

CBS Chile Bows Economy Line

SANTIAGO — Chile's difficult economic situation, which has resulted in a 40% drop in sales, has prompted CBS Chile to launch an economy line which will make top name artists available to the general public, according to the label's finance manager, Ramon Munnoz. The general economic recovery of the past two years is now seen as backsliding, worsened by unchecked piracy.

Last year's closing of the country's only pressing plant, belonging to EMI-Odeon, is seen as a sign of the difficult times the Chilean recording industry is going through. The independent label Alerce announced a 40% reduction in production plans for 1982, while the SYM label, headed by Miriam von Schrebler, complains of problems with distributors and of a slowdown in billing.

Most labels are cutting down on production costs and developing marketing ideas to cope with the crisis, which has plunged the Chilean industry back to the bleak days of 1980, before there were signs of economic recovery.

Iglesias Faces Hard Choice

MIAMI—Ebony or ivory? That's the choice of partners for Julio Iglesias' forthcoming English language LP on CBS. Will he record one of the cuts with Diana Ross or Barbra Streisand?

Last month Iglesias met with Ross in Las Vegas to discuss this possibility. And last week, publisher/producer Charlie Koppelman, who brought about Streisand's collaborations with artists like Donna Summer and Barry Gibb, was in Miami, where the Spanish balladeer lives and records, to discuss the project.

It's felt that a collaboration with either artist would aid Iglesias' penetration of the U.S. market, where he is still relatively unknown. On the other hand, his blockbuster international sales would boost the careers of either American star.

Iglesias will go into Miami's Criteria Studio in September to record the yet-untitled LP, which will include English language versions of some of his international hits like "Abrazame" (Embrace Me) and a song writ-

ten specially for the album with words by Carole Bayer Sager and melody by Iglesias and Burt Bacharach.

The Koppelman/Iglesias meeting reportedly concentrated on the search for the ideal material for the Streisand collaboration, and observers report that there was optimism on the feasibility of the project. In the meantime, there are reports of recent calls to Iglesias by Diana Ross to discuss the likelihood of that project. It has been noted that the Streisand project would avoid label negotiations since she is already a CBS artist, while Ross is signed to RCA nationally and Capitol internationally.

Either choice is expected to increase the Spanish balladeer's market range, already capped this year by his penetration of German, Japan, Brazil and the U.K. His latest Spanish language LP will be released internationally, including the U.S. Latin market, the first week of September.

ENRIQUE FERNANDEZ

Tampa's WAMA Offering Mix Of Music And Talk

By ARTURO FERNANDEZ

TAMPA—A new Spanish-language station, WAMA, began broadcasting in May to the quarter-million Spanish speaking population of the Tampa Bay area, with "programming aimed at the middle class," according to its general director Victor Lanz. WAMA broadcasts from 6 a.m. to midnight, while its sole Hispanic competitor, WYOU, only offers daytime programming.

WAMA's owner, Puerto Rican radio entrepreneur Efrain Archilla, claims to have invested \$1.25 million in the hope of capturing a market not reached by other Hispanic media. Though it is likely that 24-hour Spanish language tv will soon reach Tampa, the area presently lacks both television and a daily newspaper in that language. Thus, according to Lanz, "radio can reach an extraordinary penetration."

The programming includes news, interviews and radio soap operas. The music programs are manned by DJs Ramon Ramos, Georgy Morales, Tony del Rosario, and Edwin Nunez.

Though WAMA programs some salsa, in order to reach the Latin youth market which favors those hot dance rhythms, its offerings lean heavily toward oldies, romantic ballads, and folk music "which can be enjoyed and accepted by people of all ages," according to Lanz. "Besides," adds WAMA's director, "salsa is already WYOU's forte."

The Latin population of Tampa is a mixture of Spaniards and Cuban Americans who moved to the area at least three generations ago during the city's cigar industry boom, plus the Cubans who have migrated to Florida fleeing the Castro government. Traditionally, their musical tastes run toward nostalgia items from the Latin catalog—old Cuban and Mexican dance tunes, Argentine tangos, Spanish ballads—and the softer contemporary pop tunes.

WYOU's director, Tampa radio personality Woody Garcia, points to his station's first place in the ratings, but Archilla is quick to point out that it's too early to speak of ratings since his stations only started broadcasting May 10.

WJIT Seeks Broader Mart Appeal

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Inc., Infinity Broadcasting's operating entity for the station, explains, "Before we took over, we had meetings with almost every Hispanic community leader in the city, and heard their suggestions." The executive adds that WJIT is sponsoring a voter registration campaign to make the community aware of the new ownership and new goals.

The station is trying to identify its market, he says, which is a mixture of many groups: New York-born Puerto Ricans, South and Central Americans, the new wave of Puerto Ricans coming as a result of the island's economic crisis, and the unknown number of illegal aliens. "The census is no real help and we have not found an agency that can give us the figures. From our point

of view, it doesn't make a difference if the people are here legally or illegally. They are still people who listen, who need to be entertained and need to be serviced."

Badillo is also fighting Arbitron, which he says "doesn't include a large enough percentage of Hispanics in its polling samples." Nevertheless, WJIT fares much better in Arbitron than in the Birch Report, the April/May survey of which puts the outlet at a 1.8 share, behind WADO's 2.6

As to programming, new p.d. Rafael Pineda states that his first goal upon taking over his position was the "enlargement of the audience through more varied musical programming." Although Pineda acknowledges that WJIT's present audience was primarily built through its salsa programming, he argues

that the station can't neglect that segment of the public which enjoys ballads and folk music. To this effect, the new programming includes Latin pop music and samples of the typical rhythms of the different Latin American countries.

Moreover, Pineda, in direct contrast to the approach of his predecessor, programs instrumental, Latin-jazz compositions as well as international hits like "Hooked On Classics." According to the p.d., the critics of WJIT's move away from salsa constitute a minority of his listeners.

Pineda has also worked on establishing closer ties with the Hispanic community by programming prime time public service programs and taking the station to the community with a series of block parties for live transmissions from the chosen site.

Notas

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on original material for an English language LP, his partnership with bandleader Willie Colon, who also acts in the film, will end this summer.

Austerity is the note among the multinationals in Mexico, due to the devaluation of the peso. Will their pulling back mean a break for the Mexican independents? Carlos Davila of the new Dimension Golden label thinks so and is expanding his pressing operations and tape facilities. Just signed ranchero singer Macaria. . . . One multinational's way of coping with the devaluation is to invest the peso in national promotion. At least, that's how Alejandro Parodi of PolyGram Mexico sees his company's decision to risk a million and a half pesos (over \$30,000) in a press-radio junket to Acapulco on behalf of artists like Fernando Riba. The label's new worldwide head, Jan Timmer, made his first visit ever to Mexico this week.

McCartney's "Tug Of War" and the "Ebony And Ivory" single are up there on the charts in Spain, along with hot British dance music, Latin

pop ballad and new Spanish rock groups like Mecano (CBS) and Alaska y los Pegamoides (Hispanavox) who play club music and dress the part. . . . Celia Cruz, the queen of the rumba, and Grammy award winner Eddie Palmieri will not record their announced Barbaro label (Fania) LP. Disagreement over top billing. Celia is the sole female superstar in salsa. In Mexico the situation is quite different: women are having their day and the labels are rushing to launch female stars. Peerless is promoting Prisma, Anamia and Carmen Cardenal with a \$100,000 plus campaign, a large sum for an independent in this country, while CBS is banking on established artists Vikki Carr and Manoella Torres (who celebrates her career's 10th anniversary with a new LP) to grab the market opening for female singers.

A&M's Lani Hall is releasing a Spanish-language LP on the Ariola label featuring a duet with Mexico's Jose Jose. . . . Miami Sound Machine (CBS), on the playlists of Latin radio station in L.A., San Francisco and Fresno, will appear in Expo '83 in L.A. this September. . . . Jose Luis Rodriguez, whose last New York ap-

pearance drew favorable reviews from the N.Y. Times, will return to the city in September for two concerts at Radio City Music Hall. . . . Ray Barretto has been signed by Mingo-Jones Advertising Inc. as spokesman for Kentucky Fried Chicken in a series of Spanish language New York radio commercials, featuring a full Latin orchestra and singers, with plans to expand into print, subway posters and eventually other U.S. cities with large Hispanic populations.

Mexican executive changes: Herbe Pompeyo, Pepe Nava and Pascual Ortiz move from Melody to WEA. Pompeyo to head international promotion and publicity, taking over the spot left by Arturo Valdez de la Pena's move from WEA to EMI/Capitol as new commercial director; Nava moves in as press coordinator, taking over the post from Jose Antonio Aedo, who will be set up in the artistic division; Ortiz to handle radio promotion. . . . Miguel Reyes, after 17 years with EMI/Capitol, moves to CBS as head of artistic division. . . . Carlos Carrango joins Melody's press division. . . . Cuco Estevez has resigned as press chief of RCA Mexico.

Survey For Week Ending 7/10/82			
Billboard® Hot Latin LPs™		Special Survey	
FLORIDA (POP)		CALIFORNIA (POP)	
This Week	TITLE—Artist, Label & Number (Distributing Label)	This Week	TITLE—Artist, Label & Number (Distributing Label)
1	JOSE LUIS RODRIGUEZ Dueno de nada, CBS 30301	1	JOSE LUIS RODRIGUEZ Dueno de nada, CBS 30301
2	ROCIO JURADO Como una ola, RCA 401	2	LUIS MIGUEL Uno mas uno igual a dos enamorados, Odeon 73189
3	ROCIO DURCAL La gata bajo la lluvia, Pronto 1099	3	EMMANUEL Tu y yo, RCA 400
4	ROBERTO CARLOS Cama y mesa, CBS 12315	4	RAPHAEL 15 eternos exitos, CBS 80345
5	LUPITA D'ALESSIO Ni loca, Orfeon 5298	5	JUAN GABRIEL Cosas de enamorados, Pronto 0702
6	LUISA MARIA GUELL Murio nuestro amor de verano, Compas 7015	6	JULIA PALMA Alhambra 58105
7	RAPHAEL 15 eternos exitos, CBS 80345	7	LA MIGRA Carrusel, Mar Int' 133
8	AMANDA MIGUEL El me mintio, Profono 3049	8	LOS BONDADOSOS Todo me gusta de ti, Profono 3071
9	ESTELA RAVAL Y LA PEQUENA COMPANIA Alhambra 80101	9	LOS MUECAS Empate de amor, CBS 20583
10	MIAMI SOUND MACHINE CBS 10320	10	RICCHIE E POVERI Musart 14525
11	EMMANUEL Tu y yo, 400	11	RIGO TOVAR Con trio, Profono 3077
12	CAMILO SESTO Mas y mas, Pronto 0700	12	LOS BUKIS Profono 3078
13	NAPOLEON 15 exitos, Profono 1503	13	RENACIMIENTO 74 Quisiera ser, Ramex 1070
14	ANDY MONTANEZ Para ustedes, LAR 364	14	TROPICAL DEL BRAVO Se tambalea, Cara 034
15	HANSEL Y RAUL TH 2169	15	CAMILO SESTO Mas y mas, Pronto 700
16	PLACIDO DOMINGO Canciones mexicanas, CBS 10326	16	JULIA PALMA Alhambra 58105
17	VIKKI CARR CBS 20560	17	RAMON AYALA Que va, Freddy 1225
18	MILLIE Y LOS VECINOS Fiesta, Algar 30	18	ROCIO DURCAL Confidencias, Pronto 1099
19	DANNY DANIEL El amor, CBS 10325	19	LOS FREDDYS Primer tonto, Peerless 10059
20	PERICO ORTIZ Sabroso, Perico Records 320	20	GRUPO VENUS Vida mia, Arriba 6016
21	BLAS DIEGO Difre 447	21	ARIANNA Borrare tu nombre, Odeon 73194
22	TOMMY OLIVENCIA Un triangulo de triunfo, TH 2171	22	PLACIDO DOMINGO Tangos, Deutsche 2536416
23	JEANETTE Corazon de poeta, RCA 7004	23	JAVIER PASOS Anoche me enamore, Compas 5020
24	EL GRAN COMBO Nuestro aniversario, Combo 2026	24	LOS CUADROS A la ru ru ru, Musart 14523
25	SOPHY Un amante asi, Velvet 6011	25	LOS BRIOS Grandes exitos, Odeon 70127