

# Television/Radio Age

November, 1989

**TELEMUNDO  
CHALLENGES  
FOR #1 SPOT  
IN SPANISH  
LANGUAGE TV**

Telemundo tops Univision with 73% audience shares in Chicago and McAllen-Brownsville; challenges Univision with 50% in Philadelphia, 59% in L.A. & New York and 41% in Houston. Univision is starting to feel the heat.

Source: Philo M-F 4PM-11PM, All other: M-S, Sign-on/Sign-off  
S.C. May 1989 Share of Spanish TV Viewing

City	Telemundo (%)	Univision (%)
Chicago	73%	-
McAllen-Brownsville	73%	-
Philadelphia	50%	-
L.A. & New York	59%	-
Houston	41%	-

**"ONLY THOSE COMPANIES WHO ADVERTISE TO VONS' MARKET ARE GOING TO FIND THEMSELVES ON VONS' SHELVES."**

- WILLIAM S. DAVILA, PRESIDENT & CHIEF OPERATING OFFICER, THE VONS COMPANIES, INC.



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Hispanic population over 20 million;  
growth rate five times non-Hispanic's

# Latino advertising ahead of general market in growth

By **GEORGE SWISSELM**

**F**rom all quarters come the signs that the growth of that once great marketing machine that was U.S. general market advertising is running out of steam: layoffs at major agencies, a drop in new product introductions, and the major multinationals holding down spending in the U.S. while they raise their ad investments abroad.

But while general market advertising was developing creaky knees and no one was looking, advertising to Hispanics living in this country, still looked on as advertising's step-

child by some, has grown up into lusty adolescence to become a boomlet within a slower-growth general advertising industry.

In fact, today's Hispanic market is still a stepchild only to those who haven't been looking. To those who have, it's a different story.

## **Belated discovery**

Hank Olguin, vice president, associate director, Hispanic services at GSD&M Advertising in Austin, Texas says, "If I had to describe what's been happening to our Hispanic market in one word, it would

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*Today's Hispanic market is still a stepchild only to those who haven't been looking.*



have to be 'growth'—to the point that almost 500 years after Columbus discovered America for the Queen of Spain, the rest of America has now started to discover us."

Just one element of that growth is population. As the flood of immigration continues nonstop, the U.S. Department of Commerce reports Census figures showing that U.S. Hispanic population totaled 20.1 million this March and has been growing about five times as fast as the rate of the non-Hispanic population since 1980.

The latest Census data show that since 1980 the Hispanic population has grown 39%, with immigration a major factor, accounting for about half of the overall gain. This year Hispanics represent 8.2% of total U.S. population.

Estimates by Miami-based Strategy Research Corp. are a bit higher than the government's: 23.7 million, "subject to upward revision shortly."

On top of the sheer population climb, adds GSD&M's Olguin, has been income growth: "Estimates today range from \$140 billion to over \$170 billion for total Hispanic buying power in this country. Even the low end is impressive." SRC's estimate is \$171 billion, or 27% above SRC's estimate of \$134 bil-

lion for 1987.

Olguin says his agency has been working with the Hispanic market for the last six-and-a-half years: "During that time we've seen billings targeting U.S. Hispanics more than double nationally. There's been enormous growth in awareness. We've even seen successful films in the general market English language movie houses, like *Stand and Deliver* and *The Milagro Beanfield War*."

Byron Lewis, chairman of Uniworld Group Inc. and Uniworld Hispanic, observes: "Economic forces continue to attract Hispanic immigration into this country, as they have for decades. The new, additional element today is the political forces in Central and Latin America that are driving more and more people from the middle class to seek asylum here, bringing strong business and professional skills with them. This raises the economic level of today's immigration wave and Hispanics' ability to land good jobs and buy goods and services once they arrive."

#### Hispanic leadership

Lewis calls this "the kind of immigration that has made Miami a truly international city. Hispanics are among its leaders in business, in

communications and in Miami's political life."

Lewis points out that with such developments has come growing recognition of the marketing potential of today's Hispanic consumer—"growing recognition by leading businesses in the general market. This in turn has fed the growth in both numbers and size of this country's agencies that specialize in marketing to Hispanic consumers. This recognition has contributed to the billings increases of such specialist agencies as Sosa and Castor GS&B, among others, as a growing number of companies recognize their need to advertise to Hispanic consumers."

Lewis adds, "It's also contributed to the growing number of acquisitions of Spanish language specialist agencies by so many of our larger general market agencies—to the point that there are few successful independent specialist agencies left."

At one of the independents that remain, Castor GS&B, chairman Castor Fernandez expects billings targeted to Hispanics to grow a lot more. His own agency's are close to \$60 million right now. For the near future, Fernandez predicts, "If Nielsen's new ratings for Univision and Telemundo perform as I think they will and show how many people are really watching Spanish TV, it should change the face of Spanish advertising. The Spanish language networks are going to say 'No more \$10,000 for a 30 second spot. Now it's \$100,000. And when advertisers see the ratings they won't cry about paying \$100,000.'"

Richard E. Dillon, president, Mendoza, Dillon & Asociados in Newport Beach, Calif., recalls, "We started our agency 10 years ago from nothing, and today we bill around \$60 million. Most of that growth came during the last five years with the entrance into the market of many new players."

Dillon adds, "Even the car manufacturers are in the market today. Our client, Ford, is conducting an aggressive program to find out the spending level it takes to make a maximum impact on Hispanic consumers. We hear Chevrolet is planning to be active. And we expect to see some of the imported makes enter the market with gusto."

Gary Patrick, Vitt



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Dillon also observes, "Everyone's heard the academic discussion back and forth about whether it's more effective to sell in Spanish or in English to Hispanic families who've lived here in the U.S. for three or four generations. I don't know. I leave that to the learned professors.

"What we do know is that there are about 25 million Spanish speaking people in this country. And we know from our clients' research that reaching these consumers in their own Spanish language makes a significant addition to our clients' sales and profits."

CBS Radio's CBS Hispanic Marketing division opens its new presentation, *Hispanics in America Today & Tomorrow, According to the U.S. Government*, with excerpts from an article from the February/March 1989 *Journal of Advertising Research*. Written by Joseph G. Albonetti and Luis V. Dominguez, it's called "Major Influences on Consumer-Goods Marketers' Decision to Target U.S. Hispanics." And those "significant additions to clients' sales and profits" reported by Dillon and by other Spanish-language specialist agencies are among the reasons Albonetti and Dominguez could report that "Spanish language media advertising expenditures reached \$491 million by the end of 1987," and that "... from a handful of agencies and organizations servicing Spanish language advertising

needs in the late 1960s, a recent compendium listed over 400 media firms and over 100 advertising and marketing firms..."

But in spite of all the growth, all the data and all the success stories, GSD&M's Olguin adds that there are still those advertisers who hesitate. For instance, when Bob Lobdell's Cold Spring Harbor Group surveyed company ad executives for the Station Representative Assn.'s Radio Committee, the surveyors did find 44% of the respondents budgeting for Spanish language media, with 27% using Spanish language radio, 30% using Spanish language television, 32% using Spanish language magazines and 10% using Spanish language newspapers. But if 44% do target Hispanics, 56% of the advertisers interviewed still don't.

Olguin says the reason those who hesitate entering the market often give is lack of research. Actually, he says, "There's quite a bit of research. And there's much more on the way. Nielsen's contract with Univision and Telemundo even made *The Wall Street Journal*."

#### Ethnic diversity

Olguin also points to the diversity: he says, "Too many people try to sell to an overgeneralized, stereotypical Hispanic. They neglect to take into account the differences in national origin and the regional differences even among those of us

of the same national origin. The family that's been in San Diego or Los Angeles only a year or two is far different from the third generation Mexican-American family in San Antonio that speaks English as well as it does Spanish. All these subcultural differences between people of even the same national origin makes our task a tricky one."

Looking at national origin, the latest Census updates show U.S. Mexican-origin population numbering 12.6 million, persons from Central and South America now at 2.5 million, 2.3 million from Puerto Rico, 1.1 million from Cuba, plus 1.6 million listed as "other Hispanic." Jorge Del Pinal, chief of the Census Bureau's Ethnic & Spanish Statistics Branch, explains that "other Hispanics" means persons from Spain and those who describe themselves as "Hispanic," "Spanish," or "Latino."

The new Census tabulations also show that since 1982 the nation's Central and South American-origin population has grown by 67%, U.S. Mexican-origin population is up 30%, Puerto Rican population here is 14% ahead of 1982, and the Cuban-derived population has grown 12%. "Other Hispanics" have increased 31%.

Three states alone have about two thirds of U.S. Hispanics. California alone has 34%, Texas is home to 21% and New York State has 10%.

Persons of Mexican origin are concentrated primarily in California and Texas, Cubans in Florida, Central and South Americans in California and New York, and Puerto Ricans in New York.

But regardless of how tricky such diversity makes their task, Olguin, his boss, Raoul Rodriguez, senior vice president, director of Hispanic services at GSD&M, and their creative team have apparently mastered it. They won a Clio for their Coors Light spot, a client Olguin says "uses a lot of both television and radio. Generally, we rely on Spanish broadcast to reach Spanish-speaking consumers and community-related print in both Spanish and English to reach English-speaking Hispanics. Both *Vista* and *Hispanic Business*, for instance, are edited for English-speaking Hispanics and printed in

Emilio Nicolas, Jr., KMEX-TV Los Angeles





English.”

In another case, Lewis reports Uniworld client Drackett enjoyed such success marketing its high-energy drink, Nutrament, to Hispanics via a combination of radio, outdoor and transit posters and high-visibility event marketing and promotion, that Drackett is investigating the prospects for some of its other brands, now being tested regionally in high-density Hispanic markets in the Northeast and Southeast.

#### Targeting the young

Both experience and research have suggested that young Hispanics, from high school age through their mid-20s may be among the most elusive targets for Spanish language media. For instance, a study of Hispanics in San Antonio, where assimilation is farther along than in many other heavily Hispanic markets, was conducted by Hispanic Marketing Research & Communication Inc. The research firm's president, Dr. Naghi Namakforoosh, reports that as a whole, among respondents averaging 35 years, most Hispanic females listen to Spanish radio throughout the entire day, while Hispanic males mostly listen to Spanish stations early in the morning while dressing and while driving to and from work.

Average listening to Spanish radio among females was eight hours

a day, and it was four hours among males.

Asked about frequency of watching Spanish language television, the females reported “almost every day and males said “sometimes.”

On the other hand, HMR&C found that among the high-school-

age-to-24 group Hispanics watch “some Spanish television, but more English language television. And this younger group also spends more time with English language radio than it does with Spanish language stations.”

But despite such age differences

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in media use, two other case histories point to the effectiveness of Spanish language broadcasting even among the young.

### **Older generation influence**

Arline M. Lowenthal, president of San Diego based Analysis/Research Limited, observes that, while younger Hispanics are starting to adopt many U.S. habits and customs, "Older generations remain a strong influence."

She says that in a recent U.S. Army recruiting campaign, it was found that, while younger Hispanics watch English language television, their parents remain loyal to Spanish television. When the Army's TV spots in English failed to attract a significant number of Hispanic recruits in the targeted 18 to 24 age bracket, research indicated that over 60% of young Hispanics heed parental advice in making important decisions. Then the Army tried promoting enlistments on Spanish language television and "increased enlistments considerably." Lowenthal also reports Hispanic enlistment in the Peace Corps climbed 50% following spots on Spanish television.

But Spanish television produces even when the stakes are not a key career move. Gary Patrick, senior vice president and head of the new Los Angeles office of Vitt Media International, told his audience at *Se Habla Espanol*, the annual trade show sponsored by *Hispanic Business* magazine, about L.A. Gear's success.

Patrick reported that L.A.

Gear's 1987 test of Spanish language advertising, promoting its sports footwear to Hispanic youth, was so successful it was rolled out into more markets. Then this year "The campaign was expanded to include every Hispanic market with a viable Spanish language television station.

"And the results? We feel L.A. Gear has soared to become the No. 3 footwear company in the United States, in part thanks to marketing to Hispanic youth. They have responded well to L.A. Gear's advertising in large part because there were no competitors advertising to them. But now it will be a different story. L.A. Gear's competitors have started to follow suit. Reebok recently hired a Hispanic advertising agency and broke a new television campaign. Nike is reported to be considering marketing to Hispanics, too."

### **Minority business**

Meanwhile *The Wall Street Journal* reports that Ford plans to increase its number of Hispanic-owned Ford and Lincoln-Mercury dealerships to more than 80 by the mid '90s. It calls the move part of Ford's effort to attract more minority customers and broaden its market appeal. The paper says Ford currently has 316 minority-run dealerships, 40 of them Hispanic owned and the rest primarily owned by blacks.

In the research field, Nielsen's new television audience measurement for Univision and Telemundo is only one kind of research there

will soon be more of. Right now there are already the steadily climbing Census projections starting from the 1980 Census as a base. Next year comes the new 1990 Census. And this time Spanish language radio and television are joining with Hispanic community leaders and political figures, from Los Angeles to New York and Miami to Chicago, to urge their listeners, viewers and constituents to come forward and be counted.

Emilio Nicolas, Jr., general manager of Univision's KMEX-TV Los Angeles and co-chairman of MALDEF, the Mexican American Legal Defense and Educational Fund, says the chief purpose of MALDEF's nationwide public service campaign in Spanish language media is "to impress upon Hispanics the Constitutional requirement of coming forward to be counted by the Census and the benefits that flow to our communities from being counted.

"We also want to put across the key point to our undocumented residents, first that the Census is required by law to maintain confidentiality, and second, that it lives up to this law. Historically, to date, the Census Bureau has never violated the confidentiality of undocumented residents who did come forward. Thus, it is safe to be counted. The Census people are not going to turn their records over to Immigration."

Nicolas adds that the benefits that flow from a more accurate count "are primarily social: Federal and state money for schools, hospitals and sewer lines is allocated according to population density. Our population is made up of job-holding tax payers who are already paying for such services and should get them."

### **Educational progress**

He also notes, "As broadcasters contributing public service air time to the Be Counted campaign, we and our advertisers and their agencies enjoy a marketing benefit when the obvious is converted into official numbers—numbers that show our retail clients in particular how many Hispanics are moving out of the central cities and following jobs to the suburbs and moving

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## U.S. Hispanic market buying power by market region—1985, 1987, 1989

(In billions of dollars)

Market Region	1985	1987	1989
Total U.S. Hispanic	\$94.1	\$134.1	\$171.1
Northeast	\$14.7	\$20.0	\$25.4
Southeast	11.3	16.1	20.7
Central	8.0	11.4	13.9
Southwest	23.4	33.4	40.3
Northwest	4.0	5.6	7.0
Pacific	32.7	46.7	63.8

Source: Strategy Research Corp.

into many of these stores' trading areas."

Meanwhile, pending the upcoming 1990 count, last year's Census projections indicate that although the proportion of Hispanics 25 years and up who completed four years of high school or more did not move up from 51% between 1987 and '88, this was the highest percentage ever recorded since the Census Bureau began to collect data on Hispanics in the 1970 Census, using a self-identification question. Despite this improvement, the proportion of Hispanics who had completed four years of high school or more remained lower than the 78% for non-Hispanics.

However, the Census Bureau found that the educational levels of young Hispanic adults 25 to 34 portend a more educated Hispanic population down the road. By 1988

the proportion of younger Hispanics who had completed at least four years of high school was 62%, against 44% among older Hispanics 35 years and up. Similarly, the proportion of younger Hispanics who had completed four years or more of college was 12%, compared with 9% among older Hispanics.

Improvement for younger Hispanics also was evident at lower grade levels. Only 6% of younger Hispanics had completed less than five years of school, against 16% of their older counterparts.

The Census Bureau's *The Hispanic Population in the United States: March 1988* also reports that the civilian labor force participation rate of both Hispanic and non-Hispanic women 16 years or older, at 52% and 56% respectively, unsurprisingly was lower than that of their male counterparts. But

substantial increases in the labor force participation rates of women show up since 1982. Participation rate of Hispanic women rose from 48% in 1982. For non-Hispanic women, it was up from 52%.

The gender gap in labor force participation is narrowing. By March '88 the labor force participation rate of Hispanic males was 79%, or a two percentage point drop from 81% in March 1982. For non-Hispanics the labor force participation rate of males dropped from 75% to 74% between 1982 and 1988.

Turning to family income, the Census report says that after adjusting for the 3.7% increase in consumer prices between 1986 and '87, there was no significant change in the income of Hispanic families, but since 1982, the bottom of the last economic recession, real median family income of Hispanics has increased 6.9%, compared to a 12.3% climb for non-Hispanic families.

Besides the government's data, there's Strategy Research Corp. Besides its population estimates of 23.7 million Hispanics with their total estimated buying power of \$171 billion, already reported, SRC's *1989 U.S. Hispanic Market* summarizes this country's long history and tradition of immigration, leading up to today's Hispanic diaspora. It also breaks out Hispanic population by country of origin and current residence by U.S. region and state, length of residence in the U.S., family size, educational levels, occupation, and employment.

### 'Assimilation segments'

SRC covers language patterns, social attitudes of Hispanics, their patterns of assimilation and explains how to reach each of three "assimilation segments." As SRC points out, "Assimilation is a multifaceted phenomenon relying not just on language ability, but also on such things as educational attainment, place of residence, lifestyle preferences and one's aspirational image."

SRC postulates an assimilation pyramid, with the top 13% accounting for the proportion of U.S. Hispanic population that is fully assimilated. The middle 49% represent the partially assimilated

Susan Korbek, KENS-TV San Antonio





Howard Kamin, MRI

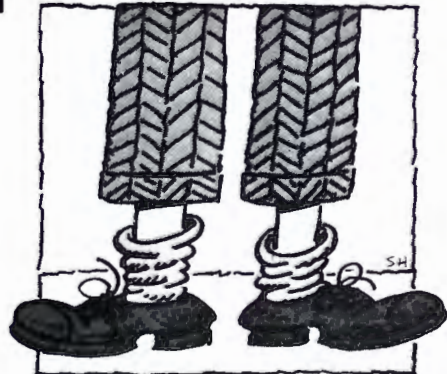
segment of over 11 million Hispanics, and the bottom 38% or about 9 million people, says SRC "are those who are totally unassimilated" relative to today's U.S. culture.

SRC president Richard Tobin says that, unlike the case with so many other waves of newcomers to U.S. shores, there are now so many Hispanics concentrated in this country's high-density Hispanic population centers they form a "critical mass" large enough to permit them to choose not to follow the traditional path to assimilation, and that "There is far less pressure put on them by the rest of American society to do so. Many Hispanics opt not to become fully assimilated, preferring to hold on to those elements of their Hispanic culture they hold dearest." SRC describes each of these three segments of its pyramid and suggests the most effective ways to advertise to them.

Sara Sunshine, senior vice president, creative director of Siboney Advertising, observes, "I'm constantly surprised at the number of marketing people who keep using the word assimilation when I think perhaps the more accurate word should be 'acculturation.'"

"To me," says Sunshine, "assimilation means an Hispanic who acts and speaks 90% of the time like most Anglos. The small percentage of Hispanics who do this are some of those with the education to open the doors to jobs that put them in daily contact with upscale Anglos most of the time. So far, not that many of us have reached that position yet. So it is no disaster that I cannot reach this small number of Hispanics with Spanish-language

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Source: Arbitron, May 1989, sign-on to sign-off.  
Lee Slurzberg Research, Inc.  
New York Retail Study, January 1989.

## U.S. Hispanic market mean household income by market region—1979, 1985, 1989

Market Region	Mean income		
	1979	1985	1989
Total U.S. Hispanic	\$16,019	\$25,837	\$30,243
Northeast	\$13,891	\$22,400	\$26,040
Southeast	17,739	28,600	33,300
Central	16,623	26,800	31,140
Southwest	14,959	24,100	28,020
Northwest	14,562	23,500	27,300
Pacific	17,742	28,600	33,250

Source: U.S. Department of Commerce, Bureau of the Census, Strategy Research Corp.

media.”

On the other hand, she continues, “A growing number of us are acculturated. To me this means we accept and adopt those general market values and attitudes that work for us and that fit in with our own values and that we feel don’t clash with the attitudes ingrained in us. For instance even though acculturated, we still reject those practices we feel are inappropriate and that do clash with our values.”

### Accepting what works

Sunshine explains, for instance, that “It goes against the grain of the great majority of Hispanics to go out looking for a nursing home just because our mother or father is getting along in years and getting a little difficult to care for. We just couldn’t bring ourselves to do it.”

Sunshine adds, “And when we’re up against it, we look for help from our families before we go against our pride to look for public assistance. But there are other attitudes that do change among many acculturated Hispanics. For instance, when Cubans first came here in large numbers, most women wouldn’t use coupons. They had too much of a connotation of food stamps. We were too proud not to be able to pull out real dollars at the checkout counter.

“But those of us here long enough to see that Anglo shoppers see no shame in using coupons to get a bargain now feel maybe it’s not too smart for us to pass up the chance at a bargain either. Now most of us do accept the idea of using coupons when we shop.”

Similarly, Sunshine notes, “Acculturated Hispanics will also be

glad to pick up the more practical aspects of Anglo lifestyles and adopt technical advances that make life easier. And we pick up the same desire for a better education for our children.”

Sunshine adds, “The acculturated Hispanic is no longer so brand loyal as many people may think. Where the average Anglo may have a set of four or five brands in a given category that’s acceptable, the average acculturated Hispanic will probably have three. But she by no means feels there’s only one brand she trusts.”

### Brand preference

Another research firm, San Antonio based Hispanic Marketing Research & Communications, is putting together its *1990s Hispanic Market Report*. This will cover Hispanic brand preference in each of nine markets for some 25 different product categories, Hispanic media habits, language use, shopping habits by mall and store, banking services used and such Hispanic lifestyle activities as sports, entertainment, eating out and church attendance.

Advertisers and broadcasters also can and do commission tailor-made surveys of Hispanic consumers from a wide variety of research companies. Mediamark Research Inc. and Simmons, for instance, survey ethnic consumers as well as general market respondents.

Says Howard Kamin, senior vice president, electronic media at MRI, “Hispanic consumers show easily discernable preferences for a variety of products, services and brands.”

For instance, MRI breaks its

Hispanic sample into three segments: those for whom Spanish is their primary language, those who habitually speak some Spanish, and those who speak English most of the time. MRI found that almost 28% of the Spanish speaking individuals have taken a foreign trip, 31% of those to destinations where Spanish is the primary language. On the other hand, only 19% of the English-speaking Hispanics have taken such a trip. The conclusion, explains Kamin, is that “Hispanics whose language preference is Spanish are 45% more likely to be receptive to foreign travel advertising.”

In the case of shampoo, one brand stands head and shoulders above the others in Hispanic households. But it’s not Head & Shoulders. It’s Finesse. Much the same applies to use of perfume and cologne by Hispanic women, with Charlie the standout.

These are only three of many products and services where wide differences show up. MRI lists 367 standard product categories that index 120 or higher among Spanish speaking Hispanics living in the U.S.

### Productive households

And Kamin notes, “Some advertisers may feel Hispanics represent only a small proportion of the market, and therefore it’s probably unproductive to allocate a special additional budget to advertise to this segment. In markets like Los Angeles and Miami, and in many southern California and Texas markets this is certainly not the case. But even in other markets where there aren’t necessarily overwhelming numbers of Spanish speaking households, remember that because Hispanics tend to have more children, it takes fewer households than is the case in the general market to consume more product and move more cases at retail.”

Kamin also points to MRI findings indicating that Monday through Friday, television viewing patterns of Spanish speaking Hispanics differ little from the average time spent with television by general market viewers during weekdays and evenings. On the other hand, he says, “An unusual viewing peak occurs starting from 4:30 p.m.

Saturday afternoons, through the rest of Saturday evening. And when we looked at Hispanic viewing in Los Angeles, we found that when they do watch, they show a strong preference for Spanish language television."

There are other companies like Marshall Marketing & Communications and Leigh Stowell who research individual markets for broadcasters. In the July 1989 Hispanic Market issue of TV/RADIO AGE, results from Marshall Marketing's survey of Miami consumers and their shopping and media habits for WTVJ(TV) were reported.

Now KENS-TV San Antonio has commissioned the company to do a similar study. Says KENS-TV marketing director Susan Korbel, "Marshall Marketing is one research tool we use at KENS to learn more about our market. Since San Antonio is a majority minority market, over 50% Hispanic, we track Hispanic language preferences closely.

"We found only 13% of the Hispanics contacted preferred to be interviewed in Spanish. This is consistent with other research, which shows that in San Antonio, the vast majority of Hispanics prefer to speak English. This concurs with television viewing too: Only 38% of Hispanics said they watch any Spanish television in a typical week. However, this research was done in the spring, prior to major news changes at KWEX-TV, and KVEA-TV, a second Spanish television station, hitting the air."

Korbel adds, "San Antonio is an active, youthful market. The top two VALS 2 groups here are experiencers and strivers, and well over half of both groups are under 35. An even greater percentage of Hispanics fall into these two psychographic groups: 20% are experiencers and 18% are strivers. These two groups are avid consumers and heavy television viewers."

#### Formulating values

SRI International describes its VALS Experiencers in San Antonio as "young, vital, enthusiastic, impulsive and rebellious. They seek experiences, savoring the new, the offbeat and the risky. They are

### Place of birth Among Hispanics—1989

	Total	Children/teenagers (Under 18)	Adults (18+)
United States	32.4%	62.2%	15.6%
Other Country	67.6	37.8	84.4
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Strategy Research Corp.

## Toy dealers who ignore New York's Hispanic consumers are just kidding themselves.



In 1988, New York's Hispanics spent more than \$35 million on toys and games.

Want to reach these buyers?

Advertise on WNJU 47—New York's #1 Spanish-language television station. It's as simple as that!



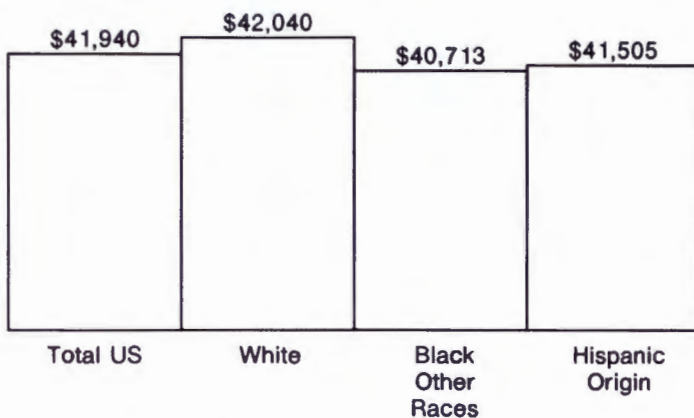
**WNJU 47**  
**Telemundo in New York**

For more information, call  
Rosemarie Lieberman (212) 492-5603

Source: Arbitron, May 1989, sign-on to sign-off.  
AGB 1988 Telemundo Product Usage Study,  
New York ADI.

## Discretionary income among Hispanics on par with general market

% of Hispanics who completed 4 years of college or more



<sup>1</sup> U.S. Bureau of the Census, 1980 Census of Population, Vol. 1, Chapter C (PC80-1-C1).  
<sup>2</sup> U.S. Bureau of the Census, Census of Population: 1970, Vol. 1, Chapter C and Subject Reports, Final Report PC(2)-1C, "Persons of Spanish Origin."

still in the process of formulating life values and patterns of behavior. Their energy finds an outlet in exercise, sports, outdoor recreation and social activities. Experiencers are avid consumers of clothing, beer, fast food, music, film and video. They tend to be impulse buyers, avid rock music fans, and also enjoy television and movies."

VALS Strivers "seek motivation, self-definition and approval from the world around them. Many are fascinated with status and power. Money defines success for many Strivers, who never feel they have enough of it. Strivers are easily

bored and have difficulty controlling their impulses. Strivers are trend and fad conscious and are attracted to products that impress others. They are people who want to be big spenders and who are purchasers of clothes and personal care products who keep credit card balances high. And they watch Nielsen's top 10 TV shows."

The interviewers surveyed a 1,000-respondent sample using random digit dialing telephone interviews by bilingual operators. The differences turned up between those Hispanics who replied in Spanish and those who replied in

English included:

■ Twenty-two per cent of the English-speaking Hispanics held white collar jobs, against 2% of those who replied in Spanish. And 39% of those replying in Spanish were homemakers, compared to only 13% of those replying in English.

■ Asked about grocery shopping, Hispanics proved to be more price-oriented, while non-Hispanics tended to look more for convenience from grocery stores.

And when it comes to television viewing, 59% of Hispanics replying in English watch *Eyewitness News at 10 p.m.* on CBS affiliate KENS-TV San Antonio, compared to 16% of those who replied in Spanish. On the other hand, 66% of the latter watch *Noticias Centro 41* on Spanish-language KWEX-TV at 6 p.m. Other shows popular among all San Antonio Hispanics include *Cheers*, *The Cosby Show*, *Geraldo* and *Family Ties*.

The study also charted shopping preferences in respect to both food stores and department and discount stores and investigated the levels of respondents' radio listening and newspaper reading.

### Fiscal attitudes

In another attitude and value segmentation study, Hispanic Monitor, a joint venture of San Diego based Market Development, Inc. and Yankelovich Clancy Shulman, finds that in their attitudes toward money, which reflect traditional middle class values, Hispanics living in the U.S. voice a stronger commitment to both earning and saving than their general market counterparts.

This study identifies four core attitude clusters, formed on the basis of nine attitudinal dimensions "that play out in U.S. Hispanic consumer behavior and response to advertising. The four clusters are called "Hopeful Loyalists" and "Recent Seekers," found mostly among foreign-born Hispanics, and "Young Strivers" and "Established Adapters," found largely among Hispanics born in the U.S.

MDI senior vice president Dr. Henry Esquivel-Adams says that despite significant differences across the attitude and value clus-

Dr. Henry Adams-Esquivel, MDI





**Richard Tobin, SRC**

ters, "Each cluster responds uniformly high in their drive to earn as much as they can and their commitment to saving."

Adams notes that the U.S. Hispanic market shows occupational and income growth five times that of the general market, and calls this "an important socioeconomic trend." He adds, "When this trend is looked at in combination with Hispanics' very positive attitude toward making and saving money, a potential boom emerges for marketers—especially those interested in consumer segments characterized by rapid population growth, increased disposable income and a penchant for saving that would make the marketer's products and services such as a home, mortgages, insurance, automobiles and other high ticket items more attainable by such consumers."

Replying to the survey, more than nine of every 10 Hispanic respondents agreed with the attitude statement, "Saving a portion of one's income is the best way to plan for the future," and agreed that "It is essential for a man with a family to have life insurance, because in the event of his death, his family will not be taken care of otherwise."

Belief in more traditional, conservative attitudes toward money were also reflected in Hispanics' beliefs that cash, not credit cards, is the best way to make purchases. Hispanic Monitor reports, "Three out of four Hispanics share this belief, while non-Hispanics show generally weaker agreement with this statement."

Says Adams: "This finding shows commonalities, not only across all Hispanic groups, but more implicitly with middle-class America, representing a major op-

## Electronic dealers who ignore New York's Hispanic consumers are in for a shock.



In 1988, New York's Hispanics spent more than \$200 million on electronics, including \$40 million on TV sets, \$16 million on VCRs and \$17 million on camcorders.

Want to reach these buyers?

Advertise on WNJU 47—New York's #1 Spanish-language television station. It's as simple as that!



**WNJU 47**  
**Telemundo in New York**

For more information, call  
Rosemarie Lieberman (212) 492-5603  
Source: Arbitron, May 1989, sign-on to sign-off  
Lee Slurzberg Research, Inc.  
New York Retail Study, January 1989

portunity for cross marketers. As a more conservative middle-class America comes back into its own in the '90s, attitudes that Hispanics share with middle-class America may lead to increased attention from advertisers who see the opportunity for rebuilding their declining franchises by capitalizing on the attitudes and values that drive Spanish-speaking Hispanics and that they hold in common with English-speaking Americans."

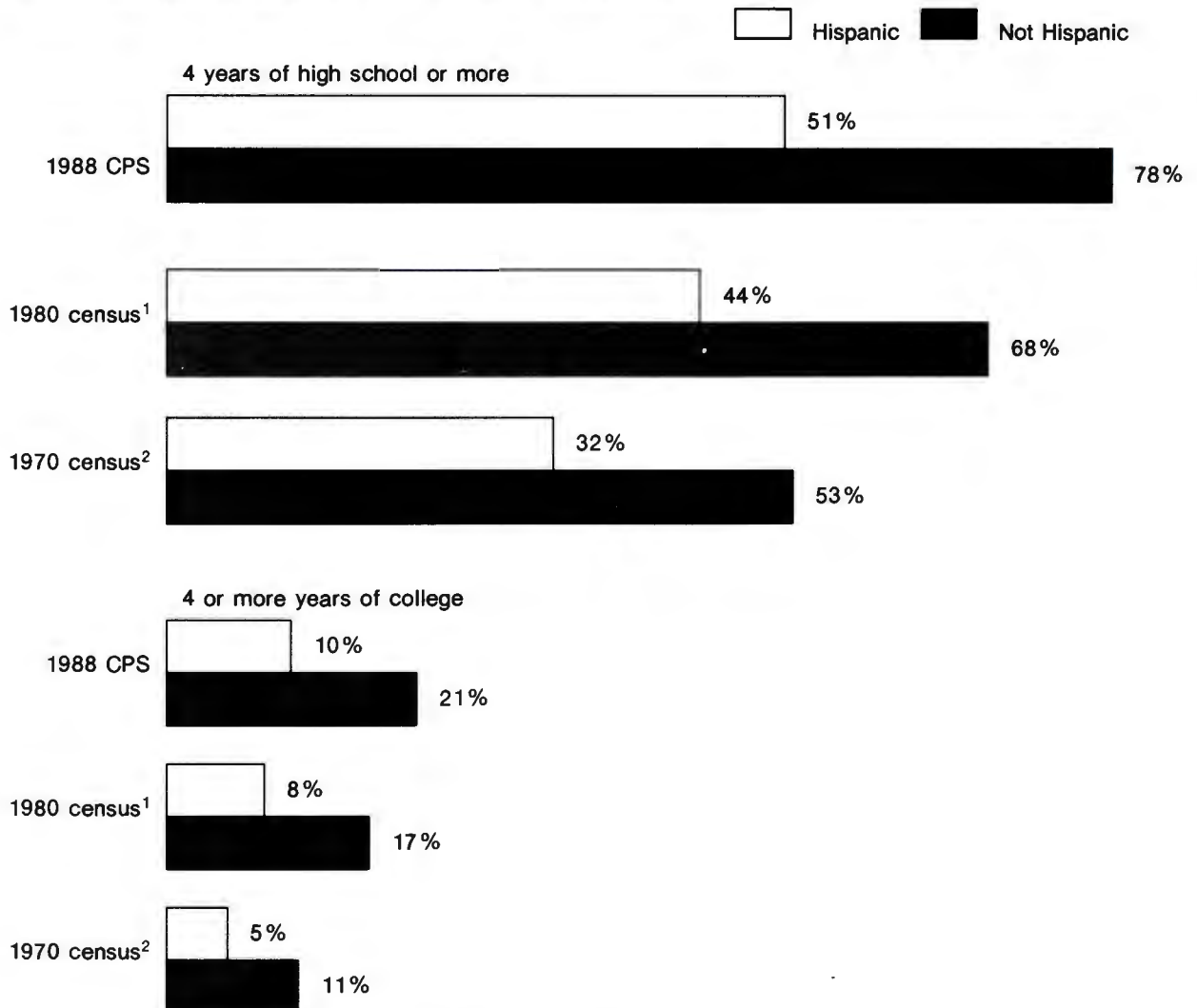
**Purchasing patterns**

At Analysis/Research Ltd., Lowenthal notes that a major reason for the value of the Hispanic consumer is her purchasing tendencies. "Because the Hispanic



**Richard E. Dillon  
Mendoza Dillon**

**Years of school completed by persons 25 years old and over:  
March 1988 CPS and 1970 and 1980 Censuses**



<sup>1</sup> U.S. Bureau of the Census. 1980 Census of Population, Vol. 1, Chapter C (PC80-1-C1).  
<sup>2</sup> U.S. Bureau of the Census. Census of Population: 1970, Vol. 1, Chapter C and Subject Reports, Final Report PC(2)-1C. "Persons of Spanish Origin."



Castor Fernandez, Castor



culture is family centered and Hispanics tend to rear larger families, Hispanic families spend more on food and package and household goods than families in the general market. Although the median Hispanic family income is lower than that of the general public, a larger proportion of their disposable income is spent on household goods. And Hispanics generally pay for their purchases with cash. Also, being a 'feeling' culture, Hispanics tend to be moved by advertising stressing family, community involvement and personal attention."

Meanwhile, SRC's Tobin illustrates why so many Hispanics keep pouring into the U.S., and their contribution to the economy once they get here, but quoting from an eyewitness narrative by a *Miami Herald* reporter who made the trip from Nicaragua to Brownsville, Texas with one group of job seekers:

"Migrants tend to be aggressive, driven people, irritated at the course their lives are taking in their own country. They are so convinced they can do better elsewhere

### Language spoken at various times among U.S. Hispanic adults—1989

Language spoken	At home	At work	On social occasions
Spanish	78.3%	41.8%	63.8%
English	4.5	21.2	7.8
Both	17.2	37.0	28.4

Source: Strategy Research Corp.

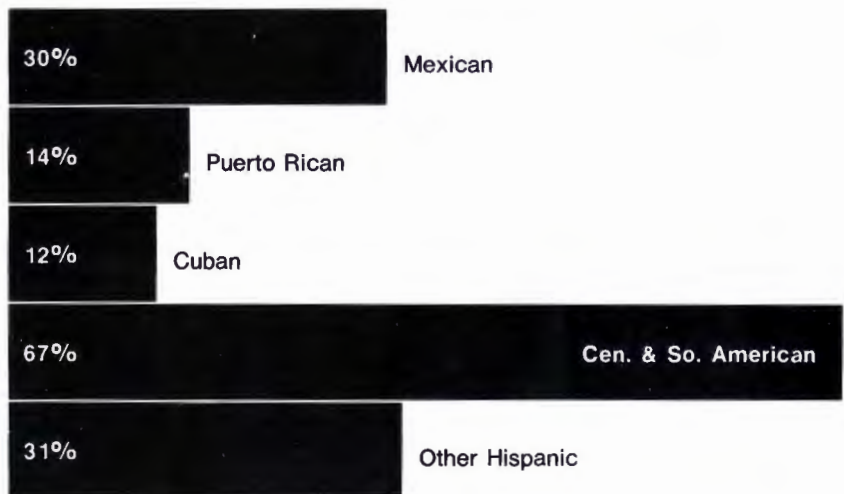
that they are willing to leave—to abandon the familiar for an uncertain future in a foreign country with foreign laws and a foreign language.

"This was true 100 years ago, and it is just as true today. Every adult among the 42 people who traveled with me to Brownsville had a skill, and some had two or three. Many

had not used these skills for years, because they could no longer find a job in Nicaragua.

"And so they come north. And when they get here, they go to work. Immediately. Sometimes two or three jobs—16 to 20 hours a day—just like your grandfather did, as soon as he could, after coming through Ellis Island." □

### Percent change in the Hispanic Origin Population by Type: March 1982-1989



Source: U.S. Bureau of the Census

**LO MAS CALIENTE!**

**LA NUEVA COMPAÑIA**

A Division of Tallman Music  
919 Third Avenue, New York, NY 10022 212/688.5120

# Radio formats hit targets

## Minority medium not so minor in its world

**W**ith 40% of the major advertisers targeting their sales messages specifically to Hispanics, according to his own survey this spring, Hal Katz, executive vice president of Vitt Media International, pronounces Hispanic media "efficient because they deliver an exclusively Hispanic audience. Of all black media, black radio often has a strong crossover audience, due to the cross-cultural appeal of the music. This dilutes the impact of black radio in the black market and drives up its cost. Hispanic radio on the other hand does not yet attract such a diluting crossover Anglo audience."

This factor adds Katz, combined with the increases in Hispanic population and their rise in disposable income, "makes the Hispanic market that much more attractive for most advertisers."

### Help from RAB

Meanwhile, to sell the other 60% of the country's top advertisers who do not yet budget specifically

to reach their Spanish-speaking prospects, the Spanish-language radio reps for the first time are now starting to get help from the Radio Advertising Bureau.

David Lykes, senior vice president of Spanish language radio group owner Tichenor Media System, Inc. and one of the key members of RAB's recently formed committee on Spanish-language radio, says he'd like to see "an RAB Hispanic," working to increase awareness among more advertisers and agencies "of the already large and still fast-growing potential of Hispanic consumer income."

He observes, "Major players have already made strong commitments in this direction. More advertising agencies have either established their own or acquired existing Spanish language specialist agencies as subsidiaries. Katz Radio and CBS Radio have joined Caballero and Lotus in their long-term efforts to spread the word. Now we'd like to see the RAB demonstrate the same level of commitment and recognition to the His-

panic market."

Lykes also stresses, "This is by no means an effort to compete for existing radio dollars with general market stations. Our objective is to add dollars—to develop new radio dollars to target Hispanic consumers. This will make radio's total pie larger, not cut it up into more but thinner slices."

And at the Spanish language radio reps, Eduardo Caballero, president of Caballero Spanish Media, reports sales ahead of last year and optimism for next "because we've added some new stations. Also, second half has picked up and is ahead of what we had anticipated. That compensates for first half, which was slower than expected. Since midyear our problems have been limited primarily to Texas, where many companies still struggle with a slow regional economy."

Caballero adds, "What we are trying to do now is show advertisers that what's happening to Texas' general economy is not happening to Hispanics there. Per capita Hispanic income may be less than the

**Eduardo Caballero of Caballero Spanish Media greets President Bush at Hispanic Chamber of Commerce convention.**



national average, but there is a growing number of Hispanics—more of them with somewhat smaller incomes, but incomes nevertheless. That makes our market in Texas healthier than some segments of the Texas general economy.”

### Radio vs. TV

Rick Kraushaar, president of Lotus Hispanic Reps, points out that Spanish radio “has always done better vis a vis Spanish television in getting a decent share of ad budgets than English language radio does against general market TV. Right now we’re doing this in the face of more competition than ever, not only from more radio stations switching to Spanish, but even Galavision, on cable in most markets, getting itself on over-the-air television in Los Angeles (see separate story). There are also more new magazines, some Spanish language, and others targeting English speaking Hispanics.”

Kraushaar adds that Spanish radio also does this “even though in many cases each of us in the rep business is concentrating so hard on selling our own stations we too often neglect to sell the sales impact, flexibility and targetability of all Spanish radio, regardless of who the rep is. If the five reps now selling our own stations so hard could once get together to show the real power of Spanish radio, we’d be awesome.”

Kraushaar adds, “United we’d stand even stronger. Divided only makes it easier for Spanish television to chop up our budgets. And not only united with all the rest of Spanish radio, but united with the Spanish language specialist agencies, too. It’s only radio that enables them to change copy on a dime and reach more consumers in markets like Los Angeles, where people spend so much time in their cars getting to and from work.”

At Katz Hispanic Radio sales, Gene Bryan, vice president, national sales manager, concedes, “Both Univision and Telemundo have done a good job marketing themselves, but in spite of that, compared to general market, radio, which gets less than 10% of the national broadcast dollar to televi-



Gene Bryan, Katz Hispanic Radio

sion’s 90-plus per cent, Spanish radio still earns close to 40% of the national Spanish broadcast dollar. We do even better locally, where radio gets about 55% of local Spanish broadcast dollars.”

### Research assistance

Bryan also believes that “having Univision and Telemundo out there with research showing the value of advertising in Spanish helps us, just like having a prestigious company like CBS Radio now helping us show more people the value of Spanish radio—particularly at the general market agencies where more education still needs to take place.”

Bryan reports, “We’re still in a growth phase. So while our like-to-like stations that we worked for both this year and last are up 25 to 30%, depending on market, our total revenues are 45% ahead because of the new stations we’ve added.”

At Spanish Broadcasting System, Julio Omana, general manager of its rep division, also reports business has been very good: “Particularly in New York, our new FM, WSKQ-FM, has been a tremendous success. For the past three weeks it’s been virtually sold out, and high demand situations like this present the opportunity to raise rates.”

Omana reports more advertisers this year, “although not to the degree we had hoped. However, we believe that part of the caution shown by some companies initially could turn into a plus for Spanish radio in the long run. Part of this caution is because more advertisers

recognize we’re no longer the little kid on the block. So now they’re taking the time to make sure that when they do come in, they’ll be doing it with the right copy for the right products. That means when they do come in, radio will do a real job for them. That’s the key to a satisfied radio user who will come back to us for repeat schedules.”

Yvonne Ruiz, New York manager for CBS Hispanic Marketing, reports “Good increases in the eight months ‘I’ve been here. We represent Spanish Information Service, which has added a half dozen new affiliates including stations in states besides Texas. We’ve seen new advertisers like *The Action Guide to Government Auctions*. And we’ve seen activity from the movie companies promoting their new films. And now it looks like Procter & Gamble, with some brands already on Spanish radio, and McDonald’s, also already a substantial advertiser, will continue with us in 1990, and in P&G’s case bring more brands into our market. So from where we stand, it looks like the impressive increases the Radio Network Assn. has been reporting month after month for the general market radio networks are being duplicated by our Spanish language network fed by SIS.”

### Retail activity

Caballero says his stations’ most active category has been retail, with Sears leading the way, followed by J. C. Penney, Montgomery Ward and Mervyn’s in the Southwest, with “a token effort” by K mart. Altogether, he says, “Re-



**Julio Omana, Spanish Broadcasting System**

tailers have become our second largest category following the beers.

“The most disappointing category has been the automobiles. Some had announced they would come in, but we haven’t seen anything substantial. This is doubly disappointing because even makes that are strong users of general market radio have done nothing significant in Spanish radio—even though ra-

dio in our market is so much stronger in relation to television than national radio in the general market.”

Caballero says the reason Spanish radio doesn’t do even better “seems to be that so many of our own Spanish language specialist agencies apparently feel the need to make beautiful TV commercials. This is true even in cases where their automotvie client’s Spanish

budget is too small to do very much in television, and could go much farther in radio.”

Caballero says he “continues to work at the client level. Too often, those who limit their calls to agency buyers only end up asking ‘What’s left over for us?’ in the budget, after every other medium, English and Spanish, has been bought.

“We’re also active with the 4 A’s and with the Assn. of National Advertisers. I was invited to the recent ANA national convention and took the opportunity to suggest establishment of an ANA ethnic marketing committee. ANA board members expressed interest, so it’s quite possible we may see the formation of such a group.”

#### **Direct to the client**

Lotus’ Kraushaar points out, “When we can go direct to the client with his agency’s blessing, it’s a great opportunity for us to help the agency as well as the client by showing the client what Spanish



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**Los Angeles**

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**HU**

radio has already done for other advertisers. The agency can only benefit by recommending something that's going to extend its client's market by adding a whole new group of previously untapped consumers." Katz's Bryan asserts, "Advertisers are in a marketing war. So if our stations are going to get their share of the business, we have to supply advertisers with the ammunition to win."

But he adds, "The fact is that in Spanish radio, with a very few small market exceptions, it's only one or two top Spanish stations in the top 20 Hispanic markets that have the ammunition—the marketing information to show these advertisers and their agencies why these stations can move more product out of the stores."

Bryan also says, "One more thing going for us is that more agencies are giving reps more lead time. This is so they can give us a chance to get more information to them—especially some of the general market agencies who aren't too familiar with Spanish. These agencies real-

ize they need time to analyze all the straight information we can get to them, because a lot of the clients aren't too sure themselves, and they're asking their agencies a lot of questions before they try something that to them is still an unknown quantity.

"Because there's a lot of conflicting misinformation out there about the Hispanic market along with the straight facts, we've had to build a feeling of trust among the people we call on. This is another reason I'll recommend adding other Spanish stations to mine. If I tell them my station can do the job by itself, or I tell them it can do the job with too small a schedule to really do anything, just to get that one-time piece of business, once it doesn't do the job, they won't want to see my face again, ever.

"So the other thing we have to do if Spanish radio wants to keep growing is not to try to keep everything to ourselves. The last thing we need is a short term piece of business at the expense of long term repeat business. This means

Spanish radio has to work the first time an advertiser new to the market tries us. So I'll recommend addition of a second or third station, sometimes even addition of Spanish TV, if that's what it's going to take to make doubly sure my station is going to move product."

#### **Effective ad messages**

CBS' Ruiz points out, "There are special factors in the Hispanic market that advertisers can tie into to increase the effectiveness of their ad messages. For instance the government's own census figures show that 70% of Hispanic households are formed by married couples and over half the families have four or more persons. Over a quarter have five or more. More of these families are younger, so more of their children are babies.

And that, she continues, "means baby food and other baby care products can help new parents by sponsoring the baby care tips on our Spanish Information Service. These talk about everything from



# BERTO DELIVERS



Isaac Lasky, W. B. Doner

burping the baby to toilet training.”

And at SIS headquarters in Dallas, Hispanic marketing specialist Doris Ponce Aguirre adds that the baby care tips are just one example. She says, “More of our advertising is taking the form of sponsored infomercials, PSAs and short features. For instance a food advertiser includes recipe tips using his brand. A car dealer offers car care tips. AT&T sponsors 26 weeks of inspirational Hispanic heritage messages under our umbrella banner, *Nuestra Herencia*. And our SIS reminders of the importance of coming forward to be counted for the 1990 Census are sponsored.”

Ponce says SIS took “a leap forward” this January by going national. She says SIS jumped from 32 affiliates in 1988 to 42 in January, now in 24 of the top 30 Hispanic ADIs including Miami, San Francisco, New York, Tampa and Washington, D.C.

### News and sports

Programming is still basically news and sports, including the Dallas Cowboys play by play in Spanish for SIS’ Texas affiliates.

Ponce says three more things that happened when SIS went national included a tripling of rates for full national coverage (a lower rate remains for those advertisers whose distribution is limited to Texas only).

The second thing is that CBS Hispanic Marketing now handles national representation and a growing list of first time national advertisers now includes Ford,

Toyota, AT&T, McDonald’s and Tylenol.

Also, says Ponce, “SIS is now a subscriber to Nationwide Arbitron. This means *all* our coverage is now measured—our smaller markets that would otherwise go unreported, along with the audiences of our major market stations.”

At Lotus, Kraushaar reports Lotus’ Spanish language *USA Today* news reports produced with Gannett were launched in May and “are doing very well. We started with three reports daily and are now up to four a day, five days a week, carried by about 30 stations.” He says the advertisers include Tide, and McDonald’s and observes, “Gannett fields a tremendous news organization. The way it’s going now, we could well quadruple our revenue on this next year. It’s been well received by both the stations and by advertisers. Now that it’s established, we’ve had time to improve it and make it

### Hal Katz, Vitt Media



even better than it was the day we launched it.”

Last fall Cadena Radio Centro was heard on 19 U.S. affiliates with its 24 hour a day, seven day a week service that includes music and features as well as news.

Today Cadena’s new president, Barrett Alley, says Cadena has added a U.S. affiliate relations manager, “which facilitates consistently smooth service operations,” and is now carried by 24 affiliates. And he says CRC is in negotiation with at least seven or eight more prospects for affiliation.

Alley reports fourth quarter ad revenue 22% ahead of last year’s adding, “As of Oct. 30 we still weren’t finished selling fourth quarter. We may get more before it’s over.”

Alley reports some stations “air our entire 24 hour package. Others use only parts of it. Either way, affiliates pay a flat \$1,000 a month, whether they use all of it or only the news. And we get inquiries from stations considering switching from general market to Spanish: They can use us to test it out—to see how it flies in their market first, before going out and hiring a whole new staff.”

### Mexican ownership

Alley explains that CRC is owned by Mexico City-based Cadena Radio Centro and that besides their correspondents all over Latin America, “We have our own staff of six news people in Dallas, plus six other correspondents scattered across the rest of Spanish U.S.A. Besides the stories our domestic staff brings in, we also air



SPANIC CONSUMER

**PROFILE:**

**sús Fernández**

**34**

Occupation: **Engineer**

Annual Income: **\$ 31,000**

Hobbies: **Hunting &  
Gardening**

**I REALLY LIKE...**

**Sunday lunch with the family  
after church,  
Four wheeling in my truck,  
Cumbias and Salsa Music,  
Mama's churros,  
A chocolate bar ( or two )  
at the movies.**

Preferred Language: **SPANISH**  
Preferred Media: **SPANISH RADIO**

**SPANISH  
RADIO  
SPEAKS HIS  
LANGUAGE**



**Katz Hispanic  
Radio Sales**

Gene Bryan (212) 572-5263

Cadena's Mexican news twice a day."

He stresses that CRC is not a barter operation: "We sell our national commercials only in the news, in our features like *Front a Front* (Face to Face), and in *En Concierto*, our six day a week evening hour concert. The stations sell their commercials in or around our other music and entertainment features. Also, the way our news is formatted leaves an opening for local sale in addition to our national spot."

Dave Haymore, vice president, radio sales for United Press International reports addition of KTNQ/KLVE(FM) Los Angeles, bringing the number of affiliates for its new syndicated news service to 26. He adds that UPI is talking to several other prospective affiliates "as part of our increased efforts to sell all four of the Spanish language news services we now offer. UPI is also in the process of hiring an additional salesperson to sell our Spanish language news products full time, because the market continues to grow, and with it the number of Spanish language radio and TV stations and Spanish language newspapers."

Besides *Radio Noticias*, Haymore says UPI now offers three wire services: an international Spanish wire, a second out of Mexico and a third from Puerto Rico.

When Lotus' Kraushaar talks about the growing targetability of Spanish radio he says he means that "In markets like Los Angeles, Miami, New York and Chicago, where more stations have already switched to Spanish or are in the process of doing so, we're developing more varied formats to target specific segments of Hispanic consumers, just as general market radio does."

### Focusing the format

For instance in Los Angeles, where Lieberman Broadcasting recently paid out a whopping \$23 million to acquire KRTH from Beasley Broadcasting to turn it into Los Angeles' seventh Spanish format, general manager Ken Wolt describes how, when Heftel took over KTNQ/KLVE(FM) four years ago, "They were Spanish, but

trying to be all things to all Hispanics—men, women and teenagers, regardless of age and programming preference. The sound was similar on both the AM and FM."

Wolt says the new management focused the FM to reach "a younger, more feminine listener, with more upbeat, contemporary music on CDs. The tempo is like a hip, upbeat AC. We include some crossover, but adult Spanish music today does have that upbeat tempo with an international flavor and a very well-produced sound, most of it produced here in Los Angeles and some in Miami."

Wolt explains that at the same time the AM was reformatted more for male appeal, continuing to offer news as the previous owners did, and sports, "But we changed the sports from standard U.S. sports like the Rams to more exclusively Hispanic sports like soccer, which we now produce and originate for a network of 30 other Spanish language stations. We also have radio rights to World Cup Soccer which we'll feed to our network, and our AM carries a two hour sports talk show."

Wolt says that in the music department, the AM offers "traditional ranchera, which is Hispanics' country music. And we brought in some funny personalities to liven up morning and afternoon drive."

Wolt adds that both stations also introduced on-air contests, "which at the time, in 1986, was unusual for Spanish language radio. But it turned out our listeners reacted exactly the way general market listeners reacted on the English language stations we came from. Any-

way, with all our changes, even though both stations were Spanish before and are still Spanish now, our ratings growth was phenomenal and revenues went up with the ratings."

### More competition

Back on the East Coast Frank Flores, stations manager at WJIT New York, explains, "What happened to AM stations in the general market a few years ago is now starting to happen to Spanish language AMs. Our market is growing fast, but the number of radio stations broadcasting in Spanish is growing faster. The competition has forced all of us to program better. Today, with five stations broadcasting to New York's Hispanics, an AM has to do something different."

In WJIT's case Flores says the station had been getting such good listener response to its morning and mid-morning shows which had added listener call-in, "We did some research to see if people wanted us to extend our interactive segments to more dayparts. The response was heavily 'Yes.' Our response was to start this spring to program what is becoming more and more New York's first talk show in Spanish with a lot of controversy. In fact the English translation of what we call our early afternoon program with former *El Diario* editor Manuel DeDios Unanue is *What Others Dare Not Say*."

Then from 4 to 7 p.m. WJIT's host is *Daily News* columnist Miguel Perez, also fielding listener calls. And the station also switched

David Lykes, Tichenor





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When you want to reach the **El Paso Hispanic** with real buying power, you want your radio station to give you outstanding service; quality production; innovative merchandising; helpful, friendly personnel who deliver what they promise . . . in other words, you want RESULTS!

**KAMA** has been delivering great results longer than any **El Paso** Spanish station. For SEVENTEEN YEARS **KAMA** has been programming the best music, news, information, entertainment, promotion and community involvement.

**KAMA** has been, is and always will be, **El Paso's** full service radio station delivering the **El Paso** Spanish speaker like nobody else . . . because nobody does it better.

And just in case numbers do interest you . . . nobody does that better either\*.

## WOMEN 18-24

<b>KAMA</b> . . . . .	<b>8.3</b>
KBNA-FM . . . . .	3.9
KBNA . . . . .	2.2
XROK . . . . .	1.3
KVIV . . . . .	0.4

## WOMEN 25+

<b>KAMA</b> . . . . .	<b>11.1</b>
KBNA-FM . . . . .	7.1
KBNA . . . . .	3.2
KVIV . . . . .	1.8
XROK . . . . .	1.6



**LA PRIMERA . . . LA MEJOR!**



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Caballero Spanish Media

\* Arbitron General Market Book, Summer '89, El Paso Metro, AQH Share, Mon-Fri 6am-7pm, Spanish Stations Only



**Barrett Alley, Cadena Radio Centro**

one of its popular morning ladies to hostess of what Flores describes as "our Sally Jessy Raphael type of show, listening to callers' troubles and offering advice."

The next step was to change the WJIT logo. Flores explains, "Our old logo, *Radio Hits*, was too strongly associated with music, so we asked listeners to call in suggestions. Our first thought was *Radio Voz*, or Voice of Radio. But more listeners asked for *Radio America*. That's associated both with this America we now live in with freedom of expression that allows any caller to express any opinion, and also with the three Americas all our listeners originally came from—either North America, Central America or South America."

Meanwhile, Caballero observes that the market is "still strong for station acquisition. There are perhaps not so many deals as last year, but acquisition of WQBA Miami and of KLOC Modesto and KBRG(FM) in the Fremont-San Francisco market, plus WOPA coming on stream in Chicago, plus acquisition of KRTH and its conversion to Spanish in Los Angeles, all point to a continuing appetite for Spanish language radio stations."

#### **Audience measurements**

At Katz Hispanic, Bryan expects Nielsen's new TV ratings "to help Spanish radio, too. That's because I assume once Univision and Tele-mundo can start showing their new Nielsen numbers, they'll raise rates. Then Spanish radio can raise rates, too."

He says his station's rates "are

higher than they used to be. But they aren't yet on a par with their general market counterparts with the same numbers of listeners. But rates are on the way up, particularly for the big Spanish language properties that promote and produce case movement like the top general market radio stations."

He says one approach Katz uses is to ask those general market agencies that do it, why they buy Spanish TV but not Spanish radio: "They'll say 'Because this client buys only TV in the general market. We want to buy Spanish radio. Give us some information we can use to show the client why he should be on Spanish radio.' So there's been an increase in the willingness of general market agencies to look at our research."

At Lotus, Kraushaar reports continuing to sell the regional Los Angeles Dodgers baseball network on 10 stations, most of them in the Southern California area from Los

Angeles to San Diego. Lotus also offers *Cocina*, a cooking show in close to 20 markets. He calls such programs "an ideal vehicle to introduce food products to the Hispanic market. Then once the advertiser sees how well Spanish radio moves his brand, he's ready to add some of our news and entertainment inventory to his schedule."

CBS' Ruiz says CBS Hispanic Marketing will be representing CBS' Spanish language play-by-play broadcasts of major baseball events next year, including the All Star Game, the playoffs for the league championships in both the American and National Leagues, and the World Series. Her CBS unit will also be representing SIS Spanish language play-by-play of Dallas Cowboys NFL Football beamed to affiliates in 13 markets.

#### **A sore spot**

Ratings continue to be a sore spot. Says Caballero: "After our disappointment with Arbitron we turned to Birch. Now we're disappointed again."

Caballero says he had expected "a better dispersal of Birch's sample. And the varying results put the credibility of the data into question. For instance Birch's general market book does not show KAZA San Jose at all, but it's No. 1 in Birch's Hispanic report. People will wonder about the difference. At the same time, Arbitron has produced some higher numbers for some Spanish stations, but again, the lack of stability from one report to the next causes people to wonder." □

**Rick Kraushaar, Lotus**



Programming expected to target assimilated Latinos to greater extent

# Hispanic networks building up steam; ad rates seen rising

**L**ast year both Univision and Telemundo increased sales and revenues, and this year they report even higher revenues. Even outside observers, from Spanish language agency chiefs like Castor Fernandez, chairman of Castor GS&B, to Wall Street outfits like C L Global Partners Securities Corp., expect the two Spanish language television networks to do still better next year, pulling in higher prices per spot when Nielsen starts producing results from the new people meter-based Hispanic rating service it's readying

for the two networks.

Today, Univision Holdings president J. William Grimes calls 1989 "a year in which we've enjoyed significant revenue growth for our network, in excess of 20%, but at the same time, significantly less revenue growth than we had anticipated for our local stations. We'd expected something in the area of 15 to 16% increases locally, but so far we're only about 7% ahead."

## Intense competition

Grimes concedes part of the local slowdown is due to competition

from Telemundo's stations, "and part is because of the general decline in local revenues. The most recent [Television Bureau of Advertising/Broadcast Advertisers Reports] estimates for general market local revenue increases are only in the 3% to 7% range, depending on market. At the same time, roughly half our network gains come from rate increases and about half comes from more companies doing more advertising in Spanish."

Henry R. Silverman, president of Telemundo Group, reports sales in the Continental U.S. 50% ahead of last year and says he expects "this pace to continue as our audience keeps growing."

Silverman points out that Telemundo's Puerto Rican station, WKAQ-TV "was also enjoying another record year, selling ahead of schedule until the end of September when Hurricane Hugo hit. But now, if a company is advertising refrigerators, it can't sell too many to all those families who just had a hurricane blow their houses away. So I expect our Puerto Rican oper-

National OTI

## Univision



"Rebelde"



"Rubi"



ations to perform significantly below original expectations in fourth quarter."

Pointing to specific advertisers, Grimes says Univision has been doing well in the retail vineyards, with increases from K mart and Sears and spot investments from Wal-Mart. Coming in big for third quarter was Honda, which will be a sponsor next year for Univision's World Cup Soccer.

Grimes also reports Univision's "first order from Reebok," and "some nice increases from major advertisers who were with us last year, like Procter & Gamble and Polaroid. We're also expecting increases from Burger King, and when that happens, it's likely to bring corresponding increases from McDonald's."

Among trends in the fast growing Hispanic market and media scene pointed out by Byron Lewis, chairman of Uniworld Group, Inc. and Uniworld Hispanic, is "recognition by both Spanish language television networks that they need programming to target our more assimilated second and third generation Hispanics. They're now working steadily toward producing more of the kind of programs that will do that."

But in the process of producing more shows on U.S. soil, some Mexican-American groups have complained that too much of it is "made by Cubans, for Cubans. We Mexican-Americans make up the vast majority of your audience, yet Cubans are getting the good jobs at your networks."

Says Telemundo's Silverman: "This is a bogus issue raised by a

very small group who appear to be looking for publicity. It's bogus because it just isn't true. Over half our movies and novelas come from Mexico, and our sports includes Mexican soccer.

"Of the 40% of our programming made in the U.S., our game shows are produced in Los Angeles with Mexican-American talent and staff. But the strange thing about this small group that complains about the programming on both Spanish language networks is that they say Hispanics in Los Angeles don't like our shows. Yet ratings on both Los Angeles Spanish language stations keep going up. Meanwhile, the First Amendment guarantees us the right to program what we feel is appropriate and the right of these few complainers to tune to another channel when they don't like what we're showing."

#### Increased U.S. production

Univision's Grimes recalls, "Only a few years ago we were criticized because only 10% of our programming was U.S.-produced. Now that we're up to a little over 30% produced here, most of the complaints arise from the fact that Cristina (hostess of Univision's daytime show of the same name) was born in Cuba. We did do her initial episodes in Miami. But since then we've been moving the show around because we are sensitive to the concerns of our West Coast and Texas audiences. So Cristina has done some of her shows in Los Angeles, some in San Antonio and some in Chicago. But whatever the complaints, one of the interesting things is that *Cristina* often enjoys

even higher ratings in Los Angeles than she does in Miami."

Meanwhile, adds Grimes, "Looking ahead, the fact is we've outgrown our Los Angeles facilities at KMEX. We're in the process of negotiating for either larger production and business facilities or for a site to build them on in the Los Angeles area. When these are in place we'll be able to address some of the concerns of our West Coast friends and do a show or two a week from Los Angeles at the same time that we'll be raising our proportion of U.S.-made programming still higher."

In other steps already taken to spread the production activity around, producers of Univision's *TV Mujer*, the weekday one-hour magazine for women, named a new producer in Los Angeles and opened a new bureau in San Antonio. *TV Mujer* producer Cynthia Hudson says San Antonio gives the show its fifth bureau and "Addition of Sara Gariby as our producer in Los Angeles will make it possible to enhance our content by providing more coverage of West Coast events."

At Telemundo, Carlos Barba, senior vice president for programming and promotion, says, "In both the 65 hours a week of programming Telemundo produces in the U.S., and in the programming we import, our primary goal is quality production and diversity, with a good balance and variety, regardless of where it's made."

#### Variety of locations

Barba adds, "In the 45% of our programming produced in the U.S. we have the additional goal of creating programs that identify with the lifestyles and goals of Hispanics living here. And like those Hispanics who live here, our programming is produced in a wide variety of locations."

Barba reports two game shows daily, *Uno Nunca Sabe* (One Never Knows) and *Adivienlo con Senas* (Guess It with Signs) produced in Los Angeles. And *Deportes Telemundo*, the network's weekly sports roundup, featuring highlights of soccer, boxing, baseball and other sports, is produced in Miami. He notes that news stories on Telemundo CNN "are taped

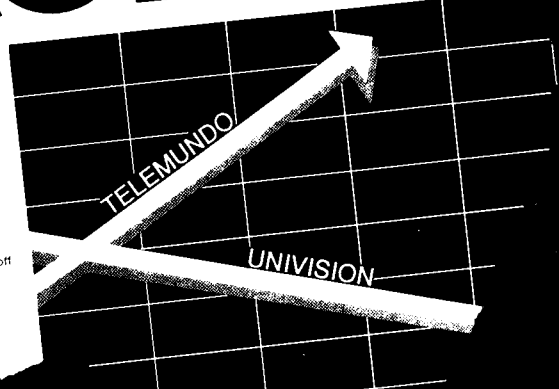
**J. William Grimes, Univision**



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Telemundo tops Univision with 73% audience shares in Chicago and McAllen-Brownsville; challenges Univision with 50% in Philadelphia, 59% in L.A. & New York and 41% in Houston. Univision is starting to feel the heat.

Source: Phila. M-F 4PM-11PM. All others M-S. Sign-on/Sign-off  
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"Abigail"

## Telemundo

wherever the news is happening. Similarly, *Boxeo Mundial*, sponsored by Budweiser, is produced from wherever the fight takes place. One week it was from Atlantic City. The next week it came from Phoenix, and the fight after that was in California. Sports are like news. Events take place all over the country.

"When *Noticiero Telemundo-CNN* did its series, *Perspectiva Hispana*, on the issues affecting Hispanics living here, and the topic was the identity culture clash facing our young people, some segments were shot in Washington, some in Los Angeles, some in Mi-



"En Concierto—Pandora"



"Noticiero Telemundo—CNN"

ami and some in New York. Wherever the news happens, that's where the camera crews catch it."

Barba adds, "We produce *Cara a Cara* (Face to Face) in Los Angeles because this controversial talk show was originally a local show produced there by KVEA. It became so popular, now we do it on the whole network. And we do MTV Internacional from New York. This is the first made-in-the-U.S. music video show in Spanish."

Turning to Telemundo's foreign program sources, Barba asserts, "We import the finest movies from Mexico and Venezuela."

Coming up early next year from

Venezuela for Telemundo viewers will be the novela, *Paraiso*, currently playing on Venevision, Venezuela's largest commercial network. It's one of the Venevision produced shows distributed outside Venezuela by Television Latina, and Cesar Diaz, head of the distributor's Miami office, reports top ratings for *Paraiso* in Venezuela.

At Univision Rosita Peru, vice president, director of programming, says, "We always keep in mind that our job is to produce programming that will appeal to the diverse audience of Spanish-speaking USA, made up as it is of a number of

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**John Cuddihy, Katz Hispanic**

different nationalities. That said, our experience is that the quality of cast and production are more important determinants of rating success than where a program is produced. For instance, we ran one show made in Argentina that pulled bigger ratings than many of the programs made either here in the U.S. or in Mexico."

Peru adds, "Our programming has earned us consistently good ratings over the years, and when I emphasize the importance of good casting, it's because our stars like Carlos Mata in the novela *Senora* enjoy the same kind of avid and loyal following many of Hollywood's brightest stars enjoy among the general audience."

She says that while one of her goals is rating success, another is "a balance of the best programming produced in a variety of countries. We offer Univision-produced news and information programming, plus independently produced programs all made domestically, here in the U.S. With this we also offer programs produced in various Latin American countries."

Peru says roughly two thirds of Univision's imported programs come from Mexico, "And meanwhile, every year more of our programs are produced here in the U.S. Our U.S.-made programming is divided almost equally between that produced on the West Coast and that made in the East. Some of our shows travel, originating at times from such locations as our affiliates in San Antonio and Chicago."

Univision's West Coast facilities originate news, a good deal of sports and *Hablemos de Cine*, a talk show following the motion pic-

ture scene.

Peru observes, "It's not easy to program for an audience that includes viewers from so many different nations, even when they do share the common bond of our same language. But the other common bond working to our advantage is that no matter whether a viewer's original background may be Mexican, Central American, Venezuelan or Caribbean, they all recognize and appreciate quality of production and the talent of a fine cast. These are the two factors that determine our continuing rating success, regardless of where the program is produced."

She says one Univision movie coming up is "of particular historical significance." This is *La Prodigia*, the story of Evita Peron: not the Hollywood version with Faye Dunaway, but a version made in Argentina in 1945 but prohibited from public showing all these years by a succession of military-dominated Argentine governments. Then, when the current democratic government won the most recent

election, the ban was finally lifted.

Other new Univision programs scheduled for 1990 include:

*Fama y Fortuna*, similar to *Lifestyles of the Rich and Famous*, scheduled for Thursdays, 10 to 10:30 p.m.

*Cita con El Amor*, similar to *The Dating Game*, and scheduled for Wednesdays at 10 to 10:30 p.m.

*Brigada Especial*, a police story similar to *Miami Vice*, produced by Radio Caracas in Venezuela.

*La Pasion de Teresa*, a novela starring Carlos Mata produced by Radio Caracas in both the U.S. and Venezuela.

*Amandote II*, a novela featuring Lupita Ferre and Arnaldo Andre, produced in the U.S. and Argentina. And,

*La Casa al Final de la Calle*, a novela with Angelica Aragon produced in Mexico.

Back in the audience measurement arena besides Nielsen's new people meter ratings, Strategy Research Corp. head Richard Tobin reports starting field work Nov. 1 on SRC's expanded television measurement service.

For the first time, says Tobin, "We'll be reporting viewing, program-by-program, with door-to-door personal interviewing, using the new set of questions designed by a group representing agency media directors, and Univision and Telemundo, as well as our own people from SRC. This is the first time we've changed our viewing questionnaire in 12 years, and the new information on viewing of individual programs will expand our report quite a bit."

On the agency side, Doner's

**Carlos Barba, Telemundo**





Lasky agrees with Castor's Fernandez that rates will climb on Spanish stations. "But not only on TV stations" says Lasky, "and not only because of their new ratings. I think even Univision and Telemundo were surprised at the preliminary results from Nielsen, the 'gold standard' of all rating services, that indicates surprisingly larger numbers than expected. These initial Nielsen results confirm SRC's television numbers that some people have been saying overestimate Hispanic viewing."

But Lasky adds, "On top of the new viewing data, there's one more factor driving prices for air time higher in both television and radio. That's the debt service on the inflated prices paid in these leveraged buyouts of networks and stations. This debt service is so horrendous that charging what a station's viewers or listeners are really worth, comparable to what general market stations and networks charge for their audiences, is the only way Spanish language broadcasters will be able to pay back the banks."

Besides the growing numbers of over-the-air affiliates of Univision and Telemundo, there are also some predominantly English-language television stations along the southern border that carry some Spanish programs. One such program is *La Musica de Tejas*. John Cuddihy, director of Katz Hispanic Television Sales, reports "This syndicated show is on a lineup that in effect is a Southwest unwired network. Advertisers like AT&T, Procter & Gamble, Lever and Colgate are interested in it because it can make up for the networks' un-



Henry R. Silverman, Telemundo

derdelivery in much of Texas, Arizona and New Mexico."

Cuddihy says *La Musica de Tejas* is "similar to a *PM Magazine* format that keeps the flavor local by combining local guest musical talent along with regional and international musical videos. And each show is hosted in its own market by a locally known video jock."

He says the stations that carry it are all general market network affiliates and most carry *La Musica* on weekends. And NBC affiliate KGNS-TV in Laredo also carries a Spanish novela middays, Monday through Friday, from 11:30 to noon.

*La Musica's* other stations include KMID-TV, the ABC affiliate for Midland, Texas; CBS affiliate KGBT-TV Harlingen; KVIA-TV, the ABC affiliate in El Paso; and KIII-TV, ABC for Corpus Christi.

#### Need for a mix

Cuddihy says Spanish language programs on some of these otherwise English language stations started two-and-a-half years ago,

and that "It's worked well, so we've expanded it, and revenues are well ahead of last year. The Southwest is an area with a high level of assimilation. As Lionel Sosa [president of ad agency Sosa & Associates in San Antonio] says, it's an area where advertisers need a good mix of both Spanish- and English-language media to do the job."

Such a mix, adds Cuddihy, "is what participating advertisers will have" with Katz Hispanic's joint promotion with the Sunday newspaper supplement *Vista*: "Some of the broadcast will be in Spanish, some in English, and *Vista* itself, though edited for Hispanics, is printed in English."

Cuddihy says the promotion, called USA, the Vista Way, combines television and print in a campaign in which entrants can win trips to scenic attractions throughout the U.S. He says the Katz represented stations participating reach over 4.8 million Hispanics and *Vista* reaches over 3 million each week, and that by using the combination of television, print and promotion, participating advertisers "will achieve far greater impact than they would using only one of these vehicles standing alone."

He says another example of Katz Hispanic's expansion projects is the two-and-a-half-hour sports block on KGBT Harlingen, sponsored by the local Budweiser distributor, among others. This show features Motor Traxx auto racing, and Cuddihy says it's "similar to Univision's Grand Prix, except ours is regional. It's run in Edinburg, Texas as a major local attraction for people from all over south Texas." □

#### Rosita Peru, Univision



# Galavision adapts to the world of free TV

**G**alavision was born eight years ago as a pay cable operation, it later switched to basic cable, and since April has also been carried by over-the-air television in Los Angeles on KWHY-TV. As things stand now, its executives expect next year to be a good one.

Starrett Berry, vice president, general manager, reports his cable service reaches over 2 million Hispanic households via some 300 cable systems plus KWHY in Los Angeles. And since adding KWHY, Berry says "The one solid result we've seen so far in Los Angeles has been the impressive ratings Arbitron reports for us there. Galavision on KWHY has raised HUT levels among Hispanic households in Los Angeles and in some Sunday dayparts, Arbitron reports us ahead of the competition."

## Advertising results

On the business side, Berry concedes "It's been a slow start, and advertising is still a tough battle. But every month we generate more business than the month before. And that applies to all sources, national, regional and local."

John Pero, former Univision sales manager and now president of his own Pero Communications, which represents Galavision, sees

things beginning to move: "It's taken a while for the agencies to get used to the idea of a third Spanish over-the-air station in Los Angeles, but now Channel 22 is doing well in the Arbitron overnights because of the way we counterprogram, and we're starting to crack more new accounts."

When Pero points to counterprogramming, he's talking about placing Galavision's novelas and comedy against the competition's news, and Galavision news opposite the competition's movies and novelas. He adds, "We do particularly well on weekends, with a lot of sports."

Monday through Friday KWHY starts Galavision's Spanish programming at 3 p.m., and it continues until 1 a.m. On weekends, the Spanish programming starts at 10 a.m. and runs until 1 a.m. And Pero says that in addition to KWHY's "own strong signal, it's also carried by many of the Los Angeles cable systems."

## News reports

On its 300-plus cable systems, Galavision carries the ECO news reports, originated from Mexico, during the day, until the entertainment programming cuts in at 3 p.m. in California, 5 p.m. in Texas and 6 p.m. in the East. The first 20

minutes of each hour of ECO news is the day's hard news, followed by 40 minutes of "the specialty of the anchor"—in some cases politics and government affairs, in others financial and business news, and in other cases what's going on in the world of music and entertainment.

Pero adds that Galavision "also does well because our strength is in the Southwest, in California and Texas, where most of our viewers are of Mexican origin. Those of them born in Mexico were weaned on exactly the kind of programming we show. So all in all, things look good for 1990 when we'll be measured by Strategy Research Corp."

The marketing assistance Galavision offers its cable affiliates includes two commercial minutes an hour for local system sale, premiums to help promote the Galavision name and print ads designed to system specifications.

The cable network can also supply banners and sales tapes and will work with systems to develop co-op dollars from their retail customers' suppliers.

Meanwhile, although Berry says Galavision has no plans at this time to add another over-the-air television station to its lineup, he doesn't rule out the possibility down the road. □

## Hispanic movie on Galavision



## "El Chavo"



# TV stations add promo 'salsa'

## Pitches geared to youth, newcomers, ad prospects

By EDMOND M. ROSENTHAL

If Hispanic TV stations are doing a better job of opening the public eye it's because their promotional activities are becoming as bouncy as a Mexican jumping bean. Overcoming a UHF channel position, the interest of U.S.-born Hispanics in Anglo media, and the influx of new immigrants not yet acquainted with the stations is presenting a special challenge.

Additionally, feeling they are being shortchanged by the rating services, stations are striving to imprint their call letters and channel numbers firmly in the minds of viewers. This is particularly true when a station is the newer of two Hispanic stations in the market, competing hard not only for viewing but also to get the credit for that viewing during rating periods.

Hispanic stations are moving forward with media strategies aimed at younger viewers, contests and—the traditional backbone of Latin-style promotion—community events. It's their hope that their promotional activities will also open up the eyes of potential advertisers, but some special programs are also being developed for that purpose alone, ranging from printed analysis of audiences to gatherings with media buyers that sometimes involve as much fun as enlightenment.

### Targeting youth

Maintaining the continuum of Hispanic viewers has been a particular concern to stations as U.S.-born Latinos become more assimilated. Many stations are finding that the place to reach these youngsters is on Anglo rock stations.

For WNJU-TV New York this recently took the form of a cross-promotion with WQHT(FM), a station known as "Hot 97." The two media have banded together for special party nights at the Palladium, a New York disco, with WNJU bringing in talent from Telemundo's *MTV Internacional*,

top magnet for young viewers.

For cosponsoring the event, says WNJU senior vice president, general manager Donald Parsons, "They get additional Hispanic listeners and we build up ours through MTV. We cover it in the news and promote it on-air."

Also finding compatibility with a rock station is WLTV Miami, which considers it a good tool for reaching the 18-34 market, according to Jose Cancela, general manager. As with all TV, he points out, Hispanic TV's strongest demographic is 25-34, so the station is making a special effort to reach the under-25 segment.

"If you want young viewers," Cancela asserts, "you have to reach them on radio." The station is using a musically upbeat jingle that translates, "Channel 23 is ours." He says WLTV has been improving its younger viewership over the last two years with Univision programs such as *Sabado Gigante* (Super Saturday) and *Cristina*, labeled "the Hispanic Oprah Winfrey." Cancela says novelas continue to do well with young adults.

The station's Telemundo competitor in Miami also claims improvement in young viewership. Alfredo Duran, general manager of WSCV-TV, says the most significantly youth-oriented approach in the station's promotion is the style and feel of it. He elaborates, "Our promotions look very sophisticat-

ed, modern and high-tech. We want the station to look young and energetic."

The station advertises with both radio and print and attributes its most youthful audience to *MTV Internacional*. But a recent movie, *Nobody Listened*, was a big youth draw, says Duran, because it was programmed in English to attract young viewers. The film about Cuban dissidents was promoted on English-language radio. Duran comments, "A lot of people thanked us because they could sit down with their children and watch it."

### Countering misperceptions

Herberto Gutierrez, general manager of KWEX-TV San Antonio, recently engaged Sosa & Associates, ad agency based in its market, to strengthen its image among both viewers and the advertising community. He notes, "I told them I felt there were some perceptions of us that are not entirely accurate—particularly that we are skewed to an older audience."

The station is now using billboards and Hispanic radio to promote some of its newer, younger-skewed programming, such as Univision's *Cristina* and *TV Mujer* (TV Woman), the latter a magazine show directed at professional women 25-40. It also promotes its own *Video Estelar* (Starlit Videos) as

### "MTV Internacional" VJ Daisy Fuentes assists KTMD-TV Houston.





### OTI finalists on WCIU-TV Chicago

well as *Tu Musica* (Your Music), which includes both Anglo and Hispanic rock stars.

"We've been promoting this type of programming," Gutierrez explains, "to show that we're not just a novela station. We're down to 30% novelas."

The station's slogan, "Miranhos hoy!", has the double connotation of "Watch us now" and "Watch us grow," Gutierrez points out.

Like most Hispanic stations in the U.S., KWEX makes heavy use of special events to remain visible in the community: "It's the real closer for us. We have to walk the extra mile because we're selling a special niche in the market."

KWEX is the only business in the community allowed to put on special events at Sea World "because they see our commitment to the Hispanic community." Twice a year, on Cinco de Mayo and Independence Day, Sept. 16, the station promotes a half-price admission day to its viewers. It works with a multi-outlet retailer and tells its viewers only on its own air where they can pick up coupons. Gutierrez says the amusement facility typically doubles or triples its usual attendance for that time of the year, packing more than 20,000 people into the park.

### Varied special events

KTMD-TV Houston is following the special event trail for both younger viewers and the audience in general, according to Mauricio Mendez, vice president, general manager. For the younger crowd, it has worked together with an Anglo

rock station to sponsor an evening at a local night club. Part of the bargain has been bringing in *MTV Internacional* VJ Daisy Fuentes and artists tied with the program, and featuring them with local talent.

For next summer, KTMD is planning a beach concert for the general market, having lined up a location at a beach restaurant on Galveston Island.

But a particular concern in Houston is reaching newcomers. In the past five years, Mendez points out, Houston has had one of the highest immigration rates from Mexico and Central America. He finds the chief vehicle for reaching this new audience is the *Tele-mundo* movie slot from 9-11 p.m. Monday-Friday. The station uses the three major Hispanic radio stations, billboards and its own air to promote the movies.

During the sweeps, KTMD has run prize promotions backed up by radio and billboard advertising.

For the November sweeps, viewers are asked to watch the station's pulsating logo and count the number of times it appears, with six winners a night getting holiday baskets built around turkeys.

One of the station's most unique promotions is for its newscast. In a paid commercial KTMD's news director daily calls the top Hispanic radio station in the market and says, "Your Newsteam 48 is currently working on the following stories." He then describes the forthcoming news and tells listeners when to watch it. Mendez reports that, since this promotion has been in effect, the newscast has gone from a 2 to a 3 share of the total TV audience in Arbitron overnights.

### Interactive game breaks

While KTMD's Channel 48 pulsates on the screen, the 48 channel designation takes on another meaning in San Francisco, where viewers play Jackpot 48 in an "interactive game break." According to Paul Niedermeyer, general manager, the channel number is further kept top-of-the-mind by the fact that the 48th caller gets to play the game.

The game seen on the screen is similar to a slot machine, but the viewer controls the spin through a touch-tone phone. The grand prize is, unsurprisingly, \$4,800. Niedermeyer says, "We did one last spring, and our phone lines were swamped, and we'll be doing it again in the fall."

He's not concerned that many viewers will be eliminated for lack of touch-tone phones because, he

### KWEX-TV San Antonio takes over Sea World.



EVERYBODY  
WANTS  
A TASTE  
OF OUR  
FIRST  
PLACE.



The sweet taste of victory is best when shared. So come take your pick of the most watched station of the Puerto Rican television market. We're 60% ahead of the second place station.\*

And for 35 years we've maintained a tradition of excellence, quality and popularity in entertainment, news and public service. So come savor the best exposure.

**TELEMUNDO, TU CANAL**

*siempre*



\*Total week Prime Time.  
Mediafax, August 1989

WKAQ-TV•2, WORA-TV•5

G.P.O. BOX 6222, SAN JUAN, PUERTO RICO 00936 • PHONE (809) 758-2222 • FAX: (809) 759-9799.

says, they're pretty much all that are being installed lately and his market rivals Miami as the most affluent Hispanic market in the nation. He says this type of promotion builds both tune-in and loyalty because viewers are not told when the game break will appear.

Among KSTS' array of community events has been Fiesta Internacional, a food fair in the San Jose Convention center with prizes and giveaways. With all the food included, some of it donated by advertisers, attendees are charged a nominal admission, part of which goes to a Hispanic scholarship fund. With the last such event attracting about 25,000, the one planned for next February is targeted at about 60,000, according to Niedermeyer, because of the new, larger convention center.

KSTS expects to fill in with the Fiesta en la Mercado (fiesta in a shopping area)—possibly several of them in the course of a year. The station just did its first one, involving food sampling with the help of the host supermarket whose lot is used and of vendors. The station's jackpot game is played on the spot at this event. Having just run the first such fiesta, the station featured various items for sale—and the proceeds went to the Red Cross, earmarked for Hispanics suffering from the recent earthquake.

#### Credit where credit's due

In Los Angeles, KVEA has the same problem as many Telemundo stations that have come along after the competing Univision affiliates



**WLTV Miami promotes its news team.**

were already well entrenched. According to Stephen J. Levin, vice president, general manager, "We found our programming was popular but was not being reported as KVEA or Channel 52 to the rating services."

So KVEA is hitting Los Angeles over the head with its call letters and channel number via slogans on bus sides, in newspapers and in Spanish-language television guides. The most point-blank approach to the recall problem is seen on the station itself, where viewers are told by station employees, celebrities, community leaders and people on the street, "You are watching your favorite [novela, news program, etc.] on Channel 52, KVEA. Remember it; write it down."

Levin likes to compare his campaign to another that he feels has been very effective—the "11 Alive" promotion by WPIX(TV) New York.

Community events are still im-

portant in the market, Levin notes, and the station's best known is Fiesta en la Playa (beach party). The last one took place last July near the ship Queen Mary in Long Beach. The salsa festival included art displays and free food from Latin American nations. It attracted some 65,000 people, Levin reports, compared with about 18,000 a year earlier. He attributes this to the fact that major salsa star Johnny Ventura was featured and to the rising popularity of his station's programs.

As part of the event, KVEA built an inflatable booth that it can bring to represent its flag at other events. It inflates to 22 ft. high by 15 ft. wide and 15 ft. deep, making it suitable for use in weekend remotes from parking lots and stores.

Broadcast promotion is the key at WCIU-TV Chicago. Howard Shapiro, president and general manager, says, "It's pretty hard to reach Hispanic community when you get away from broadcast media, but we've done some billboards."

A special event for the station, which, by coincidence of timing, became the station's sixth special for Independence Day week last September, was a local production for the OTI Spanish-language singing and songwriting competition. Created by the Iberoamerican Television Organization, it is known as the "Grammies" of Spanish- and Portuguese-speaking countries. Singers and songwriters submitted tapes to the station, and the finalists formed the program on the station.

"The winners in our competition

#### At the Palladium in New York with WNJU-TV and WQHT(FM)



# Galavision.

## The Channel of the Stars.



Classic Mexican films, first-rate novelas, international sports, breaking news. Galavision, the Channel of the Stars, is fast becoming the channel of choice for U.S. Hispanics.

With a combination of excellence in programming and dedication to its audience, Galavision has emerged as a broadcast and basic cable network with one of the most interesting and varied programming menus in Spanish-language television.

After 10 years of providing programming to U.S. Hispanics, we know what viewers like. Galavision.

# Galavisión

2121 Avenue of the Stars, Suite 2300  
Los Angeles, CA 90067

went on to the national competition in Miami," he notes, "and our singer took second, while the song took first." The station's production was in a local theater with an audience of about 1,100. Although the competition cost the station about \$75,000 to produce, the advertising sales for the program allowed for a small profit, Shapiro reports.

### Independence Day

Independence Day was also a major event for KMEX-TV Los Angeles. Craig Kinney, general sales manager, says the station's last series of events started Sept. 15 with *El Grito*, the day-before holiday whose name translates "The cry of freedom." KMEX televised activities live from the steps of City Hall—dancers, singers, ceremony and local politicians. Then the station went live to Mexico City for events there, and it televised the Independence Day parade there on Sept. 16.

The station itself added a concert in Belvedere Park on the 16th and 17th.

WXTV New York lifts viewership during the May sweeps each year with a game called *Juegue e Gani* (Play and Win). Between 6–9 p.m. each night for the four weeks, different words are given as clues to make up a complete sentence. Prizes include an automobile, furniture and trips to the Caribbean, according to Mara Rankin, vice president, general manager.

Rankin also reports that a four-week campaign was done recently for the station's reformatted noon

### KMEX-TV Los Angeles celebrates Independence Day.



**KVEA(TV) Los Angeles gets visibility at its event.**

news. The newscast has new anchors, a new set and focuses more on in-depth reporting, Rankin elaborates. The campaign used three Spanish radio stations, four Hispanic newspapers and the station's own air to talk about the changes. Although a number of slogans were used, the final grabber was "One for all, and all for The One—because only The One [Channel 41] is the best."

### News promotion

Also promoting its news has been WLTV Miami. Cancela notes the station has a news staff of 60, and the station has been promoting its team concept. It calls its news organization "The Eyes of the Community," and its on-air promotions show its news staff in action behind the scenes and during major events. One promotion showed the station's crew covering the bombing of a restaurant in Colombia.

Also in Miami, WSCV-TV fol-

lows through on a slogan for its general entertainment programming in separate promotion for its newscasts. In general entertainment, Duran notes, the slogan is "Setting the Trends." Here it promotes that Telemundo was the first Hispanic network to produce programming in the U.S.: "We want to reflect that we're ahead of times in our programming."

For newscasts, the slogan is "Where the Experts Set the Trend." With a news staff of 42, the station has been hiring "high-profile" reporters and highlighting them in promotions, Duran says.

### Promotion to advertisers

In addition to keeping their call letters, channel numbers and program offerings before the viewing public, Hispanic stations are finding they have to work extra hard to gain the awareness of Anglo advertisers. Gutierrez of KWEX-TV San Antonio explains, "The majority of our clients are non-Hispanic, so they're not viewers. We have to make our own opportunity to let them judge the quality of our programming."

The station recently did this by hosting a media party at San Antonio's Hyatt Regency. With about 500 advertiser and agency people present, Gutierrez reports, the station unveiled its new news set and introduced its new programs. Univision Holdings president Bill Grimes was guest speaker.

Gutierrez also reports KWEX is coming out with a new brochure called "The KWEX Story." He elaborates, "We don't talk ratings,





# NOW WE'VE DONE IT.

Four years ago we weren't even on the air. Now **51%** of all adults who watch Hispanic television are watching us.\* And that's just for starters.

**TELEMUNDO**

**52** 

**KVEA LOS ANGELES**

\*Based on combined viewing of KVEA and KMEX, average quarter-hour adults 18+, Sun-Sat, 9AM-Midnight. Source: Los Angeles Arbitron—Oct 1989.

## Recovery from Hurricane Hugo in Puerto Rico gets assist from TV

Stations in Puerto Rico have been playing a major role in facilitating the island's recovery from the devastation of Hurricane Hugo. The efforts of TV stations have been both on the air and out in the various communities they serve.

In addition to individual efforts, all of the island's TV stations cooperated in a half-day telethon that raised some \$14 million in the two weeks following the telethon to help hurricane victims. John Bennett, president and general manager of WAPA-TV San Juan, reports he found out his station was not the only one with a plan in mind when he went to for Fortelasa authority, a body like a U.S. chamber of commerce, with an offer to sponsor a project.

Bennett was told other stations also were interested in helping, so the whole project was coordinated by a nonpartisan committee headed by the governor's wife.

**Individual efforts.** Since the Sept. 30 telethon, stations have been following through with individual efforts. For example, WKAQ-TV San Juan has instituted a plant-the-tree campaign, according to David Murphy, vice chairman of Telemundo and CEO of the station. After conceiving the idea, the station took it to the Department of Natural Resources in Puerto Rico, which assisted in bringing in contributions from the U.S.

WKAQ also has followed through with a "Rejuvenate Puerto Rico" campaign, Murphy notes. On each Saturday and Sunday, the Station has sent a caravan of employees and local stars to various towns to coordinate cleanup campaigns with the towns' mayors. Attracted by the celebrities, 200-300 people came out in each town to work on cleanup, Murphy says.

Meanwhile, WAPA supplemented the telethon effort with a caravan of its own, done in conjunction with three clients—a dairy, Burger King and Michelob. The three-day caravan offered the public an opportunity to meet station talent, and station personnel solicited additional donations in conjunction with the telethon.

As for efforts during the hurricane, Bennett reports WAPA was the only TV station able to remain on the air after the power company shut down all electricity on its side of the island. "All the others were knocked off the air," he notes, "but we have a strong tower, and our generator is in good working order. Our staff stayed here and slept here, and they were out in the street, broadcasting live."

During the hurricane and immediately after it, the station reported what relief efforts were in progress and told viewers where they could go for clothing and other donations, Bennett states. He says the station also assisted U.S. networks in transmitting to the mainland: "Everything that went to the U.S. came through our facilities." The station provided editing facilities, tapes and power supply, while AT&T provided transmission facilities.

**Fast recovery.** Wayne Casa, vice president and general manager of WSTE-TV Ponce-San Juan, says, "The stations on the island recovered quite rapidly considering the extent of the hurricane. On the day after, everybody was on in terms of emergency power. And 72 hours after Hugo passed through, they were back on regular programming."

While on emergency power, Casa notes, WSTE was running only preproduced programming. But he adds that it was one of the first stations able to originate live programming—in its own case, 48 hours after the hurricane passed through. As other stations on the island subsequently did, WSTE went out of its regular format to inform viewers what emergency measures were being taken, advising them on such matters as where to get fresh water and how to locate relatives.

"We were converted into a message center," Casa notes. Crawls across the screen carried information of importance to individuals, such as the location and condition of relatives. The station's entire midday variety show, a two-hour program, was converted into a communications center for two weeks.

but we show how we reach the Hispanic viewer in terms of language preference and TV viewing hours in Spanish vs. English, along with data on household incomes and so forth."

KVEA Los Angeles also avoids a ratings sell, according to Levin. He elaborates, "We utilize the Hispanic marketing continuum. In the Anglo market, an advertiser buys 100 rating points and expects sales to reach a certain number. But, because of the problems of Hispanic rating services, we can't predict results by media weight alone."

What he means by "Hispanic marketing continuum" is follow-through that can involve putting the name of the product in front of the audience's eyes somewhere beyond the TV screen, or a sample or coupon in his hand. This may involve the advertiser sponsoring an event. Levin adds, "We go in when budgets are being discussed and market to the advertiser how we can provide this full service over and above the media weight. We say, 'We do not look at you as a client but as a partner.'"

For example, KVEA approached the California Lottery by offering to merchandise its symbol to the Hispanic community, a character called El Gordo (The Fat). The station volunteered to set up a number of events in supermarket parking lots to introduce this character, giving out El Gordo T-shirts. Commercials were done as remotes and were run on the Saturday movie matinees, but the Lottery also ran a heavy schedule elsewhere on the station, Levin reports.

Earlier this month, KMEX-TV Los Angeles threw a party for advertisers and agencies at MGM Filmland Center, starting at 6 p.m. The presentation portion of the evening included Bill Grimes and other top executives from Univision. Kinney reports, "We discussed our new programming, our new angle on news and how to come up with a Hispanic media budget." A central theme was "the 12% solution." It was pointed out that Spanish TV averages a 12% share of the total Los Angeles market in all the key demographics: adults 18-49, 18-34, 25-49 and 25-54 Monday through Sunday, 9 a.m. to midnight. □

# Broadcasters speak retailese

## Innovative promotions pack 'em into the stores

**L**ocal retail business could present Spanish language broadcasters with their brightest opportunities for revenue growth, aided and abetted by plenty of promotions plus manufacturer co-op dollars.

At W. B. Doner & Co. Isaac Lasky, vice president, Hispanic marketing, observes, "There aren't that many more giant, million dollar accounts left that aren't already advertising on Spanish language stations. I think the major source of future revenue growth for these broadcasters will be from the hundreds of local retailers right there in each station's home market. Spanish language stations will be in the business of helping convert small retailers into bigger ones. The large sums of currently underutilized but available manufacturer co-op dollars will be tapped to feed part of station revenue growth. So will creative promotions in which Spanish stations play a key role."

### Mother's appeal

Lasky himself reports setting up "a highly successful promotion" for Highland Superstores, an electronic and appliance chain, "revolving around the special esteem and reverence in which Hispanics hold their mothers. It also shows the flexibility of Spanish language broadcasters, TV as well as radio, in being open to all-out cooperation when we present them with creative ideas."

In this case, KWEX-TV San Antonio ran Highland announcements inviting viewers to visit the store where a KWEX camera crew would tape their Mother's Day salute to mom. Lasky describes it as similar to what general market stations do at Christmas time when they run holiday greetings to the family from local sons and daughters in the service stationed in Germany and Korea. "But our Mother's Day tapings built a lot of traffic for a specific client, Highland. People flocked to Highland for the

chance to be on TV and have mom and all their family and friends see them on TV. The store experienced a huge turnout and the camera crew taped two hours a day for five consecutive days, then took it back to the station and edited everyone down to 'This Mothers Day Greeting is brought to you by Highland Superstores.' Then the son or daughter, and sometimes the grandchildren too, would say, 'Best Wishes, Mom.' Then leading up to Mothers Day, everyone on tape told all their family and friends and neighbors to be sure and watch KWEX. So at the same time it generated additional viewing for the station it was wonderful good will for Highland."

Chairman Dick Dillon reports his agency, Mendoza, Dillon & Asociados, Newport Beach, Calif., combined radio advertising on KSKQ Los Angeles for clients Tylenol, Oscar Mayer, Imodium A-D and Zee paper napkins and paper towels, plus the products' participation in La Casita (Little House). This is a high-visibility in-store display with merchandising handled by SBS Promotions, also a subsidiary of KSKQ parent company, Spanish Broadcasting System.

The people manning La Casita, which is about the size of a Fotomat Kiosk, offer supermarket shoppers samples of the participating brands and coupons for more of it. And

because this builds brand demand, the stores order additional cases and set up end aisle displays to support the featured brands.

### Generating mailing list

Shoppers visiting La Casita also get a chance at a drawing to win a new car. And since she fills in her name and address on the entry blank, she also becomes one more name on a mailing list of Hispanic consumers that participating brands can use for their own direct marketing programs. And of course the whole package is supported by all those spots on KSKQ.

La Casitas were set up in a total of 92 stores belonging to six different Los Angeles area food chains in the case of Tylenol and the other Mendoza, Dillon clients. The grand finale was Los Angeles' big Fiestas Patrias parade, part of two days of entertainment and more merchandising at Belvedere Park. Along with the concert stages at the park were the sponsors' booths with more coupon distribution, more product sampling, and finally, the big drawing for that shiny new 1989 Ford Escort.

Little wonder that Raynaldo T. Garza, president of ad agency Hispanic America in Irvine, Calif., can say, "The biggest trend I see in Spanish broadcasting going into the '90s is that if people are calling





**KAMA El Paso shows its oats in parking lot.**

the '80s the Decade of the Hispanic, the next 10 years should be called 'The Decade of Promotions, Merchandising, Music Marketing and Sports Marketing to Hispanics.' "

Garza adds, "This has always been a big part of Spanish radio, but today more TV stations are also running contests giving away cars and even houses, and sponsoring stadium concerts and parking lot fiestas at the big shopping malls. A lot of district managers and brand managers want that added excitement on top of straight reach and frequency. They know it's the kind of excitement that gives added incentive to retailers to work harder for clients' brands. The store managers know the fiestas and concerts and soccer games, on top of the broadcast schedules, are going to draw huge crowds, build traffic in the stores tied into these events, and move more of the sponsors' brands off their shelves."

Garza says his agency has worked with retail chains across the U.S. on these kinds of grass roots events, price giveaways and contests: "We've done them for Procter & Gamble brands, General Foods brands, for Beatrice Foods, Sprite, Post Cereals and for McDonald's."

#### **Registering impact**

He also reports arranging for championship soccer teams "not only to come up here from Latin America, but from European countries, too. We've drawn crowds from 5,000 in a mall parking lot to

20,000 to 30,000 at a concert. We'll be arranging 10 to 15 concerts next year and 20 international soccer matches, all sponsored by clients, and often with the involvement of a local radio or TV station. We and our clients and the broadcasters have found that when we can tie in a benefit for the community like some scholarships or an antidrug message connected with the event, the event registers even more impact. This way we can build a win-win situation for everyone involved."

Garza adds, "When we offer discounts on concert tickets or tickets to a soccer match to everyone who brings in a label or box top from a client's brand, we've seen redemptions on this kind of offer run as high as 50% to 90%."

In El Paso, KAMA works a double promotion in which its \$10,000 Button game in conjunction with area 7-Eleven stores is combined with the station's Lucky Card pro-

motion.

As explained by vice president, general manager Buddy Howell, KAMA personalities tell listeners to go to their nearest 7-Eleven to pick up their free KAMA Me Ama (KAMA Loves Me) Button. He says, "If they do that and listen carefully to us throughout the day, they'll hear hints about what parts of town we'll be in that day to look for people wearing our button. If they are, they're eligible to get \$100.

"The closer it gets to giveaway time, the more specific our on-air hints get. And if we stop someone who's wearing our button and find they're also carrying our KAMA Lucky Card, they're eligible for 10 times \$100: He gets \$1,000. We ended up in a hospital last week and found a nurse with both her button and our card. 7-Elevens are the only stores where listeners can pick up our button, but they can get their Lucky Cards at a number of participating stores. These are different stores every day."

#### **Building traffic**

Howell explains that KAMA sells a store a remote for one day, "We show up in their parking lot, do our broadcast from there, and hand out our Lucky Cards. That makes it a great traffic builder for the store."

And when KAMA's double promotion ends up next month, he says it's finished off in grand style by finding someone with both a button and a card and awarding that person \$10,000. And the card is like a movie ticket with a stub.

#### **Soccer tie-in a natural for Hispanic America.**



Both the ticket and the stub bear the same serial number and KAMA's air personalities call out the numbers during the day for various small prizes, from tickets to station-sponsored concerts to free dinner passes to a client restaurant, circus tickets, or "whatever we have going at the time. There's always something to keep the pot boiling and more listeners listening."

At Mendoza Dillon, Dillon says promotions have grown "to the point that we and many other Spanish-language specialist agencies have set up a separate promotion department to handle them. It works closely with stations that sponsor events and with the local distributors and retail outlets tied into the event who stock our clients' brands."

Lotus' Kraushaar also reports his stations doing more promotions: "It's a way to recapture some of the dollars advertisers today set aside for merchandising—dollars that used to go to brand advertising but today go for promotion instead."

He says some of this involves remote broadcasts from shopping malls and some goes into contests with the advertiser's participation.

At Spanish Broadcasting System, Omana agrees that "Promotions have become as big in our market as they are in the general market. Our in-store 'Little House' merchandising is doing extremely well on the West Coast and we're looking forward to bringing it to New York and Miami in 1990."

And Omana describes a promo-



**WIND Chicago at Pan American festival.**

tion for Kibbles & Bits, a pet food using Spanish radio for the first time. He says the station's air personalities invited listeners to send in their puppies' photo for Kibbles & Bits' Pet of the Month contest. Those who had no picture of their pet could bring it to the station's remote location at a shopping mall, and the station crew would snap a photo for the contest and also develop a small print to laminate in plastic with the owner's name, address and phone number to attach to the pet's collar in case it gets lost. Says Omana: "We were amazed at the number of listeners who turned out to be pet owners."

Julio Castellanos, Sr., chairman and president of Castellanos Latina Advertising in Hollywood reports almost 95% of his \$7.5 million in broadcast and describes a promotion for Festin Foods, whose Herdez line includes chile, snack foods, sauces and other cooking ingredients. In conjunction with su-

permarkets in each of the eight to 10 markets where the listener call-back promotion ran, "Popular air personalities on the Spanish stations invited listeners to call in to describe their favorite recipe using Herdez ingredients. The winner in each market won a \$100 shopping spree at the participating food chain. This way Herdez, along with the local food store and radio stations involved, all shared in the high-visibility fun and heightened listener interest generated."

Castellanos Latina is an independent affiliate of HDM with which it has a revenue sharing arrangement on HDM clients advertising in Spanish. Castellanos says, "We recommend each other to clients needing both Spanish and English language marketing expertise. That's a plus for both agencies because it's one more service both of us can provide our clients."

And Los Angeles-based Ferrer/Ad America Advertising came up with a discount promotion for McDonald's papas fritas (french fries) that it says "introduced a technical innovation" in coupon distribution. Ferrer/Ad America president Carl Kravetz says the coupon was directly on the featured product box, "which adds to customer convenience."

The campaign ran in early October on Spanish language radio and television in the Los Angeles, Bakersfield and Palm Springs markets. The papas fritas boxes carried a 50 cent discount coupon good toward purchase of any of the selected McDonald's sandwiches and large Coca-Cola or other soft drink. □

**Mendoza Dillon puts on the dog.**



# Broadcast direct marketing proves itself in Spanish

By **JESSE G. WILSON**  
and **ELAINE HARTONG**

*Executive vice president and account supervisor, respectively, of San Jose & Associates, Chicago advertising agency*

**A**s Spanish-language broadcast develops and progresses, advertisers can take advantage of proven general market strategies by testing their effectiveness against the Hispanic market. One such strategy would be the use of broadcast direct marketing.

A recent case in point involved the use of broadcast direct marketing to introduce a new health care network to Chicago's Hispanic community.

## Research, program development.

Market research has indicated the underutilization of health care services among Hispanics due, in large part, to education, income, and language barriers. With this background knowledge and two years of planning and evaluation, two highly reputable, marketing-oriented hospitals in Chicago—Illinois Masonic Medical Center and Mercy Hospital & Medical Center—developed the concept of Hispanocare. This unique program's overall objective is to create a geographically broadbased health care system that provides a full range of continuous, high quality, and cost-effective health care services accessible to the Hispanic market.

The Hispanocare program has grown to provide its members with access to a network of over 150 primary care physicians and specialists who either speak Spanish themselves or employ Spanish-speaking professionals. All of these physicians are affiliated with the provider hospitals in the program.

Additionally, the program offers its members a 20% discount on all of their out-of-pocket medical expenses, regardless of insurance coverage status, and related services. Periodic informational mailings are provided as well. All of these benefits are available for a nominal annual membership fee for individuals or families.

These services help to allay the economic and language barriers,

while the convenient locations of physicians' offices, many of which are already located in Hispanic neighborhoods, is an added benefit. The advantage to the hospitals sponsoring this program is the probability of increased admissions via referrals from participating physicians.

**The marketing challenge.** With the Hispanocare system in place, the next step was to develop a marketing plan to introduce the program to the Hispanic population. This presented a dual challenge: A very technical program had to be clearly and accurately communicated to the target market while simultaneously reaching as many people as possible, with a first year membership goal of 5,000.

It was determined that a unique combination of broadcast direct marketing and personal sales tactics would be the most effective approach. The entire selling process would take place in two steps. Broadcast advertising would reach the maximum amount of people but would not allow enough time for the necessary technical information to be adequately communicated. Therefore, the broadcast advertising message was designed with the single goal of gaining the awareness and interest sufficient to motivate the audience to call for more information. The number was repeated and shown several times throughout the commercials. Hispanocare representatives would then be standing by to answer the phones, explain the program in more detail and sign up new members.

**Measurement opportunity.** An additional benefit of this program design including broadcast direct marketing has been the ease of measuring vehicle effectiveness and impact. Due to the nature of the direct response vehicle, sales tracking can be almost directly tied to advertising response. During broadcast flights, incoming calls to Hispanocare offices have been higher, and they have peaked when both radio and television flights are run simultaneously.

It was soon discovered that the flow of incoming calls could be regulated, to an extent, by the broadcast flight lengths and schedule weights/pressure levels.

**Big results.** While the Hispanocare program is still in its first year of operation, its overall success has attracted additional area hospitals and their physicians to join, thus making the program even more accessible to Chicago's Hispanic population. And, because of the uniqueness of this targeted program, national coverage through health care publications has generated inquiries from similar institutions in other areas of the country having significant Hispanic populations. □



**Hispanocare spot**

# The Magnificent

# 7

**Puerto Rico's  
#2 TV station with  
the #1 commitment...  
to its viewers and  
advertisers.**



**Stability, growth and commitment.**

Distributors of top rated  
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