

# Spanish Broadcasting System

New York

Los Angeles

Miami

# LOS QUE COMPRAN... OYEN



**fm 92**  
**cmq**  
**RADIOCENTRO**  
**CADENA NACIONAL**  
**12 10 AM ESTEREO**

<b>11.1</b>	<b>5.1</b>	<b>4.8</b>	<b>3.4</b>	<b>.7</b>	<b>.4</b>	<b>.3</b>
<b>FM-92</b>	<b>WAQI</b>	<b>WQBA</b>	<b>WQBA</b>	<b>WRHC</b>	<b>WAQI</b>	<b>WOCN</b>
<b>WCMQ</b>	<b>AM</b>	<b>FM</b>	<b>AM</b>	<b>AM</b>	<b>FM</b>	<b>AM</b>

SOURCE:  
 Arbitron, Miami C.S.A.  
 Spring '89 ADULTS 25-54  
 Mon.-Sun., 6 a.m. - 12 Mid.  
 AQH/SHARE

## Y LA GRAN MAYORIA OYE



**cmq**  
 RADIOCENTRO  
 CADENA NACIONAL  
 12 10 AM ESTEREO



# MIAMI SPANISH RADIO AUDIENCE

SPRING '89

ADULTS  
18-34

TOTAL WEEK

AQH  
AUDIENCE  
12,000

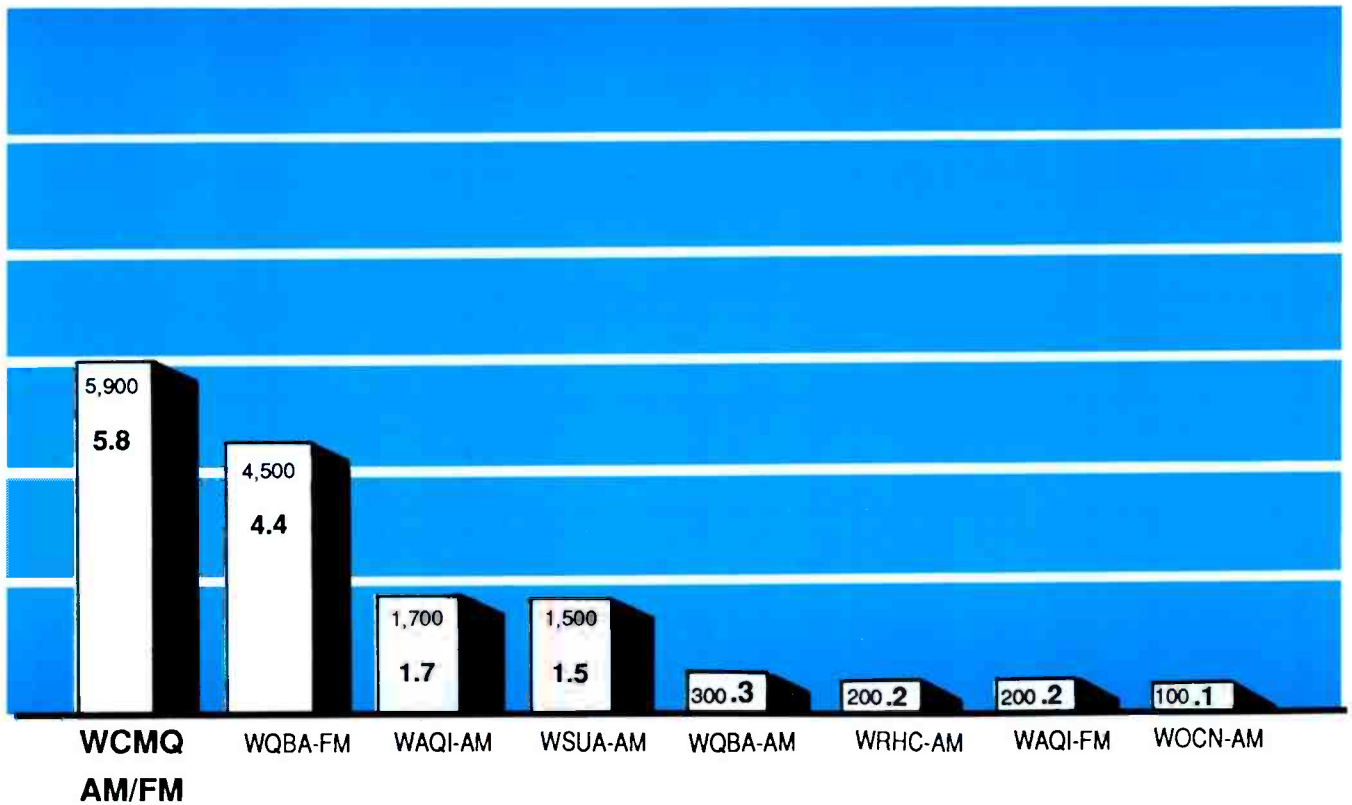
10,000

8,000

6,000

4,000

2,000



SOURCE:  
Arbitron, Miami C.S.A.  
Spring '89  
Mon.-Sun., 6 a.m.-12 Mid.  
AQH/SHARE

The audience estimates shown  
are estimates subject to the  
limitations of the techniques  
and procedures used by the  
service noted.



REPRESENTED NATIONALLY BY:





## **WCMQ AM/FM 92 MERCHANDISING & PROMOTIONAL PROGRAMS**

WCMQ AM/FM 92, as the leading Spanish Radio Station in South Florida, will do much more than send your message to the most affluent Latin Market in America.

We will help you introduce your product creating brand awareness and will reinforce it by increasing its demand among hispanics who are tremendously brand conscious.

Our experienced Merchandising Department will customize a program to help you move cases and cases of your product on and off supermarket shelves!

The following chain stores and wholesalers are part of our merchandising program:

- Associated Grocery
- Malone & Hyde
- Independent Supermarkets
- Sedano's
- Jumbo
- FoodValue
- GreatValue
- Publix Supermarkets
- Varadero Supermarkets
- Tropical Supermarkets
- Winn Dixie Supermarkets
- Navarro Discounts and Pharmacy
- Sedano's Discount and Pharmacy

The following is a list of Merchandising possibilities:

### **WCMQ AM/FM PIGGY BACK SPOTS OR 30/30 PLANS**

When you invest in a 60 second campaign, the first 30 seconds are for proper product identification and the other 30 seconds can be used to support promotions or the supermarket of your choice. (Effective in securing floor displays).

### **ON AIR PROMOTIONS**

All are subject to availability and commercial load. On-air promotions are usually contests such as, call-ins with audience participation or mail-ins, which offer the client extra media exposure. These combined with a retail store where your product is sold can become a great traffic builder and distribution expander.



## **LETTERS TO THE TRADE**

WCMQ AM/FM will provide letters to all supermarket buyers and department heads, making them aware of your advertising schedule with us and promotional efforts.

## **TRADE SUPPORT**

Provide exposure and product awareness to the consumer and the trade via advertisement in the food section of El Nuevo Herald, Diario Las Americas or Mercado Latino USA. (pending availability).

\*Coupon participation may be included in these ads.

Ads in the supermarket fliers; Ex: Sedano's weekly newspaper.

## **TRADE ORIENTED CONTEST**

"Merchant of the Month" or "Merchant of the Year" based on "Best Display" at a Supermarket or "Most Cases Purchased" geared to one specific supermarket chain or all the stores. Rules and regulations should be established by company representative or local distributors at the store level. Contest can be extended to the clients sales force as an incentive for increased sales. Prizes such as: a) Trips, b) Dinners, c) Certificates on Hard Goods. Minimum 3 months (very helpful with distribution problems).

## **FLOOR DISPLAYS**

Our Merchandising Department will work closely with your company/client representative or distributor to obtain additional case movement and securing floor display.

## **COUPONING AND SAMPLING**

WCMQ mobile van is also available for product giveaways and sampling opportunities. Our van visits various parts of the community virtually every weekend, with a station DJ giving away T-shirts, prizes, product samples, etc.

## **IN-STORE PROMOTIONS**

WCMQ provides the client with skilled and professional personnel to demonstrate their product at the store/supermarket level. Coupons and product sampling are offered to consumers in-store and at strategic places and events for promotion of the product. (Coupons and sampling are to be provided by client).



## **REMOTE BROADCAST**

Consisting of a Combo schedule prior to the day of the remote promoting the event. Live announcements will be broadcast on WCMQ AM from your clients premises. This package includes prizes and give-aways and is an excellent way to reach the consumer. This remote package requires a specific investment. (Detailed prize list will be provided upon request).

## **POINT OF PURCHASE MATERIAL**

Our Merchandising Department will distribute P.O.P. material to the supermarket to reinforce the advertising campaign on the stations.

## **SPECIAL EVENTS**

Our Marketing and Promotion Department will work closely with you, in adapting an event just for your product or in conjunction with a major community event where your participation and involvement will not only create great product exposure, but identification for your company with the community at grassroots levels. Each one of these special event packages require an investment. A list of events and costs will be provided once your particular needs are determined.

All of the above merchandising programs will be subject to approval by the Station management, and client's investment.

**WCMQ AM/FM IS CONFIDENT THAT OUR PAST AND PRESENT PERFORMANCE, STABILITY AND STATURE WITHIN THE HISPANIC MARKET WILL HELP YOU ACCELERATE YOUR SALES AND WORK TOWARDS SUCCESSFULLY ACHIEVING YOUR GOALS.**



## CALENDAR OF EVENTS

<b>JANUARY</b>	— 92 CANCIONES DEL AÑO EL ESPECIAL DE LOS REYES MAGOS
<b>FEBRUARY</b>	— EL AMOR GRAND PRIX
<b>MARCH</b>	— CARNAVAL PASEO CALLE OCHO APLAUSO 92
<b>APRIL</b>	— HIALEAH SPRING FESTIVAL LA FERIA DE LOS MUNICIPIOS
<b>MAY</b>	— MOTHER'S DAY SPECIAL
<b>JUNE</b>	— FATHER'S DAY SPECIAL
<b>JULY</b>	— FIESTA DE LA INDEPENDENCIA COLOMBIANA WCMQ SUMMER DANCE
<b>AUGUST</b>	— MISS HISPANIDAD PAGEANT VARADERO REGATTA
<b>SEPTEMBER</b>	— CENTRAL AMERICA INDEPENDENCE DAY FESTIVAL
<b>OCTOBER</b>	— FESTIVAL OF THE AMERICAS MIAMI TRIUMPH BICYCLE RACE
<b>NOVEMBER</b>	— MIAMI INDY
<b>DECEMBER</b>	— "NAVIDADES" WCMQ



## NEWS REPORT

WCMQ AM-FM IS STAFFED WITH A FULL NEWS DEPARTMENT, WHICH PROVIDES LOCAL, NATIONAL AND INTERNATIONAL NEWS, COVERING THE MAJOR HEADLINES OF THE DAY. ON WCMQ FM-92 THE NEWS REPORTS ARE GIVEN EVERY HALF HOUR DURING THE MORNING DRIVE AND ONCE AN HOUR THE REST OF THE DAY. ON WCMQ-AM, AFTER THE NEWS PROGRAM, NEWS CONTINUES EVERY HALF HOUR.

Sponsorship Includes:

- One (1) Open
- One (1) 30 Second Announcement
- One (1) Close

INVESTMENT: \$800.00

13 weeks minimum investment

**Note:** Total of 60 second announcement per week is \$1,000.00





**WCMQ — AM**  
**NEWS — SPONSORSHIP PACKAGES**  
**5 AM - 9 AM**

The following packages are offered on the NEWS SEGMENT of WCMQ-AM only during the hours of 5AM - 9AM, Weekdays, Monday thru Friday:

- |   |  |
|---|--|
| <p><b>1. HEADLINE NEWS OF THE HOUR</b><br/> <b>“GRANDES NOTICIAS DE LA HORA”</b></p> <p><b>*FINAL NEWS RESUME</b><br/> <b>“RESUMEN FINAL”</b></p> <p><b>TIMES:</b><br/> <b>(Report falls within these segments)</b></p> | <p>- Major news headlines of the day delivered on an international, national and local basis, every hour on the hour and every half hour. (7 minutes)</p> <p>- (Last 10 minutes)<br/> 1 5-second open Billboard<br/> 1 5-second close Billboard<br/> 1 30/60-second announcements within</p> <p>5 AM - 5:30 AM<br/> 6 AM - 6:30 AM<br/> 7 AM - 7:30 AM<br/> 8 AM - 8:30 AM<br/> *8:50 AM</p>   |
| <p><b>2. WEATHER REPORTS</b><br/> <b>“PRONOSTICO Y TEMPERATURA”</b></p> <p><b>TIMES:</b><br/> <b>(Report falls within these segments)</b></p>   | <p>- A full and detailed analysis of the days weather, including forecast of local temperature, atmospheric and marine conditions from Jupiter to Key West (two full reports per hour) (2 minutes each)</p> <p>1 5-second open Billboard<br/> 1 5-second close Billboard<br/> 1 30/60-second announcement within</p> <p>5 AM - 5:15 AM<br/> 5:30 AM - 5:45 AM<br/> 6 AM - 6:15 AM<br/> 6:30 AM - 6:45 AM<br/> 7:00 AM - 7:15 AM<br/> 7:30 AM - 7:45 AM<br/> 8:00 AM - 8:15 AM<br/> 8:30 AM - 8:45 AM</p> |
| <p><b>3. NEWS IN DETAIL</b><br/> <b>“NOTICIAS EN DETALLE”</b></p>   | <p>- More detailed and specific reports on the Headline News (2 per hour) (5 minutes each)<br/> Consists of:</p> <p>1 5-second open Billboard<br/> 1 5-second close Billboard<br/> 1 30/60-second announcement within</p>  |

**WCMQ — AM**

**SPONSORSHIP PACKAGES 5 AM - 9 AM (Cont'd)**

**TIMES:**

**(Report falls within these segments)**

5:10 AM  
5:40 AM  
6:10 AM  
6:40 AM  
7:10 AM  
7:40 AM  
8:10 AM  
8:40 AM

**4. SPORTS SPONSORSHIP  
"DEPORTES"**

- A recap of all top sports stories and scores around the world reported by internationally known sportscaster Felo Ramirez on a local, national and international basis. (2 reports per hour) Consists of:

1 5-second open Billboard  
1 5-second close Billboard  
1 30/60-second announcement within

**TIMES:**

**(Report falls within these segments)**

5:15 AM  
5:45 AM  
6:15 AM  
6:45 AM  
7:15 AM  
7:45 AM  
8:15 AM  
8:45 AM

**5. FOREIGN CORRESPONDENTS (WHAT HAPPEN IN . . . . (\*))  
"CORRESPONSALES EXTRANJEROS" (QUE PASA EN . . . . (\*))**

- Live reports on late developing news from our correspondent located in each of the following areas of the world; (\*) New York, Los Angeles, Washington, Puerto Rico, Santo Domingo, Mexico, Colombia, Ecuador, Argentina, Spain and Central America. (2 minutes) (8 reports per hour).

1 5-second open Billboard  
1 5-second close Billboard  
1 30/60-second announcements within

**TIMES:**

**(Report within these segments)**

5:15 AM - 5:30 AM  
5:45 AM - 6:00 AM  
6:15 AM - 6:30 AM  
6:45 AM - 7:00 AM

**WCMQ — AM**  
**SPONSORSHIP PACKAGES 5 AM - 9 AM (Con'd)**

7:15 AM - 7:30 AM  
7:45 AM - 8:00 AM  
8:15 AM - 8:30 AM  
8:45 AM - 9:00 AM

**6. THE ARTISTIC WORLD**  
**"MUNDO ARTISTICO"**

- Latest events occurring in the music world locally and Internationally, plus up-to-the minutes reports on well-known recording artist. (3 minutes) (3 per program) (Hosted by our well-known D.J. Anita Bravo)

**TIMES:**

6:28 AM  
7:28 AM  
8:28 AM

**Consists of:**

1 5-second open Billboard  
1 5-second close Billboard  
1 30/60-second announcement within

**7. PATROL 1210**  
**"PATRULLA 1210"**

- Up-to-the-minute local street News & Police reports featured Live by our award winner news reporter, Nelson Horta, directly from our WCMQ Mobile News Van. (3 minutes) (2 per hour)  
Consists of:

1 5-second open Billboard  
1 5-second close Billboard  
1 30/60-second announcement within

**TIMES:**

**(Report falls within these segments)**

5:15 AM - 5:30 AM  
5:45 AM - 6:00 AM  
6:15 AM - 6:30 AM  
6:45 AM - 7:00 AM  
7:15 AM - 7:30 AM  
7:45 AM - 8:00 AM  
8:15 AM - 8:30 AM

**8. THE WORLD OF ECONOMICS**  
**"MUNDO ECONOMICO"**  
**(SPECIAL REPORT)**

- The economic news report on the day's economic outlook, Stock Market Reports from Wall Street and from around the world. (Given by Raul Alarcon, SR) (4 minutes)

Open - Close Billboard + 30/60 announcement within.

6:55 AM  
7:55 AM

**9. THE WCMQ REPORT AROUND THE WORLD**  
**"EL REPORTE WCMQ POR EL MUNDO"**

- In-depth special report of social political and economic issues of today.

**WCMQ — AM  
SPONSORSHIP PACKAGES 5 AM — 9 AM (Cont'd)**

- This special report covers world events occurring overseas. Also includes:

**THE WCMQ REPORT ON FLORIDA . . ON CORAL GABLES . . ON HIALEAH . . (3 per program)  
(1 per hr)**

- Consists of:
  - 1 5-second open Billboard
  - 1 5-second close Billboard
  - 1 30/60-second announcement within

**TIMES:**  
(Report falls within these segments)

- 5:15 AM - 5:30 AM
- 5:45 AM - 6:00 AM
- 6:15 AM - 6:30 AM
- 6:45 AM - 7:00 AM
- 7:15 AM - 7:30 AM
- 7:45 AM - 8:00 AM
- 8:15 AM - 8:30 AM

**10. MIAMI IN THE NEWS  
"MIAMI EN LAS NOTICIAS"**

- What's happening in Miami in political, economic and social issues. (2 minutes)  
(1 per hour)

**TIMES:**  
(Report falls within these segments)

- 5:30 AM - 5:45 AM
- 6:30 AM - 6:45 AM
- 7:30 AM - 7:45 AM
- 8:30 AM - 8:45 AM

- Consists of:
  - 1 5-second open Billboard
  - 1 5-second close Billboard
  - 1 30/60-second announcement within

**11. CUBA IN THE NEWS  
"CUBA EN LAS NOTICIAS"**

- "Just news . . . no opinion; up-to-the-minute news on what's occurring in Cuba or news affecting Cuba (3 minutes) (3 per program)  
(1 per hour)

- Consists of:
  - 1 5-second open Billboard
  - 1 5-second close Billboard
  - 1 30/60-second announcement within

**TIMES:**  
- 5:45 AM - 6:00 AM  
6:45 AM - 7:00 AM  
7:45 AM - 8:00 AM





**WCMQ — AM  
FM-92  
“CONOCIENDONOS”  
Monday - Friday  
9 AM - 12 PM    12 PM - 3 PM**

“Conociendonos” is a special mini-feature presented by WCMQ AM/FM two times each day to keep our listeners informed of the various aspects of the Latin American heritage including historical events, geographical interest, traditions and cultural contributions. The program is written and produced by WCMQ production manager, Mike Capote. “Getting to Know Ourselves” is a vehicle for our listeners to increase their knowledge and appreciation of his or her historical and cultural background.

**SPONSORSHIP INCLUDES:**

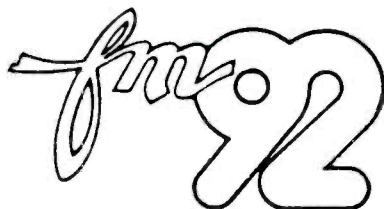
- Open.
- 30 Second Commerical unit.
- Close.

**INVESTMENT: \$1080.00 per week**

**NOTE:** Each mention averages out to only \$36.00 each!!!

Sponsorship limited to two (2) non-competitive sponsors.

Each client sponsors 5 programs per week, same day part, on each station for a weekly total of 10.



**EXCLUSIVE SPONSORSHIP OF NOTIMUSICALES  
WITH BETTY PINO  
Monday - Friday  
12 Noon - 12:30 PM**

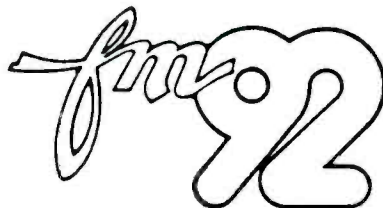
Our listeners look forward everyday, to FM-92's special mini feature "Notimusicales" with our well-known on-air personality, Betty Pino. The mini-feature is a recap of all the up-to-the minute information on the most famous Latin American and European recording artists. Betty adds her own personal touch to the program.

**CO-SPONSORSHIP INCLUDES:**

- One (1) 10 Second Open.
- One (1) 30 Second Announcement.
- One (1) 10 Second Close.

**INVESTMENT: \$800.00**

**13 weeks minimum investment**



**“EXITOS MUSICALES”**  
**Monday - Friday**  
**7 PM - 8PM**

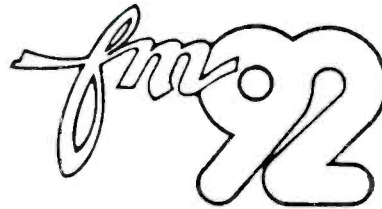
Hosted by well-known air personality Rogelio Alfonso “Exitos Musicales 92” features new releases and selected top hits from the previous week’s “Hit Parade 92”.

**CO-SPONSORSHIP INCLUDES:**

- Shared Open/Close.
- Two (2) 30 second shared promos during week to promote sponsor program.
- Ten (10) 12 second shared promos during week to promote sponsor program.

**INVESTMENT: \$750.00 PER WEEK**

**Note:** Each mention average out to only \$25.00!!!  
13 weeks minimum investment.



**FM-92**  
**"JUNTOS A LAS NUEVE"**  
**Monday - Friday**  
**9 PM - 10 PM**

"Juntos a las Nueves" is hosted by our air personality Rogelio Alfonso. This romantic program features music from yesterday and today, where our listeners phone in brief romantic messages to their sweethearts.

**CO-SPONSORSHIP INCLUDES:**

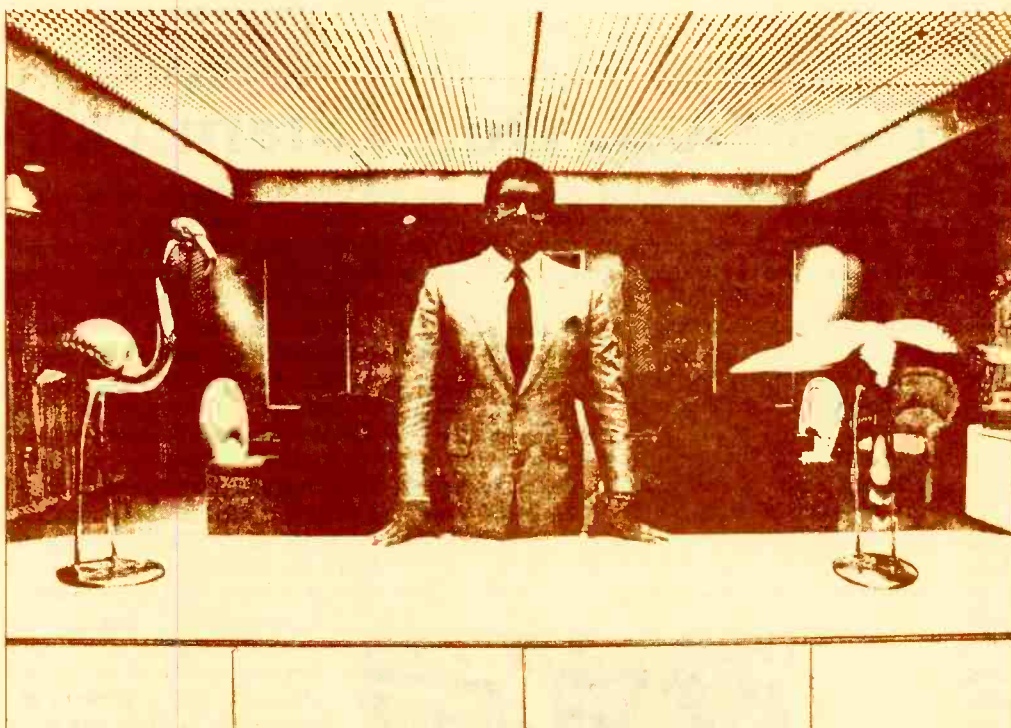
- Shared Open/Close.
- Two (2) 30 Second Announcements.

**INVESTMENT: \$600.00 per week**

**\*NOTE:** Each mention averages out to ONLY \$30.00 each!!!.

\*Commercial Policy within this program is limited to 6 minutes only.





PHOTOS BY DICK SWANSON

*Retailer Saumat: He gave his appliance-store chain a Jewish-Anglo name to broaden its appeal*

## BUSINESS

the Hispanic population, which is growing fast. There are 900,000 Hispanics—78 percent of them Cuban—living in Dade County. New waves of immigration, white flight and 10,000 new Hispanic births a year are expected to make Latinos the ethnic majority in Dade by the year 2000. It should be an affluent majority. Hispanic incomes are increasing four times as fast as those of non-Latinos. Miami's average Hispanic household now earns \$25,000 a year, more than \$10,000 higher than the average U.S. Latin family.

Nowhere is that prosperity more evident than in Hialeah, which has become the city of choice for young, successful Hispanics moving up from Miami's Little Havana district. Signs of growth abound. The city recently annexed 2,000 acres of scrub land, which will soon be covered over with 2,500 new houses, several apartment complexes and shopping centers and a new superhighway, I-75.

The robust Hispanic market is beginning to attract everyone's attention. "Companies who don't target it are missing the boat," says Teri Zubizarreta, whose ad agency markets Jack Daniel's whisky as "El Campeon" (The Champion). Winn-Dixie and Publix supermarkets have begun carrying produce like yucca and plantains. And Southeast Bank, south Florida's largest, is trying to Latinize its image; several Hispanic executives have been promoted into more visible positions.

But Anglo companies will have a hard time overcoming the ethnic advantage of Hispanic-owned businesses. "Latinos like doing business with Latinos," says Carlos Migoya, a vice president of Southeast Bank. "We identify with successful Hispanic busi-

# Florida's Latin Boom

Hispanics are the only spark in a somnolent economy.

**B**ack in 1966 Santiago Alvarez decided to settle down. At the time, he was a 25-year-old boat captain infiltrating men and arms into Castro's Cuba for the CIA; he had few skills beyond an intimate knowledge of the Cuban coast. "I didn't have much of an education," he says. "I had to fight and kill at a very young age." After arriving in Miami, he quickly worked his way up from waiter to truck driver to concrete salesman. He finally opened his own construction outfit in 1971. Today he is one of south Florida's most active Hispanic real-estate developers, building shopping centers and apartment complexes on the former cow pastures of Hialeah. "Some Anglos scream about the bad times," says Alvarez, "but we have never stopped growing."

In south Florida, where the economy seems to have lapsed into a permanent siesta, Hispanic businessmen and consumers are providing the one spark of life. The collapse of the Latin American market in 1982 crippled Miami shipping companies, exporters and retailers, and left big developers holding empty apartments and office space. For Hispanics, however, the crash turned out to be one more business opportunity. With Latin currencies devalued and the dollar strong, they began bringing in goods from Mexico and South Amer-

ica, creating new import and distribution companies. Says banker Angel Fernandez-Varela: "Now local Hispanics are distributing everything from sharks' fins to seat covers for the entire East Coast."

**Affluent Majority:** That kind of resourcefulness has helped Hispanic businessmen to become the dominant force in south Florida's economy. In the past eight years the number of Hispanic-owned businesses in Dade County has jumped from 8,000 to 16,000, according to a recent survey. Most have concentrated on selling to



*Clothier Cachon, developer Alvarez: A willingness to take risks has been a key to Hispanic success*



## BUSINESS

nesses." Hispanic merchants can make customers feel at home just by asking, in Spanish, how the kids are. And they find it easy to cater to Hispanic tastes. Manuel Herran has built Sedano's supermarkets into one of the largest Hispanic-owned businesses in the nation (projected 1985 sales: \$135 million). Sedano's carries 10 brands of Spanish olive oil and has butchers who can custom-cut Latin-style specialties like *palomilla* (a steak) and *boliche* (meat for pot roast).

Banking is another area where Latin businesses have made the most of their ethnic advantage. "The big Anglo banks don't know how to do business with Spanish-speaking people, and Hispanics don't know how to deal with Anglo banks," says George Feldenkreis, a Cuban-American who has just helped to found a new bank. For one thing, Hispanic bankers tend to be more willing to take risks. "Hispanic bankers first look you in the eye," says Raul Martinez, the 36-year-old mayor of Hialeah. "Your character is more important than your financial statement."

Horse Sense: That's just as well, because the Latin entrepreneurs are not guided by management textbooks. "Hispanic businessmen... go more by intuition and old-fashioned horse sense than by modern business analysis," says Florida International University economist Antonio Jorge. "We are not as sophisticated in business as Anglos," adds Alvarez, the former gunrunner. "Maybe that's why we are successful." Alvarez, for example, is pushing ahead with construction of 300 rental apartments despite warnings from some Anglo developers who are stuck with vacant apartments and offices in non-Hispanic areas. "Some people say you can't make money on rental apartments, but I've got a long waiting list already," he says, jabbing his finger at a stack of telephone messages. For his part, though, Aurelio Cachon has built a highly successful, \$3 million-a-year clothing business on a classic principle: low-cost manufacturing. "This is the best quarter I've ever had," says Cachon, who has managed to keep his overhead to a minimum, despite the use of union labor to turn out high-quality apparel for Adolfo and Oleg Cassini.

A few Latins are moving out of their niche to establish footholds in Anglo markets. In 10 years, Jose "Pepe" Saumat has parlayed a small appliance store in Hialeah into a highly successful chain of 21 Kaufman & Roberts appliance outlets from Miami to Palm Beach. He made up the Jewish-Anglo-sounding name because "we wanted to be identified by everybody, not just by one segment of the population." If they keep displaying that kind of resourcefulness, south Florida's Hispanic businessmen should have no trouble translating their success into whatever markets they choose. And Florida may well become the healthiest Latin economy in the hemisphere.

RON MOREAU in Miami

# How Now, Dow Chemical?

The advertisement is set on a typical college campus. Two sweethearts stroll in the rain, sharing an umbrella. As they walk past the ivy-covered buildings and through majestic iron gates, he talks about the job he has decided to take after graduation. "You know," he says, "I could actually be helping high-risk heart patients!" As the sun breaks through the clouds, she tells him, "You're pretty special." They walk off arm in arm through the shiny puddles. Music wells up in the background and a singer intones the lyrics: "'Cause Dow lets you do great things."

Dow? Dow Chemical? The maker of napalm and Agent Orange and the focus of

now account for only 10 percent of sales. The company makes a number of well-known products, including Dow Oven Cleaner and Saran Wrap; earlier this year, it bought the Texize division of Morton Thiokol, maker of Spray 'n Wash and other popular brands. "We're [shifting] from a basic chemicals and plastics producer toward a specialty-products manufacturer," says Richard Dalton, of Dow Communications. "These products tend to be more recessionproof and command higher margins than our basic products." And as it deals less with industrial clients and more with consumers, the company wants a cleaner, friendlier image.

Dow officials insist that the transformation is more than superficial. "We're going to be more sensitive and tolerant," says Charlton. "We're going to address issues head on. We want the new way to become part of our culture, much as confrontation used to be." With the public nervous about the chemical industry in the wake of Union Carbide's poison-gas leak at Bhopal, Dow has been trying to convey a sense of calm. "We would always answer anything anyone asked, but we didn't go out with the information," says Robert Smith, head of Dow's safety programs. "We believe now they must know. The passive stance was not good enough." A "neighbor-to-neighbor" project is providing information on plant operations, safety hazards and emergency plans, and U.S. plant managers have been encouraged to hold open houses for the public.

Some Dow critics are unimpressed by the good-will campaign. "Dow tends to be very, very arrogant and difficult to have discussions with," says Diane Hebert, director of the Environmental Congress of Mid-Michigan. (Dow has its headquarters in Midland, Mich.) And Dow's corporate culture can still be a bit crude. In July several Greenpeace demonstrators were arrested for trespassing on Dow property in Midland. One of the protesters, Melissa Ortquist, was given a blood test while in police custody; the test incorrectly indicated that she had syphilis. Two Dow employees began spreading the rumor that she had a venereal disease. That incident led to one bit of advertising that wasn't part of Dow's new campaign. In October Dow took out a full-page ad in the Midland Daily News saying it owed Ortquist an apology.

DAVID L. GONZALEZ in Detroit with  
MARY HAGER in Washington

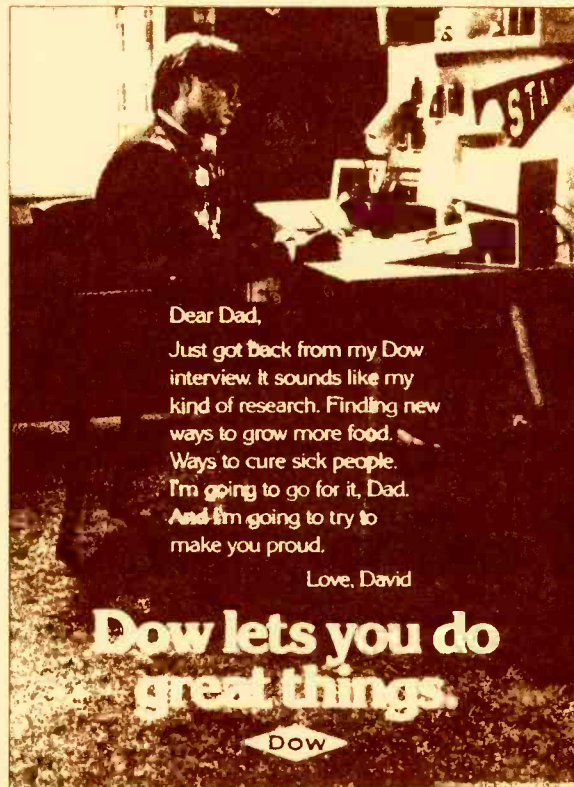


Image-building ad: It's 'more savvy' than confrontation

controversy over dioxins? The company whose consumer products were the target of boycotts during the Vietnam War? Yes, Dow Chemical. The syrupy ad and others like it are part of a new \$5 million image-building campaign. In the past, Dow has handled controversies about its products by offering cold, technical rebuttals. "We insisted on the soundness of our science and thought that would prevail," says Robert Charlton, public-affairs manager of Dow's Washington office. But now Dow is abandoning aggressive debate in favor of a stance of earnest caring. "We've grown weary of confrontation," says Charlton. "We realize there's a more savvy response."

Along with image building, the soft soap has a commercial motive. Dow is putting more emphasis on consumer goods, which



# The Miami Herald

Sunday, August 25, 1985

## Dade's Latins fuel a separate economy

By ANDRES OPPENHEIMER  
Herald Business Writer

In Dade County, you can be born, live and be buried, Latin-style.

At the growing number of Latin-owned hospitals in Dade, the first words new babies hear are in Spanish. From then on, they can plug into a growing network of Latin businesses: schools, supermarkets and banks; television stations, law offices and insurance companies; and finally — funeral homes.

At a time when Anglo and black businesses are hoping for good times, Dade's thriving, independent Latin economy already has them, fueled by thousands of self-made entrepreneurs who rely on hard work and cooperation with each other to make a better living.

In 1964, Luis Fajardo, then a penniless Cuban immigrant, began selling *medianoche* sandwiches on Hialeah streets.

Now, although he speaks almost no English, Fajardo, now 52, owns the nine-truck Fajardo-Conde Catering Company and the Fajardo Driving School, one of Dade's largest. And a large chunk of the recently founded Global Bank of Hialeah.

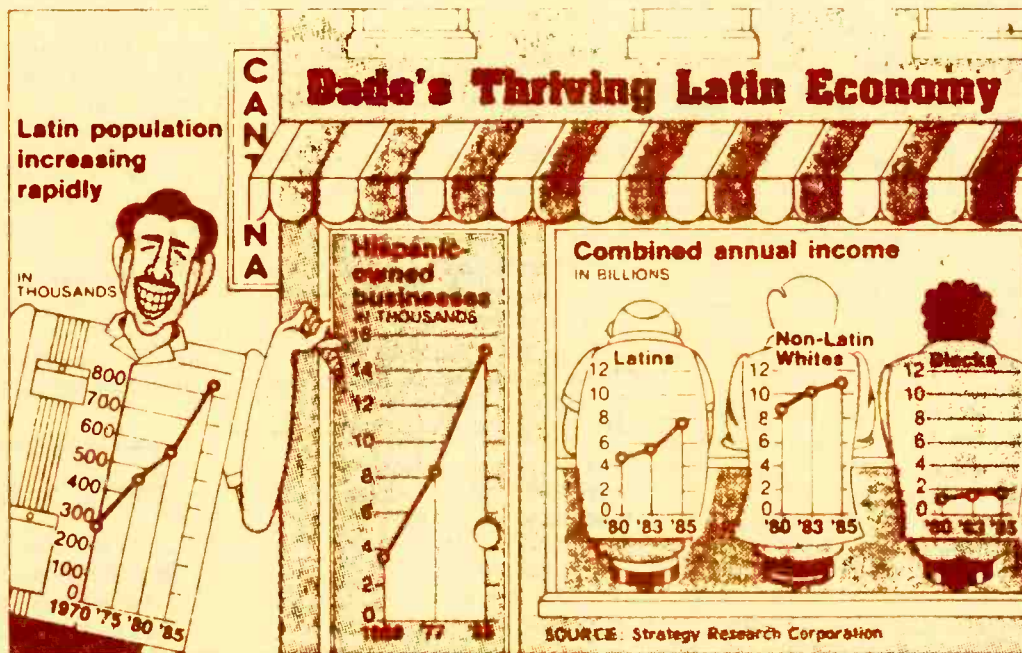
A Latin bank helped Fajardo buy his companies' buildings. A Latin car dealer sold Fajardo's business vehicles. A Latin accounting firm keeps his companies' books.

"I've been helped by many people, including Americans," Fajardo said. "But we Latins help each other a lot, there's no question about it."

It's that help-thy-neighbor spirit, economists say, that makes the Latin economy an oasis within Dade's parched mainstream economy. Overall, business in the county is idling, its real estate markets glutted with excess office space and condos, its tourist and retail sectors sluggish.

The vitality of the Latin sector is staggering:

• Dade has 853,000 Hispanics, twice the



entire population of San Salvador.

• Those Hispanics combine for an annual income of \$6.7 billion, about nine times the annual export income of Honduras and seven times that of Costa Rica.

• The county has 15,000 Hispanic businesses, up from 8,248 in 1977 and 3,447 in 1969, according to U.S. Census figures.

And as it grows, the Latin community is becoming more and more independent.

A survey conducted earlier this year by Strategy Research Inc., a Miami marketing research firm, showed that Dade's Latins are patronizing each other's businesses more and more.

About 90 percent shop at Cuban supermarkets, up from 65 percent five years ago, the survey showed. And the percentage of Latins who also shop at non-Latin supermarkets has dropped significantly over the past five years, it said.

Unable to beat the Latin supermarket boom, Anglo-owned supermarkets like Winn-Dixie are joining it. The Jacksonville-based chain recently started giving out Spanish-language recipe cards at its Dade stores, telling how to cook *bistec a la milanese*, *frijoles negros a la cubana* and *carne mechada*.

Latins also have formed a vast network of business and professional groups.

There's the Latin Chamber of Commerce, the Cuban-American Bar Association, the Cuban-American CPA Association, the South Florida Association of

AM1210  
FM92 MIAMI  
WCMQ



# Dade's Latin businesses prosper as ethnic ties remain strong

Hispanic Psychologists and even the Cuban Veterinary Medical Association in Exile, among others. There are virtually no Anglos in the Latin groups.

And there are virtually no Latins in the Anglo groups. The Greater Miami Chamber of Commerce, Dade County's largest and most established business group, has only one Latin on its 15-member executive committee. And the Dade County Bar Association's 38-member board of directors is all-Anglo.

The county's blacks, not feeling at home in either the Latin or Anglo business groups, have formed their own, including the Miami-Dade Chamber of Commerce and the Black Lawyers Association, both with only blacks on their boards of directors.

"We are a divided community," says A.J. Barranco, past president of the Dade County Bar Association.

"By having different groups, the networking is separate, and the divisions are perpetuated," Barranco said. "That's bad. Our efforts should be combined."

That's more easily said than done, responds Orlando Naranjo, a spokesman for the Latin Chamber of Commerce.

Separate ethnic business groups exist because the mainstream organizations traditionally represented only the big Anglo-owned businesses, Naranjo says.

"In recent years, the Anglo establishment organizations have opened themselves up significantly, but not enough for all of us to get together," he says.

Most economists and city officials interviewed by The Herald say the economic polarization is natural for a city that has absorbed hundreds of thousands of immigrants in recent years.

The Hispanic community has propelled Miami from a sleepy southern town into a center of international commerce, they say. Latin American business people are more at ease trading with people who speak their own language and share their customs.

"What would have happened if the immigration into Miami would have come from Milwaukee instead of Cuba?" asks Antonio Jorge, a Florida International University economist who follows Dade's Latin economy closely. "The answer is obvious: very little."

At least 100,000 workers — 12 percent of Dade's work force — depend directly on international trade activities, according to FIU's Department of Economics.

Modesto "Mitch" Maidique, head of the University of Miami's Institute of Innovation and Entrepreneurship, says it would be unrealistic to expect Latins to be assimilated overnight.

"We are expecting Miami to do in 25 years what Boston did in a century. That's too much to ask in such a short time."

It's good for Dade Latins to have their own networks, Maidique says. Typically, minority-owned firms start within their own communities. If they get strong enough, they venture beyond, he says.

Frank Figueredo, owner of Figueredo Chevrolet, says that's exactly what he has done. He started selling cars on Miami's heavily Cuban Southwest Eighth Street in 1961.

"Now, I've got my own agency in an entirely Anglo area of North Miami Beach," he boasts. "At least 50 percent of my clientele is non-Latin."

Likewise, Jose "Pepe" Saumat started his Kaufman & Roberts appliance store chain 10 years ago with a small shop in Hialeah, where virtually all of his clients were Cuban. Today, his 21 stores stretch from Miami to Palm Beach.

Saumt had planned it from the very beginning. "We chose the name Kaufman & Roberts because we wanted to be identified by everybody, not just by one segment of the population," he says.

The strategy is different at the 12-branch Republic National Bank, Dade's sixth-largest bank and one that relies almost exclusively on the Hispanic market. As long as Dade's Latin population continues to grow, the bank will have room to expand, officials say.

About 98 percent of Republic's 600 employees are Cuban. Ninety percent of Republic's deposits come from Latins, and 96 percent of the bank's loans go to Hispanics. These percentages are not likely to change much in the near future, bank officials say.

"Dade's Latin market hasn't reached its peak yet," says Luis Botifoll, a top Republic executive.

Botifoll says Dade's Latin and Anglo business communities are

not likely to blend into each other in the near future. "I think the separation of the Latin and Anglo markets is going to last at least 10 more years."

What will bring ethnic business communities closer?

Ronald Bergman, former head of the Dade County Psychologists Association, says the first step might be to "address the fact that we're a polarized community."

"There has been fear of addressing the issue, because we don't want to believe unpleasant things about ourselves," he says. "Once this problem is acknowledged and talked about, real change will occur."

## Dade's Latin Network

Dade's Latin-owned economic network includes:

**28 BANKS** with combined deposits of about \$4 billion, more than 25 percent of total deposits in Dade County. The largest Latin banks are Republic National Bank, Intercontinental Bank, Capital Bank and Consolidated Bank.

**30 CLINICS**, and three giant HMOs. Together, they serve about 258,000 people. The Latin-owned International Medical Services is the largest HMO in Florida, with 1,700 employees and an annual income of more than \$266 million.

**TWO TV STATIONS**, two newspapers and seven radio stations, all Spanish-language, with more than \$50 million in annual advertising dollars.

**500 GROCERIES**. The largest chain is Sedano's, with 14 stores, more than 800 employees and annual sales of more than \$122 million.

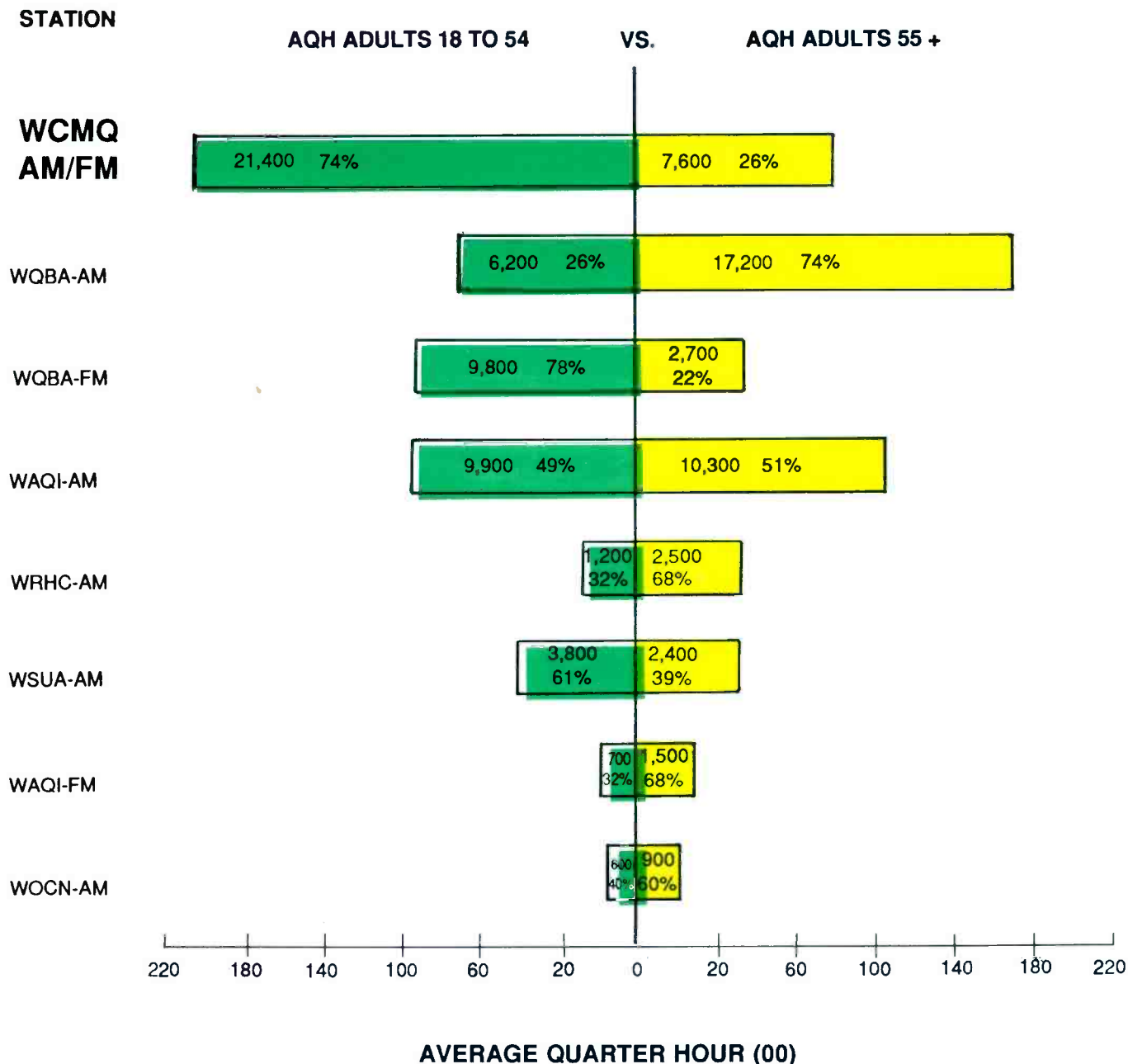
**50 DEVELOPERS** and about 350 construction and subcontracting firms. About 65 percent of the county's residential developments are built by Latin firms, according to Dade's Latin Builders Association.

**60 CAR DEALERSHIPS**. The largest are Gus Machado — with annual sales of \$120 million — and Midway Ford — \$41 million.

**THREE FUNERAL HOMES**. Together, they account for about 4,600 burials a year, or about a third of all funeral services in Dade County.



# SPANISH RADIO AUDIENCE COMPOSITION



**WCMQ AM/FM SELLS THE 18 TO 54 DEMO!!**

SOURCE:  
Arbitron, Miami C.S.A.  
Spring '89  
Mon.-Sun., 6 a.m.-12 Mid.  
AQH/SHARE

The audience estimates shown are estimates subject to the limitations of the techniques and procedures used by the service noted.

REPRESENTED NATIONALLY BY:



# **WCMQ AM MIAMI** IS NOW BROADCASTING IN "STEREO"

## **With a New Standard of Quality for AM RADIO**

**WCMQ** has recently made extensive improvements to its South Florida broadcast facilities.

We are now operating 24 hours a day with 25,000 watts of daytime power and 2,500 watts at night.

And **WCMQ-AM** now operates 24 hours a day in "STEREO".

In addition to our greatly improved coverage area and 24 hour operation, **WCMQ** has also installed the latest in State of the Art audio processing equipment similar to our FM facilities with one special addition called C-Quam AM STEREO.

The introduction of STEREO to the AM broadcast medium has brought several advantages to the music enthusiast:

With AM STEREO a new generation of high quality receivers has now been created which are capable of reproducing the full audio spectrum of sound which until now could only be enjoyed by the FM listener or the audio file enthusiast that was willing to spend hundreds of dollars extra for a high quality AM broadcast receiver. Receiver manufacturers are now producing this new generation of AM STEREO receiver that any budget minded person can afford.

The introduction of STEREO to the AM radio industry is bringing with it this long sought after improvement in AM radio receivers that is known as *WIDE-BAND* or *FULL SPECTRUM AUDIO FREQUENCY RESPONSE*.

This is the capability of a receiver to reproduce the entire listening range of the HUMAN EAR.

It is this full range listening that gives disc, tape, and FM radio their good, clear, clean "Concert Hall" sound!

Gone will be the days of poor sounding AM radios with that very dull, at times even muddy sound which has been a problem of AM radio for many years.

The live concert hall realism of stereo disc and tape can now be enjoyed by the AM as well as the FM listener.

Improved signal coverage can be noticed. With the addition of special filter circuits built into the new generation of AM STEREO receivers, stations will have greater coverage areas than ever before and the listener will not be plagued with that old problem of "Atmospheric Skip" (interference from other radio stations on the same frequency in other parts of the country) sometimes a hindrance for instance, listening at night to AM radio.

You the listener will now have twice as many choices of "Good Quality" music sources to choose from. No longer just FM but now AM STEREO!

Several dealers in the area are now selling AM STEREO radios for the home, automobile and for the person on the go there's even a portable unit with headphones that can be worn on the belt.

Presently all the major auto manufacturers are offering AM STEREO as standard equipment with their AM-FM Cassette receivers. AM STEREO is automatically included in all domestically built Chrysler automobiles having FM STEREO.

Tune in to the new world of AM STEREO radio on **WCMQ 1210 Khz** in Miami 24 hours a day.

**WCMQ** has the music and now it's in Living Stereo!

**Here are some of the manufacturers now building and selling AM STEREO receivers for the home and auto.**

<u>MANUFACTURER</u>	<u>MODEL</u>	<u>NOTES</u>
AMC/Jeep/Renault	All ETR	Automobile
Alpine		Australia
American Audio	ET-8602	Automobile
Audi		Automobile
Audiovox	CPDGO GMADGO	Chrysler Equivalent GM/Delco Equivalent
Becker		Automobile
Blaupunkt	Tucson SQRO6	Automobile
Brentwood	CR70, CR75	Automobile
Carver	2000 Professional Series TX11A	Home Receiver Digital Tuner
Clarion	990E, 8900RT, 8925RT, 9425RT AUDIA Series 200, 200E	Automobile
Concord	HPL-550	Automobile
Eurovox	MCC2301R, MCC2330R	Automobile (Australia)
Ford/Lincoln/Mercury	EVY-18806B, C, E	Dealer Option
Chrysler/Plymouth/Dodge	4311687, 4311686(RAN) 4311102, 431103 (RAY) 4311827, 4311828 (RAL)	AM Stereo automatically included in all 1986 domestically built Chrysler Corp. vehicles having FM stereo
GM/Delco	UX-1, UT-4, YE-2	Available as factory or dealer installed option on most GM cars and trucks. Standard on some models.
Grundig	UC-436	Automobile
J.C. Penney	2277, 2276, 2275	Home Stereo Component Systems
Jet Sound	JSE9680	Automobile
Kenwood	KRC-8001	Automobile
Kraco	ETR-1090, ETR-1084	Automobile
Majestic	MCR 84900	Automobile
Marantz	SR-440, SR-640, SR-840, SR-940	Home Receivers
Mazda	Standard in RX7	Automobile
Mercedes	Grand Prix	Automobile
Mitsubishi	JX3, MX4 DAR56	Automobile Home Receiver
Nissan	Maxima	Standard
Omnivox	CR620	Automobile
Peconic		Automobile
Pioneer		Australia
Potomac	SMR-11	Broadcast Monitor
Radio Shack	TM-152 (31-1967) 12-1923	Home Tuner Automobile
Rolls Royce		Automobile
Saab	Standard in 900 Turbo SR	Options in others
Sensui		Australia
Sharp	RG-B914 (Bk)	Automobile
Sherwood	CRD-180 CRD-210, CRD-350	Automobile
Soundtech	ST850	Automobile
Sparkomatic	SR-420, SR-425, SR-430	Automobile
Sunkyong	SIR-7900	Automobile
Toyota	5625 (MR2), 5627 (Cressida) 1626 (Supra/Celica GTS)	Standard Also available on other vehicles
Volkswagen	SC-99 ETR, SC-73ETR	For Golf and GTI
Volvo		Automobile

**\*\*For more information about AM STEREO you may write or call the Director of Engineering for WCMQ.**



1411 CORAL WAY □ MIAMI, FLORIDA 33145 □ 305-854-1830

C-Quam<sup>®</sup> is a registered trademark of Motorola, Inc.

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Volvo		Automobile

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# DX LISTENING POST

of: Kermit Geary  
1266 Riverview Drive  
Walnutport, PA 18088

July 7, 1989

Mr. Ralph Chambers, Chief Engineer  
Radio Station W C M Q  
1411 Coral Way  
Miami, FL 33145

Dear Mr. Chambers,

It is a pleasure to report that favorable skip conditions on the evening of Wednesday, July 5, 1989, enabled me to hear programming from your FM station over a period of 2½ hours. WCMQ-FM on 92.3 megaHertz was found reaching up here into Pennsylvania at 6:14 P.M., Eastern Daylight Time, with a traffic report in Spanish, and I heard a program of Latin American songs until 6:25 P.M. Good reception was again obtained from 6:54 to 7:30 P.M., E.D.T., when a program of Latin American dance music and songs was presented, along with news and weather in Spanish at 6:57 P.M. and Spanish advertisements at 6:59 and 7:14 P.M. Finally, "FM-92" put an excellent signal up here from 8:30 to 8:49 P.M., E.D.T., during a program of Latin American songs from the 60's and 70's.

The signal which I received from WCMQ-FM on 92.3 megaHertz was very strong and clear during the time periods mentioned above. Your powerful transmission completely dominated the channel, blocking all co-channel interference. As a result, those portions of the broadcast were heard with excellent clarity and readability at this distance from Miami of 1100 air miles. Fading was moderate, except for the intervals when your signal was lost between 6:25 and 6:54 P.M. and for a period after 7:14 P.M. The modulation and tonal quality of the signal were excellent. It was a pleasure to hear WCMQ-FM for the first time under these favorable conditions, and you are to be congratulated on the power and efficiency of the transmitting equipment.

My receiver is a Zenith model C-845 AM-FM set, using 8 tubes. The antenna is a 3 ft. vertical whip connected inductively to the set's built-in antenna (the A.C. power cord). I am located in the eastern part of the State of Pennsylvania, 60 miles north of the city of Philadelphia near Allentown, Pa., and 21 miles west of the New Jersey state line.

Please confirm my reception of WCMQ-FM on 92.3 megaHertz as reported above. Your verification of the fact that I heard your broadcast on Wednesday evening, July 5th, will be greatly appreciated. Return postage is enclosed for your reply. As proof that I was tuned to "FM-92", I give the following log of program items to which I listened:

W C M Q - FM, 92.3 megaHertz;

Wednesday, July 5, 1989,

6:14 to 8:49 P.M., Eastern Daylight Time:

6:14 to 6:15 P.M., Traffic report in Spanish.

6:16 to 6:19 P.M., Selection of Latin American music with singing.

6:19 to 6:22 P.M., Song by a female vocalist and chorus about  
"Una de Sueño".

6:22 to 6:25 P.M., Song; the announced title sounded like "Aforde  
Noches".

-----  
6:54 to 6:57 P.M., Romantic song by a tenor and chorus.

6:57 to 6:59 P.M., News in Spanish, followed by the weather  
forecast.

6:59 P.M., Announcement:

"Hemos presentado el Mundo en 92 Segundos;  
noticias, Enrico Nimoy."

6:59 P.M., Recorded advertisement by a woman.

7:01 to 7:14 P.M., Program of Latin American dance music and songs.

7:14 P.M., Recorded advertisement in Spanish.

7:15 P.M., Announcement of "Rumba 3".

7:16 P.M., Advertisement.

7:17 to 7:30 P.M., Program of Latin American dance music and songs.

-----  
8:30 to 8:33 P.M., Latin American song.

8:33 P.M., Spanish announcement with mention of "FM-92" and  
music of the 60's and 70's from Monday to Friday  
from 8 to 9.

8:33 to 8:36 P.M., Song by Los Mungos.

8:36 to 8:43 P.M., Two Latin American songs.

8:43 to 8:46 P.M., Selection of sweet instrumental music.

8:46 to 8:49 P.M., Latin American song.

Please compare the above data with your programming on the evening of Wednesday, July 5th, and if my report is correct, kindly send me a reply confirming my reception of WCMQ-FM on 92.3 megaHertz. I would also like to know the power output of your FM transmitter and the height of the antenna. Your attention to this request will be greatly appreciated.

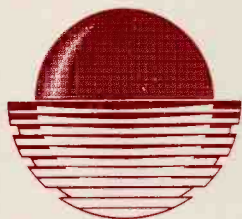
Best wishes to you, Mr. Chambers, and to WCMQ for continued success in broadcasting. I hope to enjoy hearing future broadcasts from "FM-92" when atmospheric conditions are favorable. Thank you for your attention to this report, and I look forward to receiving your reply in confirmation of my reception of WCMQ-FM.

Very truly yours,

*Kermit Geary*

Kermit Geary  
1266 Riverview Drive  
Walnutport, PA 18088





## Spanish Broadcasting System

**WSKQ 620 AM STEREO**  
**FM 98**

1500 Broadway, 10th Floor  
NYC, NY 10036 (212) 398-3820

**SUPER KQ 1540 AM STEREO**  
**FM 98**

5700 Sunset Blvd. Los Angeles,  
CA 90028 (213) 466-3001

**WCMQ 1210 AM STEREO**  
**FM 92**

1411 Coral Way  
Miami, FL 33145 (305) 854-1830