### Miami, 1980...

David Ross, VP-general manager of WHTT(AM) (formerly wwok)-whyl(FM) Miami-Fort Lauderdale, Fla., named group VP for licensee, Metroplex Communications, radio group based in Cleveland. Matt Mills, general sales man-ager, WHYI, named general manager. Dave **Gleason**, VP-general manager of wQII(AM)-wZNT(FM) San Juan, Puerto Rico, named general manager, wHTT.



David Gieacon General Manager

WHITT, PO. Box 450550, Miami, Florida 20145. Tel. (305) 625-4000. A Meth

The arrival of Radio Hit was met with a full-page article in the Miami Herald's Spanish edition.



Radio Hit, nueva estación hispana

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#### Por NORMA NIURKA Redactora de El Miarri Hera

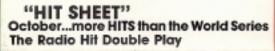
Radio Hit, el nombre de la radioemisora hispana que inició sus transmisiones en Miami el cuatro de agosto, simboliza éxito, y sus empresarios quieren lograrlo poniendo énfasis en la objetividad noticiosa, la emisión de música hispana moderna y la difusión del trabajo musical de artistas de nuestra comunidad.

La emisora WHTT 1260 (Radio Hit) - sustituta de la estación de música campesina estadounidense, WWOK - está operada por la empresa Metroplex (dueña también de la estación de música popular juvenil Y100) y ofrecerá 24 horas de programación musical y noticiosa en español.

"El propósito es ofrecer una combinación de hits musicales y noticieros cortos y concisos, sin combinar la opinión con la noticia", explica en castellano el Gerente General, David Gleason. "Viene a llenar un vacío entre las emisoras netamente musicales o juveniles y las que, por otro lado, son completamente noticiosas o tienen una programación hablada".

Oriundo de Ohio, Gleason cuenta con 18 años de experiencia en Latinoamérica. Estuvo a cargo de un grupo de nueve estaciones en el Ecuador y durante los últimos diez años ha trabajado en plantas de Puerto Rico.

WHTT in Miami, published the "Hit Sheet" to familiarize clients with the station's promotional and programming activities in the Hispanic community.



WHITT MIAMI

AMIDE

260

Radia Hat200

RadidHitt260

RadioHit1260

THE PERFECT TEAM FOR A SPECIAL EVENT



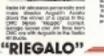
odio Hit and **Cypress Gardens** On Th w Wat

The Victory

And Celebrate

And Everyone Wins At Radio Hit







### Miami, Lima, Panama and more... 1981

Following the firebombing of WHTT and ownership's loss of interest in Spanish radio, a syndication company was founded. Música en Flor was the first attempt ever to syndicate radio formats to Latin America.



This advertisement was published by Música en Flor client station Stereo Presidente in Chitré, Panamá. From Chile to México, there were as many as 70 stations using this syndicated easy listening format. Cómo un regalo a los oyentes de las provincias centrales, ya está en el aire

The Música en Flor syndicated product included on-site consulting and resulted in nearly 1,000,000 miles of travel in 5 years. Here is Jorge Velando, GM of Radio Omega AM&FM at a meeting in Lima, Perú.



A new product, based on U.S. and European pop hits, was launched in 1985 ... just as inflation and currency controls destroyed the



*In addition to syndication, many stations* requested custom consulting. XERH in México City was an example.



La primera emisora en FM diferente con oficinas en Chitré, teléfono 96-2987, Apdo. 194 Chitré. En Panamá, teléfono 68-1754 arita de Sec VICE-PRESIDENTE Pedro Solis Villalaz

nueva

7mb

s penetración en su blicic

NTE

## Miami, México and others... 1983

ORGANO OFICIAL DE LA CAMARA NACIONAL DE LA INDUSTRIA DE RADIO Y TELEVISION

Música en Flor advertised in the magazines of each Latin American nation's broadcasters associations. This ad is reproduced from "Antena" published by the Mexican Chamber of the Radio and Television Industry (CIRT).

was heard include:

Música en Flor was broadcast on some of the first independent FM sta-

tions in Latin America. Cities where it

and the lot of the والأرج المتحصيل والمحاص

ABRIL-MAYO 82

Damos la más cordial bienvenida a la gran familia de "Música en Flor" al Sr. Jaime Valdovinos López de la estación XHPZ "Radio Sensación", en Ciudad Guzmán, lalisco

Así se une México con dos emisoras a más de catorce países que integran esta gran familia.

> This ad welcomed new subscriber XHPZ in Ciudad Guzmán, Jalisco, México, to the growing list of format syndication subscribers. The date was February,, 1982

> > Box 650809 . Miami, Florida 33165, U.S.A. . 305-551-4042 .

Astronom Com

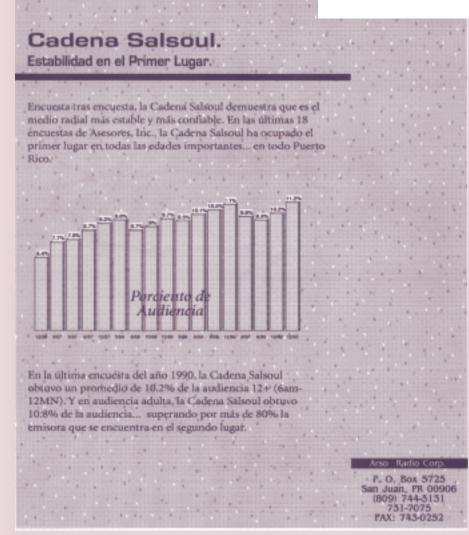
305-551-9541

La Paz, Sucre and Potosí, Bolivia Tarapoto, Ica and Lima, Perú Iquique, Coquimbo, Punta Arenas, and Puerto Montt, Chile Quito, Cuenca, and Guayaquil, Ecuador Duitama, Bogotá, and Bucaramanga, Colombia Caracas and Punto Fijo, Venezuela Chitré, David and Panamá, Panamá San José, Costa Rica Tegucigalpa, and San Pedro Sula, Honduras San Salvador, El Salvador *Guatemala City and* Quetzaltenango, Guatemala Monclova, Nogales, and Cd. Guzmán, México Sto. Domingo, Dominican Republic San Juan, Puerto Rico

# San Juan, 1985...

*In 1985, Salsoul was a rapidly declining #6 in the market. A mini-auditoreum test was conducted and the playlist drastically shortened.* 

The SalSoul Network, made up of two simulcast FM facilities, jumped to #1 in 90 days. It remaind there from 1986 till today! In the important age groups, the network often doubled the audience of the number two station in this market of 115 stations and 3.5 million persons. CADENA CADENA



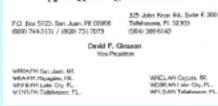
Rates were increased 8 times in 6 years, going from less than \$25 to over \$100 for drive time 60 second spots.



### San Juan, 1991...

The WPRM and WIVA network made up the first instance in the U.S. of using two FM signals to cover all of a large market. WPRM covered San Juan and Ponce; WIVA covered Mayaguez and Arecibo. Together, they covered the "consolidated" market favored by advertising agencies. Through use of parallel clustering, spots could be sold locally on either signal for smaller retail accounts.

### ARSO RADIO CORPORATION



With each ratings period (Puerto Rico was measured 4 times a year), a complete set of computer generated rankers was prepared for advertising agencies and clients. SalSoul was the only broad-caster to provide this service. Over 60 mailings a year were made to buyers and decision makers. We frequently heard that Salsoul had remained on a buy because the A/E had seen our mailing and could defend a buy under fire from the client who did not know our station well.

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	5	S	190								
1	1	7111	K						Pue	rto	Rico Consolidado
							6/	AM -			nero-Marzo, 1991
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	Rating	Persons	Share	Curre Parsons	Cume Share	Cadena			eficiente		Adultos 18-49
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3	1.9	28300	6.0%	247600	16.8	WKAQ-FM	11500	16900	11%	89	
\$				225800	15.3	ESTEMPO	7500	19700	12%	93	
	1.4	20600	4.3%	116900	7.9	WZAR-FM	10900	9600	18%	137	Hilling
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2	1.1	16800	3.5%	114500	7.8	WOYE-FM*	9700	7000	15%	114	Title 199
10	1.1	16800	3.5%	106200	7.2	WSRA-FM	9800	6900	16%	123	
11	0.9	13800	2.9%	99200	6.7	WVJP-FM	4900	8900	14%	109	31111111
12	0.8	12500	2.6%	80200	5.4	WBRQ-FM	4100	8400	16%	122	2111112
13	0.8	11600	2.5%	77800	5.3	WFID-FM	5100	6600	15%	116	1111111
14	0.8	11500	2.4%	110900	7.5		7800	3700	10%	-81	201112
15	0.7	9900	2.1%	86400	6.0	WDOY-FM	4900	6100	11%	87	33333
16	0.7	9800	2.1%	84800	5.8	WCAD-FM	6500	3200	12%	90	111111
17	0.7	9800	2.1%	80800	5.5	WORO-FM	4600	5200	12%	95	11111
18	0.6	8500	1.8%	59700	4,1	WCMN-F	3300	5300	14%	112	11111
19	0.5	7900	1.7%	62500	4.2	⊖BS <sup>g</sup>	3600	4300	13%	99	
20	0.5	7300	1.6%	47600	3.2	WCHQ-FM	2800	4500	15%	120	
21	0.5	7200	1.5%	49600	3.4	WRIO-FM	2600	4700	15%	113	1000 Contraction (1997)
22	0.4	5400	1,1%	40900	2.8	WKJB-FM	1600	3800	13%	103	<b>**</b>
23	0.3	4900	1.0%	54300	3.7	WUNO*	1300	3600	9%	70	
24	0.3	3700	0.8%	24600	1.7	WRFE-FM	1100	2600	15%	118	
	32.2	474600	100%	1459300	99.1	TOTALES	222300	25240	33%	254	



Although a market leader in ratings, WTNT had never been profitable. Aggressive promotion, new management and improved sales promotion turned the station profitable in just a few months.

WNLS, the sister AM station, was repositioned as an all news and sports station.



ARSO was unable to grow further in Puerto Rico due to duopoly overlap rules. Stations were bought in Tallahassee and Lake City, Florida to continue gwowing the company (but were sold as soon as duopoly rules changed to permit more acquisitions in Puerto Rico).

### Florida, 1991...



#### SEMINOLES SEEK 13TH WORLD SERIES TRIP

by Dire Crosby "The overage FSU baseful is given as WTNEWORLS goes a long way to herping one-your's lowers in the program at an all time high."

and high." Mille Martin was reflecting on the role of affice in proceeding familiarly to bached as he code into his 14th sources. Mertin's terms or 2005 games, categoring afficient into the top 10 in wascameng afficient logistaseholt achtes.

"So many times I'm solid I' one of our games is going to be on odds," and Martin, hing is that I don't have to look is up since all games are new

ne radio." One region, WSUS will carry the remine fit game schedule, including poor anceso-controls. WIDHT will his 13 any contexts, Lost yees, the foreit-noise phenol 22 games against top 13 can partition. 1995 thread the no-different with a full state of AGC games, aim games against Miami, fram-against Florida, and an early scenes to maximum at Folleries. Gillowis. 1997 has a renord little in the same of anat programs, having approach in NCAA, towarement phys. To fress in 45 games diplaying phastallal. HSU has been to 15-measculture. Engineering the same diplay input to the same science.

Series. Marchive team will be loaking for its third stratight appearance in famile, but it won't be any. Star player Chris Roberts and top-pitchess Robert Balley and Thin. Davis are now in the prox. "Thirds the newest groups of players Twe returnal a season with" and blaring, selaring to the 18 new members of the 1950 soulse. "This will probably be the loggest challenge we have fased." With 15 straight regional appearances, and two-in-a-rew in Oreaha, Marin's Seminoles are obviously very alegest at handling challenges.

#### A TIP OF THE TNT STETSON ...

presents 14-ocances. ....TMT Marraing Show hasts fast lookins and Vic Jones on their first analyzenary (Lamary 6b) as the soul's tay resembling tests. .....This bleeses, "Captain The of TMT's Traffic Watch, pressoned to WTMT Fragmen Director.



WTNT and all the ARSO stations published monthly newsletters for clients and prospects. These were all prepared in-house in San Juan.

#### TNT PRESENTS "ALABAMA" IN CONCERT

WTNT is pleased to welcome country mask't "Artists of the De-orde", Alabama, to the Tollaborner-Leen. Country Civic Center on Thansher, Notemary 4th, Appen-ing with Alabama will be ICo-mend Rite and Michelle Wright. Supramed to Vis floart save some classes to Wis floart save some and back steps present... for year official Country Concert Commetion... TNT COUNTRY





#### BEAUTY AND THE BEAT! **PROFILE: MICHELLE** WRIGHT

One of the first soul store touring with Alabama, this voisor is a Canadian beauty from Marila, Ornatolo by the name of Michelle Wright. This year, Wright has released her second U.S. Albema, "New it Them" on Artiss Nathalia, and has been supporting it by opening for Alabama.

George Stealt and Kenny Regers. But whether she's headkning or sup-porting, the mins over the audiences with her swoley, soliry RMR tiple

perturing, the relation of the indefendent with the introducty, with probes to be energy. Wright's basis on based was named the best in Canada for the past two years at the Canadian Courty Plantel. Awards. The CCMA is doo-awarded base fiscale vacables of the year from 1808 to 1902, and Country Music Persons of the Year for 1972. Wright has reade many friends on the read, not only with har from, but with other fermion Courty stars. The performed in the history-mail-ing Women of Country Individ last Orsdory along with Sore Reages. Many-Chapte Corporate, Wynemena Judd, Branghar Harcis, Trints. Teuroscol, Rathe Matten, Pan Tillis, and Pirty Lowden. Wright database for the year-ferming freq fidnesing her the year and Pirty Lowden. The last fit year-ferming the grad fidnesing her fits years in coloury, then the reader the year-ferming the grad fidnesing her the years of the year fittering. The same relation of the years the read during the somenet, and never relaxed. She just would be

play marie. Michelle Wright new makes her homer is Mosio Gity, and is will on her way to becausing a major startic the U.S. as well as her mative Gaussia.

#### "LIVE AND UNCENSORED" GARY KARASIK

Local talk show host, Gury Katasik, debutad on Talk Ratio



Tanakk, debated on Talk Badio W04.5, 1270 AM, with his exter-tising and provecutive above "Talk OrThe Tores," Knastly's gamts have included local politi-tions, gay rights activitat, education, and have, dirigg, and a wristly of interestinggeneits from all wolfs-off ID. Strandk's homasones, and some-fann interventing right of interviewing always being gamts and interact on the edge of them seek, and a little off gant. For a little "picases" in your reacting realist, name in Carry Security 'Takket's Tore NM-9400 are, weeklays on 1270-AM/WNLS.



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