

## Quito, 1964...

When Radio Musical became a duopoly operator in 1966, it took on the name of Núcleo Radión. The company grew to include 12 stations throughout Ecuador. The first 8, listed on this reproduction of the 1968 company letterhead, included 3 AM-FM combos and the country's first two independent FM stations, all originating from the Quito studio and general office location on Amazonas Avenue.



**nucleo radión**  
moderna comunicación electrónica

QUITO - ECUADOR  
AV. RIO AMAZONAS 1027  
P. O. BOX A-57  
TELEFONO 23-11-19

RADIO MUSICAL  
570 AM 92.3 F. M.

H C S P  
590 AM - 91.9 F. M.

CANAL TROPICAL  
805 AM 97.5 F. M.

TELEONDA MUSICAL  
95.1 F. M.

SONORA MUSICAL  
95.9 F. M.

DAVID F. GLEASON  
GERENTE GENERAL

*The project to build Ecuador's most modern and sophisticated radio station was reported in September of 1964 in the Cleveland Heights Sun Press.*

*The photograph was taken in the studio of WCUY-FM, Cleveland.*

*All the equipment for HCRM in Quito was purchased in the U.S., and jingles prepared in Mexico at the time this article was published.*

## Heights Youth Runs Radio Station in Ecuador, Finds U.S. Music Attracts Fans

American music proves to be as popular and as profitable in Ecuador as it is in the United States, reports David F. Gleason, 18, of Cleveland Heights, who manages his own popular radio station, Radio Musical, in Quito, Ecuador.

His station, Gleason says, is the third most powerful commercial station in Quito and the first station employing American-patterned disc jockeys, contests, jingles, and "top forty" tunes of the week.

Young Gleason, who has lived and traveled in Latin America, went to Ecuador in April hoping to finish high school and find work in radio. He decided to

In Quito, Gleason attends the Collegio Americano, English teaching school for embassy personnel, and lives in the home of an Ecuadorian family. He hopes to live permanently in Ecuador.

"The people there impress me," he said. "Living is more relaxed. Ecuador today has been compared with the U.S. of 50 years ago. It is underdeveloped and challenging. There is more opportunity for enterprising young people."

Gleason plans to attend one of Quito's three universities as a journalism major. He intends to pattern his radio station after the suburban newspaper, covering local events.

Gleason is a former student at Hawken School and Cleveland Heights High School. He is the son of Mrs. Charles B. Gleason, 2520 Wellington Rd. Gleason is home this week.



DAVID F. GLEASON

Ecuador

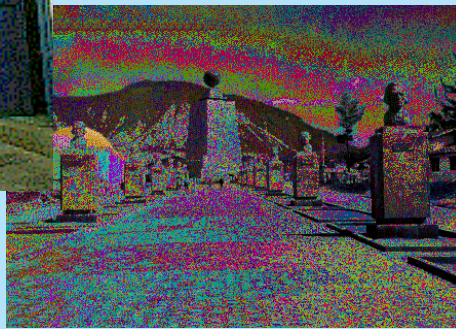


## Quito... 1964.

Colonial Quito. Street unchanged since the 1600's.



Monument at equatorial line. Quito is only a few miles South of the Equator.



Quito, Ecuador in 1964.  
Population: under 700,000.  
AM stations: over 40.  
AM stations with vertical towers: 3  
FM & TV stations: none.  
Average DJ salary: \$50 per month.  
Average 30" rate: US 0.15

Quito, the capital of Ecuador, lies at 10,000 feet above sea level and three miles south of the equator. The view below was taken near the first AM site. The first independent FM in the group, HCTM1, would eventually have its transmitter site near the top of the right side of Pichincha volcano, at over 13,000 feet above sea level. At that altitude, most transmitter power components had to be substantially oversized to avoid failure.





## September, 1964



*At the time that "Radio Musical" HCRM1 was built, most stations used long-wire antennas. Thus, this new station, with a tower and a low 570 kcs. dial position, was the market leader in coverage.*

*All other stations were block programmed... HCRM1 was the first all music station in Quito.*

*Unfortunately, advertisers did not believe in the "Top 40" concept and billing was less than \$50 for the first 6 months of operation. In June of '65, McCann-Erickson conducted its own survey and found the station #1 and proceeded to place orders for every client they had! Within 90 days, other agencies got the message and the station that could not give spots away was sold out.*

The photograph shows the transmitter site of HCRM1, Radio Musical, when it went on the air in December of 1964 as the first Top 40 station in Ecuador.



The construction of the HCRM transmitter site began in mid-1964 on a plain overlooking Quito at 10,000 feet above sea level.

*I am often asked how a 17-year-old kid from Ohio could create the top-rated station in a place as different and remote as Ecuador. The answer is complex. At that age, I was unencumbered by experience, and did not know that a Top 40 station would not work there (although all the other local broadcasters were sure it would not). I also had the advantage of being right in the middle of my own target demographic of 12-25 year olds. I knew the music and loved it and I knew when we were playing the right sounds. I was able to sell advertising, learn engineering and accounting and management because I had love and passion for the product. It was not just a business.*



## Quito... 1964.

For an 18-year-old, building a radio station from the ground up was more like a large science project. These scenes depict the construction of HCRM's transmitter site. The raw land, then base excavation; forming concrete, the doghouse frame and first tower sections; even the winch vehicle used to lift the sections upwards. This tower was lifted into the air by adding sections at the base and winching it upwards. Not only was HCRM the first station at the low end of the dial, at 570, but also the first commercial station with a vertical radiator!



*An unusual technique was used to build the tower: the top section went up first. While 25 workers held the guys, the tower was winched upwards, adding sections from the bottom.*



*Over a two-day period, the tower crept upwards, sustained by temporary guys and a legion of laborers.*





## Quito... 1964.

Quito is the Capital of Ecuador. In 1964, the country had a population of 4.5 million persons and over 250 radio stations.

Living in the capital meant witnessing three successful (and armed) implementations of the art form known as the “coup d’etat” in 8 years; there were two elected presidents... neither finished his term.

Quito may, though, be one of the worlds prettiest cities.

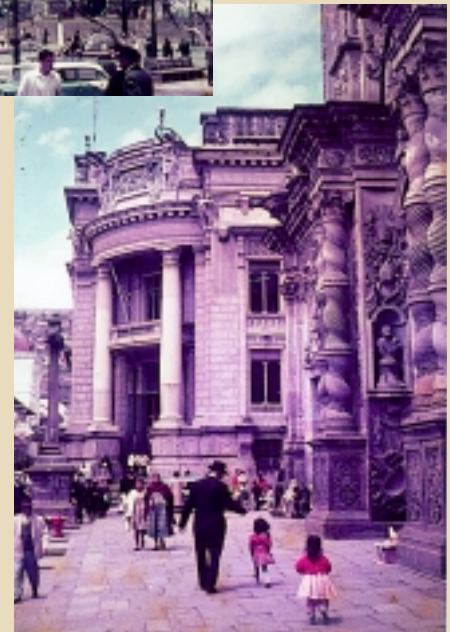
*The Independence Square is framed by the Presidential Palace and the Cathedral. One of Canal Tropical’s Treasure Hunts concluded with a listener finding S/. 1,000 in a capsule in the smaller tree in the right middle, but not before all the vegetation in the park had been striped of leaves and branches!*



*The entrance to the Cathedral is to the right, and the facade of the Central Bank of Ecuador is in the middle.*



*La Ronda street is tucked into downtown Quito, preserving all the flavor of a colonial, stone-paved street of the 1600’s*



*Viewed from the Northeast, the business areas of Quito can be seen in the lowest parts of the valley; the mountain foothills in the background are part of Mt. Pichincha, which threatened to erupt during much of 1999.*



## Quito... 1964.

Top 40 radio came to Ecuador in 1964 with HCRM. Prior to that time, all stations in Quito had been block programmed in the style of the 40's and 50's.

So different was the format that billings in each of the first 6 months never exceeded \$50. When McCann-Erickson did their own ratings and found that the new station was #1 in upper and middle class listeners, they made buys for every account! Within a few months, a 24-hour a day sell out was the rule.



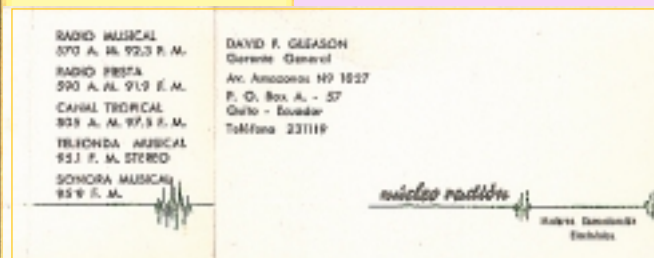
The HCRM and HCFV studios were the most modern in the country when they were installed, and featured Ecuador's first cartridge tape equipment and had the country's first Audimax-Volumax leveling.



To equip the studios, I went to Gates in Quincy, IL and watched my new gear tested and packed for its

HCRM was Ecuador's first Top 40 music station. This 1966 article in a national magazine stated:

*"The story begins for Ecuador at Radio Musical in Quito, which, in addition to being the first station of the Núcleo Radión, opened the era of disk-jockeys: non-stop programming, always agile, apparently informal, and, above all, very happy and dynamic. The success obtained in the capital of the country made it necessary to start Canal Tropical, which, using the same style, satisfied the tropical music listeners. Both stations reached - and still hold- the highest ranks in audience."*



This 1968 card shows the 8 frequencies operated by "Núcleo Radión" including Ecuador's first two independent FM stations.



## Quito... 1966.

By 1970, the HCRM format included the best pop music from Latin America, the U.S. and Europe.

One of Quito's daily papers sponsored the weekly countdown show which featured artist trivia and the best songs on local radio!

### Escuche en Radio Musical

#### "LOS 57 DE LA SEMANA"

Gran encuesta de popularidad que se transmite todos los domingos de 5 p. m. a 8 p. m. en los 570 Fc. de RADIO MUSICAL. Escuche las mejores canciones interpretadas por los mejores artistas del momento por una cortesía de su DIARIO "EL TIEMPO" de Quito.—

En Esta Semana	31.78	27.XII.65	En Esta Semana	31.78	27.XII.65
1* Cuando quiero ver otro co. / <i>Per y Maximiliano (CBS)</i>	2	6	22 Take a Letter to Maria / <i>B. G. Geronzi (A&amp;M)</i>	12	4
2 Te acordas de mi / <i>Danzón (CBS)</i>	1	1	23 Soy loco por ti / <i>Elizabeth (Raff)</i>	14	3
3* María / <i>Juan Jacques (Gammal)</i>	5	5	24* Chacho Avellanet (U. A.J)	34	50
4* Corazón, Corazón / <i>Raphael (Hispa-Vox)</i>	4	11	25* Eleanor Rigby / <i>Aretha Franklin (Atlantic)</i>		
5* Yester me, yester you, yesterday / <i>Stevie Wonder (Tania)</i>	19	21	26* Quanto ti amo / <i>Johnny Hallyday (Philips)</i>		
6* Vengo / <i>Piero (CBS)</i>	9	29	27* Without love / <i>Tom Jones (Parrot)</i>		
7 Voy a poner las paredes con tu nombre / <i>Sessies de Ore (Capitol)</i>	4	3	28* Scaramonda Amida / <i>Falito Ortega (RCA)</i>		
8 Suspicious Minds / <i>Elvis Presley (RCA)</i>	3	2	29* Tendrán nuevos días / <i>José Alfredo Fuentes (Caracol)</i>		
9* Come Together / <i>The Beatles (Apple)</i>	13	15	30* Historia de amor / <i>Marela (Polydor)</i>		
10* Triste / <i>Sandra (CBS)</i>	35	—	31* Te sé, te doy, te doy / <i>Pablo Ríos (Odisea)</i>		
11* He, my sunny boy / <i>Diana Ross &amp; The Supremes (Motown)</i>	16	16	32* Como seces / <i>Freda y Maximiliano (CBS)</i>		
12* La Gringa / <i>Piero (CBS)</i>	17	18	33* Raindrops Keep Fallin' on my head / <i>B. J. Thomas (Scepter Records)</i>		
13* El mundo blanco del amor / <i>Egbert Humperdinck (London)</i>	22	33	34* Chiquillada / <i>Luisado Favis (CBS)</i>		
14* El municipal / <i>Sandra (CBS)</i>	15	17	35* Che male fa la gessia / <i>Nada (RCA)</i>		
15* Only for lovers / <i>Los Babys (Epic)</i>	18	19	36* Oh, Lady Mary / <i>Isabella (Harmony)</i>		
16* Don't Cry Daddy / <i>Elvis Presley (RCA)</i>	23	35	37* El amor es para los dos / <i>Beni &amp; Beni (White Whale)</i>		
17* Si te digo que sí / <i>Enzo de Alia (Preliess)</i>	13	23	38* Ultimo día del mes / <i>Los Naufragos (CBS)</i>		
18* Hola / <i>Angélica María (RCA)</i>	28	26	39* Little Wonders / <i>Bobby Sherman (M. R.)</i>		
19* Paso lo que paso / <i>Sonia López (CBS)</i>	21	34	40* Je T'aime... Moi Non Plus / <i>Jane Birkin &amp; Serge Gainsbourg (Philips)</i>		
20* Agata / <i>Nina Ferrer (Riviera)</i>	25	28	41* Lo Stronzo / <i>George Moustaki (Polydor)</i>		
21* Hay una piba que me tiene loco / <i>Luisado Favis (CBS)</i>	26	39	42* So good together / <i>Andy Kim (Steed)</i>		
22* María Isabel / <i>Los Payos (Hispa-Vox)</i>	24	36	43* Vivas / <i>The Shocking Blue (Casavox)</i>		
23* La La La / <i>Bobby Sherman (MGR)</i>	27	46	44* Demmi Ciao Bambino / <i>Ella Pavone (Ricordi)</i>		
24* En la ciudad / <i>Los 3 del ritmo (CBS)</i>	38	41	45* Take my heart / <i>Egbert Humperdinck (Parrot)</i>		
25* Jam up jelly tight / <i>Yammy Rae (ABC)</i>	29	42	46* Marchita Mia / <i>José Luis y Los Malos (Capitol)</i>		
26* Esta bella con mi / <i>Ella Pavone (Hisland)</i>	38	37	47* Jack Bolibe / <i>Piero (CBS)</i>		
27* Quiero casarme con ti / <i>Leo Haas (CBS)</i>	32	44			
28* Tere los otros hijos / <i>Dany Marín (Odisea)</i>	32	47			
29* Quiero casarme contigo / <i>Roberto Carlos (CBS)</i>	33	49			
30* Cuando / <i>Jorge Herman (RCA)</i>	1	4			
31* She Na Hey Kiss Him Goodbye / <i>Swam (Fontana)</i>	31	9			

NOTA: \* : Melodías que anteceden a la Escavata.  
 — : Canciones que entraron a lista.

From 1964 when HCRM went on the air through 1967 when more space was needed for new stations, studios and offices were located in this building on Quito's modern Avenida Colón. 1966 photo.



The ugly 1960 SAAB was mine. It was my introduction to car trades at 2 to 1 ratios. It was also my introduction to "caveat emptor" as the vehicle went down hills better than it went up them, a considerable problem when living at the top of the Andes.

## **Quito... 1967.**

Technical innovation was one of the ways that the stations of the group gained a competitive advantage. One example was the first instance in Ecuador, and in Northern South America, of two AM stations using a single tower! A few years later, the first directional station was built to optimize coverage in the densely populated mountain highlands.

**PRIMICIA EN 1966**  
**“NUCLEO RADION”**  
**Radio Musical 570 Kcs.**  
**Canal Tropical 805 Kcs.**



Desde el 21 de mayo del presente año las dos radiodifusoras están trabajando con la misma torre radiante y sistema de tierra, con programaciones diferentes, instalación hecha en Bellavista, bajo la proyección y supervisión de laboratorios de Radioingeniería del Ing. AL HORVATH.

**ESCUCHENOS LAS 24 HORAS**

*Quito, a city built in the Andes mountains, had very little flat land suitable for an AM site. What land was available was extremely expensive.*

*Combining two stations on a single high quality site was the answer to achieving maximum coverage with reasonable cost.*

*In 1966, when HCFV was purchased, it was natural to use the HCRM tower and site for this new station.*

*The entire project was designed in Quito and built by a local engineering contractor.*

*All the coils and other components of the tuning units and diplexer were made on site in Ecuador. The only imported parts were the capacitors!*



## Quito... 1970.

Duopoly was nothing new to Ecuadorian radio in the 60's. But finding one group dominating the field was a novelty. With 5 stations on 8 frequencies, Núcleo Radión received 50% of market's agency billing.

In the 1979 Datos, S.A. survey of the Quito, Ecuador radio market, all 4 of the stations operating at the time were in top positions in the different income levels. In the left column, upper income, stations had over 50% of total share. Ad agencies looked first at income levels in this low-income market. Of particular interest, Teleonda, the country's first independent FM was #2 in upper income listeners only 2 years after going on the air.

### SINTONIA GENERAL PROMEDIO SEMANAL

EL PORCENTAJE SE HA TOMADO A PARTIR DE LAS 6:00 A.M. HASTA LAS 12:00 P.M. CONSIDERANDO QUE ES EL HORARIO NORMAL DE LA MAYORIA DE LAS RADIOEMISORAS DE QUITO Y QUE LA SINTONIA IMPORTANTE ESTA INCLUIDA EN LAS HORAS INDICADAS

#### ALTA                      MEDIANA                      BAJA

1.	MUSICAL	31.7	ESPEJO	17.3	ESPEJO	34.7
2.	TELEONDA	10.2	MUSICAL	15.6	TARQUI	9.9
3.	QUITO	9.9	QUITO	10.7	TROPICAL	9.4
4.	VOZ ANDES	7.5	TROPICAL	8.3	EL SOL	7.1
5.	ESPEJO	7.3	COLON	8.1	FIESTA	5.6
6.	COLON	7.3	TARQUI	4.7	MUSICAL	4.5
7.	TROPICAL	6.8	VOZ ANDES	4.1	CENTRAL	3.7
8.	PRESIDENTE	3.1	TELEONDA	3.6	EXITO	3.4
9.	GRAN COLOMBIA	2.1	PRESIDENTE	3.1	QUITO	3.1
10.	FIESTA	1.7	CENTRAL	2.9	COSMOPOLITA	3.1
11.	TARQUI	1.6	FIESTA	2.8	COLON	2.2



This advertisement appeared in 1968 in a local advertising publication.

Formats:

“Musical” - Top 40

“Teleonda” - AC/Beautiful

“Tropical” - Latin Dance

“Fiesta” - Ecuadorian country/ethnic

The Quito market, with a population of 700,000, had 46 licensed stations at that time.

### USTED QUE SABOR TIENE ?

Radio Musical

Canal Tropical

Radio Fiesta

F.M. Stereo Teleonda Musical



# NUCLEO RADION

The average spot rate was a dime; Núcleo Radión rates were over a dollar (FM \$2.50). Average DJ salary: \$40 a month; Núcleo Radión paid an average of \$120 and had the market's best talent.