area)
XEJ-TV‡ Channel 5 (VHF)
Spanish Broadcast (entire schedule—42 hours per week)
General Manager P. Meneses
Sales Manager Ralph Fitzmaurice
Representative Spanish International Network

XELO 800 kc 15 kw
Spanish Broadcast (108 hours per week)
General Manager Jack R. McVeigh
Representative Richard O'Connell, Inc.

XEJ‡ 970 kc 10 kw
Spanish Broadcast (126 hours per week)
General Manager Pedro Meneses, Jr.
Representative National Time Sales

XEW‡ 1240 kc 250 w
Spanish Broadcast (entire schedule)
General Manager E. Vego
Representative UBC Sales

COAHUILA

PIEDRAS NEGRAS
(Eagle Pass, Tex., area)
XEMJ‡ 920 kc 1 kw (d) 250 w (n)
Spanish Broadcast (121 hours per week)
General Manager Jesus F. Elizondo
Representative UBC Sales

XEMU‡ 580 kc 5 kw*
Spanish Broadcast (94½ hours per week)
General Manager A. L. Bres
Representative National Time Sales

DISTRITO FEDERAL

MEXICO CITY
XESM‡ 1470 kc 10 kw (d) 5 kw (n)
Spanish Broadcast (168 hours per week)
President Homero Vega
Manager E. Pasquale
Representative (U.S.) UBC Sales

SONORA

NOGALES
(Nogales, Ariz., area)
XHFA-TV‡ Channel 12
Spanish Broadcast (entire schedule)

XEHF‡ 1370 kc 1 kw
Spanish Broadcast (126 hours per week)
General Manager Gaston Mascarenas
Station Manager Mario de La Fuente
Representative National Time Sales

SAN LUIS
(Yuma, Ariz., area)
XECB‡ 1450 kc 250 w
Spanish Broadcast (168 hours per week)
President Carlos Blando
Representative UBC Sales

TAMAULIPAS

MATAMOROS
(Brownsville, Tex., area)
XEMT‡ 1340 kc 250 w
Spanish Broadcast (112 hours per week)
Manager Armando Rodriguez G.
Sales Manager A. G. Hernandez
Representative Tele-Radio & Tv Sales

XEAM‡ 1310 kc 1 kw
Spanish Broadcast (133 hours per week)
General Manager Manuel L. Salinas
Representative UBC Sales

XEO‡ 970 kc 1 kw
Spanish Broadcast (132 hours per week)

XEO-FM‡ 88.2 mc ERP—60 w
Spanish Broadcast (119 hours per week)
General Manager Severo Garza
Sales Manager A. G. Hernandez
Representative National Time Sales

NUEVO LAREDO
(Laredo, Tex., area)
XEFE-TV‡ Channel 11 (VHF)
Spanish Broadcast (entire schedule—42 hours per week)
General Manager Ramoncita Esparza
Sales Manager Enrique Esparza
Representative Spanish International Network

XEAS‡ 1410 kc 1 kw (d) 250 w (n)
Spanish Broadcast (112½ hours per week)
General Manager Jose Maria Villarreat
Representative National Time Sales

XEBK‡ 1340 kc 250 w
Spanish Broadcast (133 hours per week)
General Manager Mario Cortez
Sales Manager Amando Cortez D.
Representative Continental Radio Sales

XEK‡ 960 kc 5 kw (d) 1 kw (n)
Spanish Broadcast (102 hours per week)
General Manager Ruperto Villarreal
Representative Savalli/Gates; Richard O'Connell, Inc.

XEWL 1090 kc 2½ w*
Spanish Broadcast (84 hours per week)
General Manager Fidel Cuellar
Representative UBC Sales

REYNOSA
(McAllen, Tex., area)
XERT‡ 1170 kc 5 kw
Spanish Broadcast (133 hours per week)
General Manager Antonio Karam Kalifa
Representative UBC Sales

XERI‡ 810 kc 250 w*
Spanish Broadcast (84 hours per week)
Station Manager Rogelio Olivares
Sales Manager A. G. Hernandez
Representative Tele-Radio & TV Sales

XERO 1390 kc 1 kw
Spanish Broadcast (119 hours per week)
General Manager Severo Garza
Representative National Time Sales



MEET MARIA!

RADIO STATION/RADIOEMISORA
WMIE
1140 EN SU DIAL

HOSTESS OF MIAMI'S
SPANISH
HOMEMAKERS
PROGRAM

BLUE CHIP FOOD PRODUCTS
BUY HER YEAR 'ROUND

BOOST YOUR SALES BY
CALLING ART GORDON,
NAT. TIME SALES,
MU 2-4500, N.Y.C.

RADIO STATION/RADIOEMISORA
WMIE
1140 EN SU DIAL

1448 Northwest 36th Street
Miami, Florida
PHONE: NE 3-0161

Directory of major radio-tv stations in Puerto Rico

AGUADILLA
WABA 850 kc 500 w
 Spanish Broadcast (115 hours per week) Percent
 Music 40
 News 15
 Drama 25
 Sports 10
 Religion 5
 Other 5
 Manager H. Reichard
 Sales Manager F. Bonnet
 Representative Inter-American Publications

ARECIBO/AGUADILLA
WISA (Isabela) 1390 kc 1 kw (d) 500 w (n)
 Spanish Broadcast (80 hours per week) Percent
 Music 70
 News 20
 Sports 5
 Religion 5
 Manager Raul Santiago-Roman
 Sales Manager Diego Auiles

ARECIBO
WMIA 1070 kc 500 w
 Spanish Broadcast (117 hours per week) Percent
 Music 84
 News 5
 Drama 1
 Sports 5
 Religion 5
 Manager Epifanio Rodriguez-Velez

BAYAMON
WBYM-FM 94.7 mc 18.5 kw
 Spanish Broadcast (120 hours per week) Percent
 Music 90
 News 5
 Religion 5
 Manager Jose G. Pickard

CAGUAS
WKBM-TV Channel 11
 General Manager Perez Perry

FAJARDO
WMDD 1840 kc 5 kw (d) 5 kw (n)
 Spanish Broadcast (111 hours per week) Percent
 Music 60
 News 15
 Drama 2
 Sports 10
 Religion 10
 Other 3
 Manager Jose Luis Torregrosa
 Sales Manager Mrs. Laura Jimenez

GUAYAMA
WXRF 1590 kc 1 kw (d) 1 kw (n)
 Spanish Broadcast (115 hours per week) Percent
 Music 75
 News 15
 Sports 5
 Religion 5
 Manager Gumersindo Cordero, Jr.

MAYAGUEZ
WTIL 1300 kc 1 kw (d) 1 kw (n)
 Spanish Broadcast (168 hours per week) Percent
 Music 75
 News 20
 Sports 4
 Religion 1
 Manager Gilbert Mamary
 Representative Continental Radio Sales
WORA-TV Channel 5
 General Manager Alfredo de Arellano, Jr.
 Representative Inter-American Publications

PONCE
WISO 1260 kc 1 kw (d) 1 kw (n)
 Spanish Broadcast (115½ hours per week) Percent
 Music 65
 News 20
 Sports 10
 Religion 5
 Manager Luis E. Freyre
WLEO 1170 kc 250 w (d) 250 w (n)
 Spanish Broadcast (135 hours per week) Percent
 Music 76
 News 14
 Sports 4
 Religion 4
 Other 2
 Manager Charles L. Cordeo
 Sales Manager Alfonso Gimenez Jr.
 Representative A. Gimenez Aguayo
 Svens Schelleberg Assoc.

WRIK-TV Channel 7
 General Manager William Cortada
 Representative Inter-American Publications
WSUR-TV Channel 9
 Manager Gladys Boscio Vidal

SAN JUAN
WAPA-TV Channel 4
 General Manager Hector Modestti
WFID-FM 957 mc 30 kw (d) 30 kw (n)
 Spanish Broadcast (119 hours per week) Percent
 Music 70
 News 20
 Sports 5
 Religion 3
 Other 2
 Manager Victoria Suarez de Acosta
 Sales Manager Rafael Jose Acosta

WKAQ 580 kc 5 kw (d) 5 kw (n)
WKAQ-FM 103.4 mc 1 kw
 Spanish Broadcast (119 hours per week) Percent
 Music 10
 News 20
 Drama 52
 Sports 12
 Religion 2
 Other 4
 General Manager Ventura Lamas, Jr.
 Sales Manager German Felix

WKAQ-TV Channel 2
 General Manager Jose Oviedo
 Sales Manager Jorge L. Rivero
 Representative Inter-American Publications
WNEL 1430 kc 5 kw (d) 500 w (n)
 Spanish Broadcast (102 hours per week) Percent
 Music 60
 News 15
 Sports 5
 Religion 5
 Other 15
 Manager Gabriel Figueroa II
 Sales Manager Victor Lanz

WUNO 1320 kc 5 kw (d) 1 kw (n)
 Spanish Broadcast (140 hours per week) Percent
 Music 86
 News 7½
 Sports 1½
 Religion 1½
 Other 3½
 Manager M. Angelet Escudero
 Sales Manager Mrs. Betty M. Pichardo

YAUCO
WKFE 1550 kc 250 w (d) 250 w (n)
 Spanish Broadcast (105 hours per week) Percent
 Music 73
 News 16
 Sports 3
 Religion 5
 Other 3
 Manager Julio V. Ramirez
 Sales Manager Charles L. Cordero

UTUADO
WUPR 1530 kc 1 kw (d) 250 w (n)
 Spanish Broadcast (120 hours per week) Percent
 Music 80
 News 10
 Sports 5
 Religion 5
 Manager Jose A. Ribas

**ONE BUY
 COVERS THE
 531,847*
 SPANISH
 SPEAKING
 PEOPLE IN
 NORTHERN
 CALIFORNIA**



KLOK
 SAN JOSE • SAN FRANCISCO
KGST
 FRESNO
 Represented by
 NATIONAL TIME SALES
 NEW YORK, CHICAGO
 HARLAN G. OAKES
 LOS ANGELES
 DON R. PICKENS CO.
 SAN FRANCISCO
 *U. S. Census, 1960

WMET Miami's 1st All-Spanish Voice is the Preferred Station of 285,594** Latins

WMET's national advertisers, 1963-1964

- Pepto Bismol
- Camel Cigarettes
- Breeze Detergent
- Warner Lambert Products
- Borden's "Magnolia"
- Condensed Milk
- Greyhound Buses
- Creomulsion
- National Beer
- Winston Cigarettes
- Regal Beer
- Salem Cigarettes
- Falstaff Beer
- Lydia E. Pinkham Medicine Company
- Look Magazine
- Pepsi Cola
- Miller Hi-Life
- Buitoni Foods
- Humble Oil
- Coca-Cola
- Dual Filter Tareyton
- Holsum Bakers
- Cafe Bustelo
- Silver Dust
- Newport Cigarettes
- Seidlitz Powders
- Ex Lax
- Rit Dyes
- Mejoral
- Breacol

**For official Latin population breakdown:

IN MIAMI, CALL
WMET -751-9743

IN NEW YORK, CALL
TV 212 YU 6-9717

AFFILIATED WITH THE
 Spanish  Market Group



HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

The WWJ Stations occupy a position of **solidity** in the Detroit community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 38 years. And home ownership by The Detroit News.

Because of this **solidity**, both WWJ and WWJ-TV provide advertisers with a more receptive atmosphere for their sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit minute is to spend it on the WWJ Stations. Whether you sell toothpaste or tires.

WWJ and **WWJ-TV**

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc. THE NEWS STATIONS

Bankers Increase Television Advertising

Placing bankers in the forefront of enlightened advertisers, Norman E. Cash, TvB president, told the Milwaukee Advertising Club: "Today's banker is growing at a rapid rate in spite of increased competition because he has learned that now everyone is a potential customer, and that's why banks are now the third largest users of local television."

Cash continued: "Yesterday's banker was much like many of today's manufacturers who let a gap exist between them and the total public and think their advertising messages should be directed only at the few who know them best."

Continuing, Cash said: "We expect that manufacturers will see that they too have a vital need to reach the same total public and we expect to see more of them turn to television to reach this total public."

If you want to know why every

company should advertise to the total public, ask your banker, Cash said. "And, if you want to know why television is the way to this total public, ask your banker," he added.

Kraft Chocolates Launches Giveaway

Kraft chocolates this month launches one of the largest promotions in its history—a "Match & Win Giveaway" tied-in with Walt Disney's color movie *Mary Poppins*.

The promotion combines Kraft's regular fall sales drive for chocolates via national print and tv with special magazine ads, a giveaway game, more than 100,000 prizes, a Walt Disney feature movie (with its accompanying million dollar publicity campaign), and distribution of 12,000,000 five cent coupons.

OLYMPIC FUND AIDED



The Olympic Games Basketball fund is richer by \$2000 as a result of a KTVU telecast of a basketball game between the San Francisco Warriors and the Olympic team. Four sponsors — Cable Car Clothiers (making its tv debut), Lucky Lager Beer, P. Lorillard and Pacific Telephone — joined with the station in making the Olympic promotion possible. One-quarter of the telecast was devoted to Olympic spots. Seen here is Joe Constantino, KTVU sales promotion director (r) presenting the check to Franklin Mieuli, Warrior owner and chairman of the Warrior-Olympic Fund.

The promotion kicks-off with a full page, four-color ad in the October issue of *Ladies Home Journal*. The ad will appear again in *Look* magazine.

Grand Prize in the giveaway is Mary Poppins' Carpet Bag filled with \$10,000. Second, third, fourth and fifth prizes are portable television sets, movie cameras authentically costumed Mary Poppins dolls and Mary Poppins records from the movie's original sound track.

In addition to the Mary Poppins promotion, Kraft chocolates will be featured in regular product ads in November issues of *Ladies Home Journal*, *Woman's Day* and *Look* plus via tv commercials on the *Kraft Suspense Theatre* from October through December.

IRTS Medal To FCC Commissioner Hyde

Veteran FCC commissioner Rosel Hyde has been unanimously voted to receive the International Radio and Television Society's highest award, its gold medal.

The medal will be presented during the IRTS 25th anniversary banquet in March, 1965.

BEDSIDE NETWORK CONDUCTS CONTEST



The Bedside Network, for which hospitalized veterans tape their own music and drama shows for subsequent "broadcast" over intercom systems, is conducting its fourth annual contest to determine which of the 10 participating hospitals produces the best program. Actor Maurice Evans (c) is one of the celebrity judges, along with Carol Burnett, Barbara Britton and Sam Levenson. Flanking Evans are the contest's co-chairmen: Elizabeth Bain, president of American Women in Radio and Television as well as assistant to the vice president of CTS Program Services, CBS, and Richard Schneider, NBC television director who, among other things oversees Emmy telecasts. The Bedside Network, a project of the Veterans Hospital Radio and Television Guild, is conducted through the volunteer services of people prominent in the theater, radio and television.

KXOK

St. Louis

Storz Broadcasting Co.

**announces
the appointment of**

AM RADIO SALES COMPANY

**as its national
representative
effective
november 1, 1964**

WTRF-TV STORY BOARD

7

We have*

PUNCH CARDS! Don't worry about mechanical brains taking over. If machines get too powerful, we can always organize them into committees.

Wheeling wtrf-tv

SICK CANNIBALS! Man and wife were eating dinner and the wife said, "You know I don't like the taste of this meat!" Husband said, "I never did like your mother."

wtrf-tv Wheeling

ETERNAL WORDS! If you want to write something that has a chance of living forever, just sign a mortgage.

Wheeling wtrf-tv

WHAT A RIOT! Remember when that meant something was funny?

wtrf-tv Wheeling

SCIENTISTS REPORT that we're taller in the morning than we are in the evening. They didn't mention that we're all shorter around the end of the month.

Wheeling wtrf-tv

CONTRARY to popular belief, the world's oldest profession is actually fruit picking!

wtrf-tv Wheeling

SIGN in a Volkswagen factory: "Think BIG and you're fired!"

Wheeling wtrf-tv

HEAR ABOUT the beatnik girl who's engaged to be married? Instead of getting a shower, she's taking one.

wtrf-tv Wheeling

NON-CONFORMIST is someone who keeps gloves in a glove compartment.

Wheeling wtrf-tv

***SOMETHING FOR EVERYONE!** If you want to beam a particular spot schedule to a particular audience, WTRF-TV reaches that specific audience in the Wheeling/Steubenville Upper Ohio Valley Market. Just ask your Petry man for the availability breakdown you want.

CHANNEL SEVEN

NB

WHEELING, WEST VIRGINIA

THE CHANGING SCENE

Embassy Dislikes Chicago Conference

Embassy Pictures, a syndication major, doesn't think the planned Chicago conference of program executives from group-owned stations seeking ways to prime the pump of syndication production is such a hot idea.

Commenting on the late-October conference, Embassy vice president E. Jonny Graff agreed that "only by participating in the production of quality entertainment can independent stations hope to compete with the heavy line-up of network programming."

Graff, however, did not feel that "trying to organize a group of groups, each with its own point of view," would be the answer, either. "Stations would do better," Graff said, "by working in tandem with a distributor." His reason: "This way, they will benefit not only from the national perspective syndication spe-

cialists have developed, but also from the experience of a staff trained in national distribution."

The conference, expected to be attended by representatives from such groups as Triangle, Group W and Corinthian, was largely instigated by WGN-TV, Ward Quall.

Westinghouse Increases National Advertising

The Westinghouse portable appliance division is launching a heavy schedule of national magazine and television advertising in support of its electric housewares during the big gift buying months of October, November and December.

The division's expanded fall television schedule will begin Oct. 21 and will use a combination of daytime and nighttime television programs on a 203 station CBS network.

One minute filmed commercials will appear on such CBS shows as *Andy Griffith*, *I Love Lucy*, *Rawhide*, *Joey Bishop Show*, *Walter Cronkite News*, *Mike Wallace* and *Robert Trout News*.

DO PEOPLE WATCH BOB POOLE'S GOSPEL FAVORITES?

We know 371,400 **HOMESFUL** who do in only 16 of our markets in Class C time.

Sponsors paid \$748.60 for a one-minute commercial to reach those people.

That's \$2.02 per one thousand homes.

In those same 16 markets 745,000 homes watched the same stations at 9:00 pm Tuesday.

And **THAT'S** \$3.85 per one thousand homes.

Where did the sponsors get the **better** buy?

Do people like **BOB POOLE'S GOSPEL FAVORITES?**

Here are 7000 (count 'em) who paid to see a live production.

More than 100 hrs. now available on VTR for TV and audio tape for radio.

Audience figures were furnished by stations.

One-minute time cost as listed in SRDS Spot Television.



MEMORIAL AUDITORIUM

We will gladly give you details, rates and audition tapes. Please phone us collect.

**Poole Productions
Lawyers Building
Greenville, S.C.**

Tel. 803 239-7821
Twx 803 282-1098

Featured appliances to be promoted on the shows will be the Westinghouse non-stick appliances, electric toothbrushes, irons and a Christmas "gift selector" of portable appliances. Tied to the Westinghouse campaign will be special in-store displays, dealer aids and promotions.

Essex Is Named N. C. Broadcaster of Year

First winner of the North Carolina Association of Broadcasters' "Broadcaster of the Year" award is Harold Essex, general manager of WSJS-AM-FM-TV Winston-Salem. The award, which will be presented annually at each NCAB fall meeting, was established to honor the North Carolina broadcaster who has made the greatest contribution in service to broadcasting.



Harold Essex

Essex, a veteran of 25 years at WSJS, has twice been president of NCAB and is currently a member of the board of directors of the National Association of Broadcasters.

Bowlin New President Of Radio-TV Reps

C. C. (Bud) Bowlin, Katz Agency tv manager for New England and Upper New York State has been elected president of the New England Assn. of Radio and Tv Representatives succeeding George C. Bingham, president of New England Spot Sales.

Richard P. Luetters, vice president of Bill Creed Associates is the new vice president and Steve Meterparel, New England manager of Robert E. Eastman & Co. is secretary-treasurer.

Shupert Resigns From Twentieth Century-Fox

George T. Shupert, vice president in charge of sales for Twentieth Century-Fox Television, Inc., has resigned as of Oct. 16, it was announced by William Self, executive vice president.

PERSONALITY POWER



Bill O'Donnell
SPORTS



Fred Hillegos
NEWS



Joel Mareniss
NEWS



Richard Hoffmann
BUSINESS NEWS



Floyd Ottoway
WSYR GANG



Ed Murphy
MUSIC



Carol Johnson
WOMEN



Elliot Gove
TIMEKEEPER



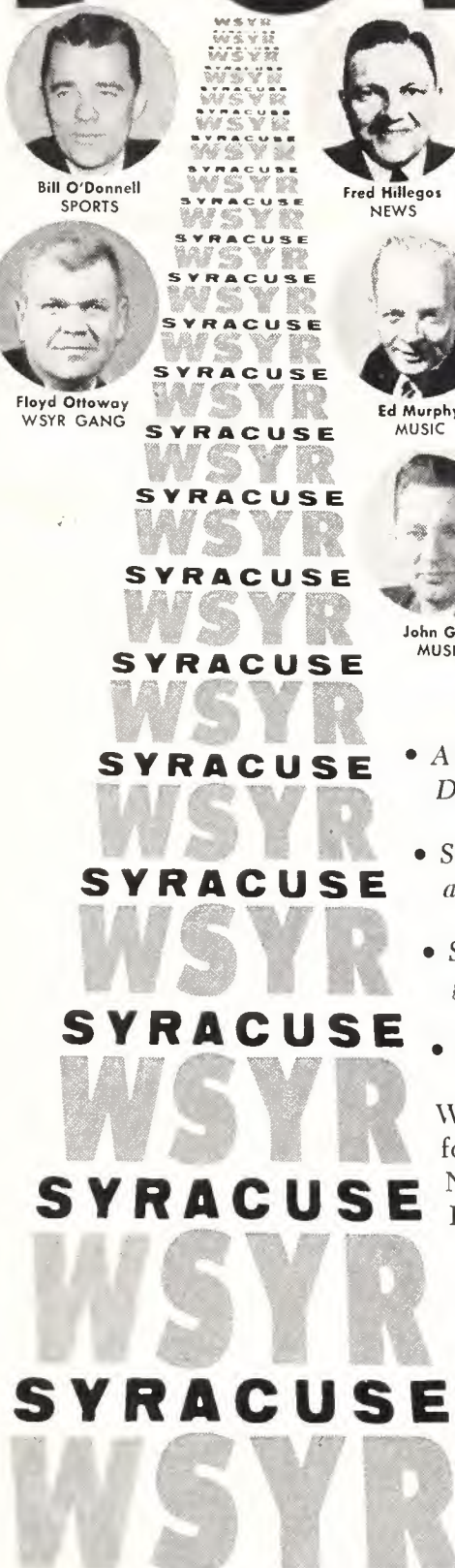
John Gray
MUSIC



Deacon Doubleday
FARM



Alan Miloir
MUSIC



- An Onondaga County farmer phones Deacon Doubleday with a farm news item.
- Syracuse shoppers make a buying rush on a downtown store after an Ed Murphy spot.
- Sports fans call Bill O'Donnell to settle arguments about yesterday's game.
- This is personality power at work.

With WSYR's strong personalities selling for you in the 18-county area of Central New York, great things happen to sales. Put this sales power to work for you.

Represented notionally by
THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO



NBC in Central New York



5 KW - Syracuse, N. Y. - 570 KC

SPONSOR SPOTLIGHT



**Look! If I wanted
Syracuse
or San Diego
I'd call
a travel agent.
Just tell me about
KELO-LAND!**

Sure! KELO-LAND is the Sioux Falls-98 County Market. A whale of a market prize for any advertiser — and only KELO-LAND TV, with three transmitters operating as one station, has the coverage to get it for you. To realize how very important KELO-LAND TV is to you in your national campaigns, hold the phone for this! KELO-LAND TV plays to a bigger prime-time audience among CBS affiliates than does Syracuse, San Diego, Norfolk, Sacramento, Albany or Jacksonville. Your one film or live commercial on KELO-TV SIOUX FALLS sweeps through KELO-LAND's 98 counties, simultaneously, powerfully!

ARB, 6:30-10 p.m. March '64.
Submitted as estimates, not necessarily exact measurement.

KELO-TV LAND

CBS • ABC

KELO-TV • KDLO-TV • KPLO-TV
(interconnected)

Gen. Offices: Sioux Falls, S. D.



JOE FLOYD, President
Evans Nord, Executive
Vice-Pres. & Gen. Mgr.
Larry Bentson, Vice-Pres.
Represented nationally by
H-R

A **MIDCO** STATION

AGENCIES

Joseph Battaglia Jr. appointed vice president in charge of media and broadcast services at Ben Sackheim, Inc., New York. He joined this advertising agency in 1960 as tv director.

John F. Belcher named an account executive at Geyer, Morey, Ballard, Inc. His chief responsibilities will be on the Sinclair Refining Co. account.

Robert Wolfe joined the Gumbinner-North Co. as account executive in charge of Smirnoff on the Heublein account.

James R. Sanders joined the New York office of Foote, Cone & Belding as account executive on Clairol.

Kenneth J. Worland elected president of the Advertising Agency Financial Management Group. The group is affiliated with the New York Credit and Financial Management Assn.

Gerald H. Long appointed associate merchandising director of Foote, Cone & Belding's New York office.

Phil M. Bidlack appointed as a vice president of the Borden Chemical Co.

TIME/Buying and Selling

Michael D. Chambers named to the Blair Television office in Los Angeles as a sales specialist.

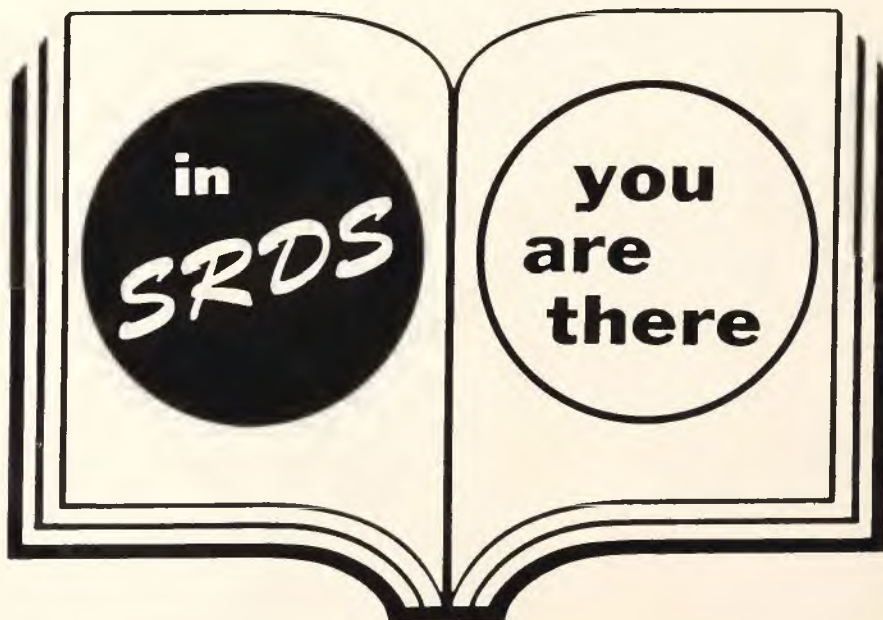
Richard S. Newman added to the sales department of Stone Representatives, Inc., New York.

TV MEDIA

Kenneth H. MacQueen named sales manager of WXYZ-TV Detroit, Mich.

Edward A. (Ted) Muller named local sales manager of WTEN-TV Albany, N.Y.

with a properly conceived, strategically placed Service-Ad



selling by helping people buy

Philip Henochstein named assistant director of advertising-sales promotion for the ABC flagship in New York, WABC-TV.

Philip Beuth appointed general sales manager of WSAZ Television, Huntington, W. Va.

RADIO MEDIA

Charles R. Sanders appointed general manager of Spartan Radio-casting Co. which owns and operates WSPA-AM-FM-TV Spartan-burg, S.C.

William (Rusty) Russell appointed general manager of WKYW Chicago, Ill.

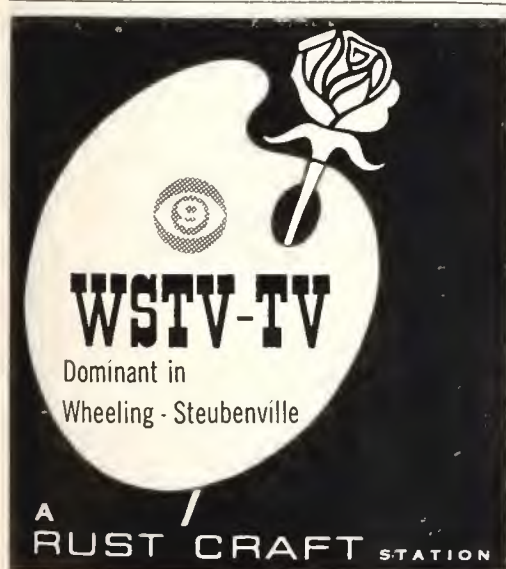
Al Maffie named general sales manager of Yankee Network, effective Nov. 1, 1964.

Jim Robinson appointed operations manager of WAKE Atlanta, Ga. **Rachel Clarke McCarthy** appointed sales manager.

SYNDICATION & SERVICES

Irving Roshwalb appointed assistant to the president and secretary of the policy committee for Audits & Surveys Co., New York.

Wilbur M. Fromm announced as president of communication services, New York. He was formerly director of new business and promotion at NBC Spot Sales.



WSTV-TV
Dominant in
Wheeling - Steubenville
A
RUST CRAFT STATION

BROADCASTERS PROMOTION ASSOCIATION, INC.

1964 SEMINAR

NOV. 16-17-18 CHICAGO PICK-CONGRESS HOTEL



This year's B. P. A. Seminar is a "Must" for anyone in the Broadcasting Promotion Field.

"Work" sessions packed into three informative days.

Entertainment for the wives.

Bring your ideas and questions.

Chicago holds information and enjoyment for all.



SEND THIS COUPON FOR REGISTRATION INFORMATION TO: B.P.A. SECRETARY/TREASURER
215 East 49th Street
New York 17, New York
PLaza 2-4255

PLEASE RUSH ME REGISTRATION AND PROGRAM INFORMATION ON THE 1964 B.P.A. SEMINAR.

name _____

company _____

street address _____

city, state _____

ENTERPRISE BROADCAST FEATURES

*Exclusive New Service For
Radio Stations and Advertisers*

Good feature programming can be economical. It can build audiences. It attracts advertisers. It sells listeners.

Enterprise Broadcast Features now brings to radio timely, entertaining, informative features that appeal directly to the wide range of audience interests. We call this concept . . .

Target Programs

It's dynamic and different.

Enterprise Broadcast Features draws on the experience of the world's largest newspaper feature service . . . Newspaper Enterprise Association. Working with this wealth of outstanding talent, veteran broadcast producers have created dramatic, new features especially to serve stations and advertisers.

"By-Line", "SportsScene", "This Is Living", "Let's Exercise", "Gardener's Notebook", "Jacoby On Bridge", "Agribusiness", "Storytoon Express", are available now.


Cost? Surprisingly low.

Call, wire, write today.

ENTERPRISE BROADCAST FEATURES

7 East 43rd Street, New York 17, New York
Telephone: 212 TN 7-6800

**ONE GIFT
WORKS
MANY
WONDERS**

WRDW-TV
Augusta . . . TOWERful in
Popularity & Performance

**A
RUST CRAFT STATION**

CALENDAR

OCTOBER

International Radio and Television Society Time Buying & Selling Seminar, New York, Tuesday evenings (13- Dec. 8).

ABC Radio regional affiliates meeting, Oklahoma City, Okla. (20).

The Pulse Inc's Man-of-the-Year award presentation to Chet Huntley and David Brinkley of NBC, Plaza Hotel, New York (21).

American Assn. of Advertising Agencies, Central regional meeting, Hotel Continental, Chicago, Ill. (21-22).

Kentucky Broadcasters Assn. fall meeting, Jennie Wiley State Park, near Prestonburg, Ky. (19-21).

National Electronics Conference twentieth annual meeting, McCormick Place, Chicago, Ill. (19-21).

Southern California Broadcasters Assn. luncheon, Michael's Restaurant, Hollywood, Calif. (22).

ABC Radio regional affiliates meeting, Des Moines, Iowa (23).

Chicago Unlimited benefit ball for mid-west radio-tv production industry, Sheraton Hotel, Chicago, Ill. (23).

Institute of Broadcasting Financial Management, annual meeting, Sheraton-Cadillac Hotel, Detroit, Mich. (21-23).

Missouri Broadcasters Assn. meeting, Ramada Inn, Jefferson City, Mo. (22-23).

NAB CONFERENCE SCHEDULE
National Assn. of Broadcasters fall regional conferences:

Hotel Skirvin, Oklahoma City (Oct. 19-20).

Fort Des Moines Hotel, Des Moines, Iowa (Oct. 22-23).

Jung Hotel, New Orleans (Oct. 26-27).

Statler Hotel, Detroit (Nov. 9-10).

Hotel Ten-Eyck, Albany, N.Y. (Nov. 12-13).

Fourth International Film & TV Festival of New York, held in conjunction with the annual Industrial Film and Audio-Visual Exhibition, New York Hilton Hotel, New York (21-23).

Indiana Broadcasters Assn. meeting, Marriott Hotel, Indianapolis, Ind. (22-23).

Massachusetts Broadcasters Assn. meeting, Hotel Somerset, Boston, Mass. (25-26).

National Assn. of Educational Broadcasters national convention, Austin, Tex. (25-28).

American Assn. of Advertising Agencies, Central Region meeting, Hotel Continental, Chicago (21-22); western meeting, Beverly Hilton Hotel, Beverly Hills (27-30).

ABC Radio regional affiliates meeting, New Orleans, La. (27).

Future of Tv in America Committee of National Assn. of Broadcasters meeting on CATV, Jung Hotel, New Orleans, La. (27-28).

Premium Advertising Assn. of America, premium ad conference, New York Coliseum, New York, N.Y. (27).

Television Program Development Group seminar in programing, WGN Mid-America Broadcast Center, Chicago, Ill. (27-28).

Official Films Inc. annual stockholders meeting, Delmonico's Hotel, New York (28).

American Assn. of Advertising Agencies, western meeting, Ambassador Hotel, Los Angeles (27-30).

International Radio & Television Society luncheon, Waldorf Astoria, Empire Room, New York, N.Y. (28).

National Industrial Conference Board Inc. twelfth annual marketing conference, Waldorf Astoria Hotel, New York (28-30).

Forum of Broadcast Controls, sponsored by Indiana University, University Campus, Bloomington, Ind. (29).

NOVEMBER

Second Canadian Radio Commercials Festival, Park Plaza Hotel, Toronto, Canada (5).

Maryland - D.C. - Delaware Broadcasters Assn. fall meeting, Washingtonian Motel, Rockville, Md. (6-7).

Two Great Leaders in the Spanish Market

MEMBERS OF THE LATIN NETWORK

WBNX

**IN NEW
NEW
YORK**

**18 HOURS
A DAY**

1380 kc. 5000 watts

**WBNX PROGRAMMING CREATES AUDIENCE AND SELLS
THE LARGEST SPANISH COMMUNITY IN THE UNITED
STATES — AND SEVENTH LARGEST IN THE WORLD**

**MIAMI'S
ONLY
FULL TIME
SPANISH
STATION**

WFAB

990 kc. 5000 watts

**FIRST IN THE
SPANISH PULSE SURVEY
MORNING, NOON AND NIGHT**

CALL OR WRITE:

NEW YORK Bob Wittig, UBC Sales Inc., 7 East 131st St., 212-242-1111
Carroll Larkin, Gen. Mgr., WBNX, 560 Fifth Avenue, 212-242-1111
MIAMI Art Gordon, Gen. Mgr., WFAB, 1034 Biscayne Blvd., 305-373-3100
CHICAGO Warren Daniels, UBC Sales Inc., 10-110 N. Michigan Ave., 312-242-1111
WASHINGTON, D.C. Shoreham Hotel, Suite - 101A, Tel. 202 CO 5-4734

OLÉ! KMEX-TV CHANNEL 34

(and ARB for setting the record straight in Los Angeles)

KMEX-TV proves what Spanish International television stations have been doing all along . . . dominating the vast Southwestern Spanish language market!

KMEX-TV Monday through Friday 6:00 - 10:00 PM (July-August ARB)

60% share of audience Spanish speaking homes

Average homes delivered: 37,000

Ranks 6th in an 8 station market total women (18-19) delivered

Beats the Big V's 23-times total homes delivered

Beats the Big V's 135 times total women (18-39) delivered

Not bad for a Spanish language UHF station competing against seven V's!

Spanish language TV is doing the same or better in our other six markets. We'll soon have ARB proof of this too!

SPANISH INTERNATIONAL NETWORK



SPANISH INTERNATIONAL NETWORK

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

721 North Bronson, Hollywood 38, Cal.
HOLlywood 6-8131