

Miami, 1980...

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



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



Radio Hit 1260 WHTT MIAMI

"HIT SHEET"
October...more HITS than the World Series
The Radio Hit Double Play

LA PIRAMIDE 1260

PEPSI

THE PERFECT TEAM FOR A SPECIAL EVENT

"REGALO"

Por **NORMA NIURKA**
Redactora de El Miami Herald

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.

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.

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.



Cómo un regalo a los oyentes de las provincias centrales, ya está en el aire la nueva

STEREO PRESIDENTE
98.7 MHz

La primera emisora en FM diferente con oficinas en Chitré, teléfono 96-2987, Apdo. 194 Chitré.
En Panamá, teléfono 68-1754

Pedro Solís Villalaz
PROPIETARIO

Sarita de Sedas
VICE-PRESIDENTE

más penetración y más categoría en su publicidad.

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



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



Miami, México and others... 1983

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).



Música en Flor was broadcast on some of the first independent FM stations in Latin America. Cities where it was heard include:

*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, Guate-
mala*

*Monclova, Nogales, and
Cd. Guzmán, México*

*Sto. Domingo, Domini-
can Republic*

San Juan, Puerto Rico



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, Jalisco.

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

CyD Productions • 10324 West Flagler Street • P.O. Box 650809 • Miami, Florida 33165, U.S.A. • 305-551-4042 • 305-551-9541

San Juan, 1985...

In 1985, Salsoul was a rapidly declining #6 in the market. A mini-auditorium 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 remained 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.



Cadená Salsoul.
Estabilidad en el Primer Lugar.

Encuesta tras encuesta, la Cadená Salsoul demuestra que es el medio radial más estable y más confiable. En las últimas 18 encuestas de Asesores, Inc., la Cadená Salsoul ha ocupado el primer lugar en todas las edades importantes... en todo Puerto Rico.

Año	Porcentaje
1980	6.4%
1981	7.3%
1982	7.8%
1983	8.3%
1984	8.8%
1985	8.8%
1986	8.7%
1987	9%
1988	9.7%
1989	9.9%
1990	10.1%
1991	10.8%
1992	11%
1993	10.8%
1994	10.6%
1995	10.7%
1996	11.2%

En la última encuesta del año 1990, la Cadená Salsoul obtuvo un promedio de 10.2% de la audiencia 12+ (6am-12MN). Y en audiencia adulta, la Cadená Salsoul obtuvo 10.8% de la audiencia... superando por más de 80% la emisora que se encuentra en el segundo lugar.

Ases. Radio Corp.
P. O. Box 5725
San Juan, PR 00906
(809) 744-5131
731-7075
FAX: 743-0252

COBERTURA COMPLETA

WPRM-FM
1350 Old Hwy
1000 P.O. Box 1000
San Juan, P.R.

WIVA-FM
Agencia Registrada
1000 P.O. Box 1000
San Juan, P.R.

Area Radio Corp.
WPRM-FM
WIVA-FM
P. O. Box 5725
San Juan
Puerto Rico 00906

TELEFONOS
809-744-5131
809-731-7075

FAX
809-743-0252

CADENA
SALSOUL

TARRA 98
Septiembre 1, 1998

WPRM-FM
WIVA-FM

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.



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 broadcaster 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.

ESBENA

**Puerto Rico Consolidado
6AM - 7PM Enero-Marzo, 1991**

	Average Rating	Average Persons	Avg. Spots	Cume Persons	Cume Share	Estacion e Cadena	Average Men	Average Women	% eficiencia	Min al dia	Adultos 18-49
1	4.1	61000	12.9%	314000	21.3	SALSOU*	30400	30600	19%	152	[Bar Chart]
2	2.0	29400	6.2%	179300	12.2	WZNT-FM	18200	11000	16%	128	[Bar Chart]
3	1.9	28300	6.0%	247600	16.8	WKAQ-FM	11500	16900	11%	89	[Bar Chart]
4	1.8	27000	5.7%	225800	15.3	ESTEMPO*	7500	19700	12%	93	[Bar Chart]
5	1.4	20600	4.3%	116900	7.9	WZAR-FM	10900	9600	18%	137	[Bar Chart]
6	1.4	20300	4.3%	143900	9.8	WIAC-FM*	7000	13400	14%	110	[Bar Chart]
7	1.3	19600	4.1%	166600	11.3	WXYX-FM	9700	9900	12%	92	[Bar Chart]
8	1.3	18600	3.9%	139600	9.5	WKAQ*	9200	9400	13%	104	[Bar Chart]
9	1.1	16800	3.5%	114500	7.8	WOYE-FM*	9700	7000	15%	114	[Bar Chart]
10	1.1	16800	3.5%	106200	7.2	WSRA-FM	9800	6900	16%	123	[Bar Chart]
11	0.9	13800	2.9%	99200	6.7	WVJP-FM	4900	8900	14%	109	[Bar Chart]
12	0.8	12500	2.6%	80700	5.4	WBRQ-FM	4100	8400	16%	122	[Bar Chart]
13	0.8	11600	2.5%	77800	5.3	WFID-FM	5100	6600	15%	116	[Bar Chart]
14	0.8	11500	2.4%	110900	7.5	95-X*	7800	3700	10%	81	[Bar Chart]
15	0.7	9900	2.1%	88400	6.0	WDOY-FM	4900	5100	11%	87	[Bar Chart]
16	0.7	9800	2.1%	86800	5.8	WCAD-FM	6500	3200	12%	90	[Bar Chart]
17	0.7	9800	2.1%	80800	5.5	WORO-FM	4600	5200	12%	95	[Bar Chart]
18	0.6	8600	1.8%	59700	4.1	WCMN-F	3300	5300	14%	112	[Bar Chart]
19	0.5	7900	1.7%	62600	4.2	QBS*	3600	4300	13%	99	[Bar Chart]
20	0.5	7300	1.5%	47600	3.2	WCHQ-FM	2800	4500	15%	120	[Bar Chart]
21	0.5	7200	1.5%	49600	3.4	WRIO-FM	2600	4700	15%	113	[Bar Chart]
22	0.4	5400	1.1%	40900	2.8	WKJB-FM	1600	3800	13%	103	[Bar Chart]
23	0.3	4900	1.0%	54300	3.7	WUNO*	1300	3600	9%	70	[Bar Chart]
24	0.3	3700	0.8%	24600	1.7	WRFE-FM	1100	2600	15%	118	[Bar Chart]
	32.2	474600	100%	1459300	99.1	TOTALES	222300	25240	33%	254	[Bar Chart]



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 growing the company (but were sold as soon as duopoly rules changed to permit more acquisitions in Puerto Rico).

Florida, 1991...

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.

David F. Gleason
V.P. PRESIDENT

WTNT-FM, WNLS-AM
325 John Knox Road, Suite E-310
Tallahassee, FL 32303
(904) 386-6140
FAX (904) 385-8789

TNT 94.9 COUNTRY

CHECK US OUT
Success published

WIN UP TO \$50,000
IN CASH & PRIZES

TNT 94.9 COUNTRY **Open Mike**
WTNT & WNLS February, 1993

SEMINOLES SEEK 13TH WORLD SERIES TRIP *By Jim Cooby*

"The coverage FSU booked is given us WFTD/WNLS goes a long way to keeping everyone's interest in the program at an all time high."

Mike Martin was reflecting on the role of radio in promoting Seminole baseball as he looks into his 14th season. Martin's teams have won 725 games, catapulting him into the top 10 in wins among all college baseball coaches.

"So many times I'm asked if one of our games is going to be on radio," said Martin. "The nice thing is that I don't have to look it up since all games are now on radio."

Once again, WNLS will carry the end of 56 game schedule, including post season contests. WTNT will air 12 key contests. Last year, the Seminoles played 27 games against top 25 competition. 1993 should be no different with a full slate of AOC games, six games against Miami, five against Florida, and an early season tournament at Fullerton, California.

FSU has a record that is the envy of most programs, having appeared in NCAA's tournament play 20 times in 43 years of play. FSU has been to 35-consecutive Regional tournaments and 12 College World Series.

Martin's team will be looking for its third straight appearance in Omaha, but it won't be easy. Star player Chris Roberts and top pitchers Robert Bailey and Tim Davis are now in the pros.

"This is the newest group of players I've entered a season with," said Martin, referring to the 18 new members of the FSU roster. "This will probably be the biggest challenge we have faced."

With 13 straight regional appearances, and two in-a-row in Omaha, Martin's Seminoles are obviously very adept at handling challenges.

A TIP OF THE TNT STETSON...

...Billie Torgas, Office Manager, the 1992 WFTD/WNLS Employee of the Year, Billie has been with the station since 1984.

...Bessie Jacobs, Tim Ford and wife, Deanna, on the birth of their son, Jacob Harlan. Little "Jake" was born December 15th, weighing in at 8 pounds 12 ounces.

...TNT Morning Show hosts Joe Jordan and Vic Iwan on their first anniversary (January 6th) as the show's top morning team.

...Tim Messers, "Captain Tim" of TNT's Traffic Watch, presented to WFTD Program Director.

TNT PRESENTS "ALABAMA" IN CONCERT

WTNT is pleased to welcome country classic "Artists of the Decade", Alabama, to the Tallahassee Levin County Civic Center on Thursday, February 4th. Appearing with Alabama will be Diamond Rio and Michelle Wright. Stay tuned to 94.9 FM for your chance to win front row seats and back stage passes... from your official Country Concert Connection... TNT COUNTRY!

BEAUTY AND THE BEAT! PROFILE: MICHELLE WRIGHT

One of the first red stars touring with Alabama this winter is a Canadian beauty from Martin, Ontario by the name of Michelle Wright.

This year, Wright has released her second U.S. album, "New & True" on Arista Nashville, and has been supporting it by opening for Alabama, George Strait and Kenny Rogers. But whether she's headlining or supporting, she hits over the audience with her smoky, sultry R&B style songs.

Wright's backup band was named the best in Canada for the past two years at the Canadian Country Music Awards. The CCOMA also awarded her female vocalist of the year from 1989 to 1992, and Country Music Person of the Year for 1992.

Wright has made many friends on the road, not only with her fans, but with other female Country stars. She performed in the history-making Women of Country festival last October along with Sony Rogers, Nancy Chappell, Wynonna Judd, Grassie Harris, Trisha Yearwood, Kathy Mattea, Pam Tillis, and Patsy Loveless.

Wright decided to devote her life to Country after she caught the performing bug following her first year in college. She was offered a gig on the road during the summer, and never returned. She just wanted to play music.

Michelle Wright now makes her home in Mobile City, and is well on her way to becoming a major star in the U.S. as well as her native Canada.

"LIVE AND UNCENSORED" GARY KARASIK

Local talk show host, Gary Karasik, debuted on Talk Radio WNLS, 1270 AM, with his entertaining and provocative show "Talk Of The Town." Karasik's guests have included local politicians, gay rights activists, educators, authors, singers, and a variety of interesting guests from all walks of life. Karasik's humorous, and sometimes controversial style of interviewing always keeps guests and listeners on the edge of their seats, and a little off guard. For a little "yikes" in your morning routine, tune in Gary Karasik's "Talk Of The Town" from 7:30-9:00 am, weekdays on 1270-AM WNLS.

"I feel sorry for a person with such a suspicious nature!"

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