

**WESB**

**SPANISH**

**STEREO 94**

# GROWTH

... plus

Population

The Dallas/Fort Worth Metroplex - The jewel of the Sunbelt and a national leader in growth and innovation. A thriving world market growing in power and influence. Consider the tremendous growth of this area, then consider that in the last decade the Spanish-speaking population has grown four times faster than the general population!

Now nearly one of every five people fueling the growth of this great area is Hispanic. The younger median age, influx, and larger families promise an even more crucial role in the future of North Texas. It's a market of now, with a future of phenomenal growth.

One of the most surprising facts about this market of over a half million, is how easy it is to promote. KESS has for fifteen years been the primary daily source of Spanish language news, entertainment, sports, weather, and community information. It's a market apart, with only one effective advertising vehicle!

Population Growth	Spanish-speaking	Total U.S.
Median Age	20.9	28.9
Population Growth (1970-1978)	21%	4%
Families (4+ members)	55.2%	41.4%
Metropolitan Residence	82.5%	67.8%

Source: U.S. Census Bureau, March, 1978

# KESS

# \$ POWER

Market

In addition to the obvious advantages of promoting to the huge, captive Hispanic market of Dallas/Fort Worth Metroplex, here are some benefits that should be considered:

- ★ **Dynamic Growth** - in the last decade the Hispanic population of the Dallas/Fort Worth SMSA has grown four times faster than the general population. By 1985, Time Magazine predicts Hispanics will be the largest minority in America.
- ★ **Ideal Median Age** - the Hispanic market has a median age eight years younger than their anglo counterpart (20.9 vs. 28.9). This provides for a larger number of Hispanics in their "accumulative years," and a greater percentage of Hispanics in advertisers' primary target group 18 - 44.
- ★ **Larger Families** - Hispanics average one more consumer per family unit! This insures greater needs - more clothes, more food, etc.
- ★ **High Loyalty Factor** - ethnic radio provides the most loyal listener of any type of radio programming.
- ★ **Radio-Oriented Market** - the Spanish-speaking person averages over twice the daily listening time than other U.S. listeners.
- ★ **Good Referral Market** - the centralized nature of the Hispanic market and the strong family ties provide an excellent referral business from satisfied Latin consumers.

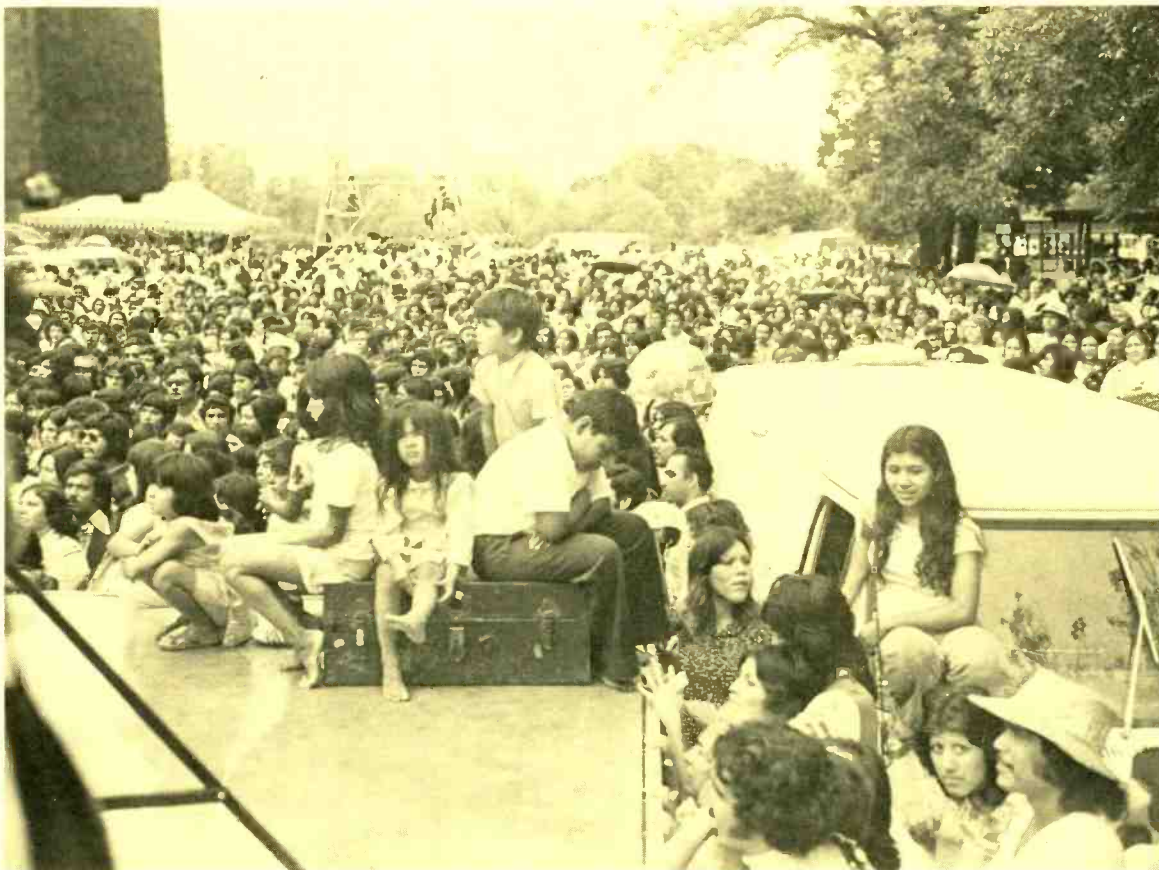
# KISS



# FIESTA

Whether it's the two day KESS Cinco de Mayo celebration that attracted over 37,000 people, or a four hour KESS remote broadcast - you'll find two common elements to every Stereo 94 promotion. To our audience every KESS event is a fiesta, and for our client every KESS promotion is geared for results!

Given your advertising goals, we put fifteen years of radio and promotion experience to work. Remote broadcasts, cultural holiday tie-ins, professional sports team tie-ins, specialized program sponsorships . . . these are just a few of the many outstanding ways KESS has developed to stimulate traffic and sales, consumer loyalty and goodwill. KESS PROMOTES TO PROMOTE AGAIN!!



# KESS

Coverage

# METROPLEX

100,000 watts of power combined with state-of-the-art electronics assures "Latin Lovers" of North Texas a quality broadcast signal. Using microwave technology, KESS alternates transmission from either the Dallas studio and office facility at 5480 Denton Drive Cut-Off, the Fort Worth complex at 661 Seminary, or on site anywhere!

KESS broadcasts in Stereo at 93.9 MHz, twenty-four hours per day. The major cities KESS serves are Dallas, Fort Worth, Arlington, Irving, Grand Prairie, Mesquite, McKinney, and Denton.



# KESS



# ENTERTAINMENT

LET US ENTERTAIN YOU! KESS more than any other radio station in the Metroplex is an entertainment source. Because Hispanics listen to the radio more often, they want variety and entertainment.

KESS DELIVERS! KESS delivers with Live Sports broadcasts, comedies, novelas (Spanish soap operas), open line swap shops, News blocks, sports talkshows, and more. This specialized programming can be a useful method of pinpointing desired demographics.

## SPECIALIZED PROGRAMMING

- ★ NEWS:
    - Network News by Spanish Information Service - on the half hour 8:30 a.m.-4:30 p.m.
    - Radio Reloj - a KESS-produced morning news bloc 7-7:30 a.m. Monday-Friday
    - Local news by Kess news staff on the hour
    - Traffic Reports: in morning news bloc 7-8 a.m., and afternoon 5:10-5:30 p.m.
  - ★ Weathercasts: on the quarterhour
  - ★ Sports: Network Sports by SIS 7:06 a.m. & 5:06 p.m.
  - General Sports by KESS staff 7:30 a.m. & 4:45 p.m.
  - Dallas Cowboys Broadcasts per schedule in season
  - Let's Talk Sports - Tuesdays 7:35-8:30 p.m.
  - Also seasonal-Dallas Cowboy Reports, Texas Ranger Report and select Texas Ranger game broadcasts
  - ★ Novelas: Monday-Friday
 

9 a.m. - 9:30 a.m.	10:30 - 11 p.m.
7 - 7:30 p.m.	11 - 11:30 p.m.
  - ★ Simulcast Channel 8 News Update at 10:00 p.m. Monday-Friday
  - ★ Comedy: 5:30 - 5:45 p.m. Monday & Wednesday
  - ★ Open Line (Swap Shop) 9:30 - 10 a.m. Monday-Friday  
9 - 10 a.m. Saturday
  - ★ Open Line (Public Affairs) 6:30-6:57 p.m. Monday
- KESS also makes available throughout the year many special KESS-Client Involvement Promotions, check with your Account Executive for details.

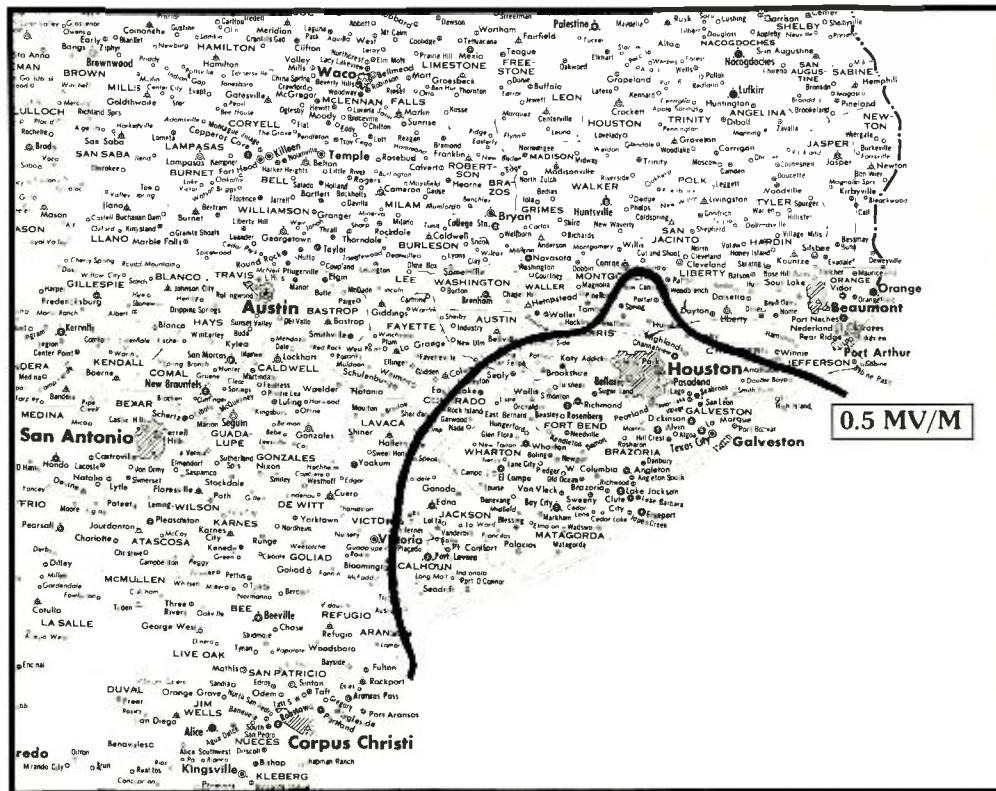
# KESS

LaTremenda

# HOUSTON

In Houston, and from those same great people that brought you KESS, you'll find another outstanding Spanish language radio station—LaTremenda—KLAT 1010 AM. Fifteen years of Spanish language radio broadcasting experience have provided Houston with its finest Spanish language advertising vehicle. LaTremenda is Houston's only Hispanic owned-and-operated radio station.

By buying both KESS and LaTremenda you have a potential audience of well over a million Hispanics in Texas' two largest Standard Metropolitan Statistical Areas. Ask your account executive for additional information.



**¡LATREMENDA!**  
**1010AM**

# IMPACT!

Special Events

In a word KESS has IMPACT! From culture to sports, KESS impact makes your advertising dollars deliver.

KESS STEREO 94 1982  
Special Events Calendar

(JAN-FEB-MAR)

\* **BINGO PACKAGE**

*Your customers win and so do you with increased traffic.*

(APRIL-MAY)

\* **CINCO DE MAYO! CELEBRATION** *(Early May) 5th annual*

*BUY: \$2400 minimum buy over 3 weeks prior*

\* **TEXAS RANGERS BASEBALL**

(JUNE-JULY)

\* **KESS SALUTE TO LATINOS PICNIC** *(Date to be announced)*

\* **KESS VACATION TRIP**

\* **TEXAS RANGERS BASEBALL**

(AUG.-SEPT.)

\* **DALLAS COWBOY FOOTBALL**

\* **TEXAS RANGERS BASEBALL**

\* **MEXICAN INDEPENDENCE DAY CELEBRATION** *(Mid September)*

(OCT.-NOV.-DEC.)

\* **DALLAS COWBOY FOOTBALL**

\* **CHRISTMAS QUARTER PACKAGES**

\* **OPERATION TOYS**

DECADE OF THE HISPANIC

# KESS

[www.americanradiohistory.com](http://www.americanradiohistory.com)



# BINGO

*Bingo Package*

For many years Bingo has been a favorite games of Hispanics. Now you can bring this thrilling game to your customers. You win when your customer wins! Your customers will thank you for bringing Bingo to them. Your business or client will win with increased loyalty and traffic.

Each participating client becomes a bingo card distribution point so their customers can become one of the daily winners. In addition to a nice spot schedule, clients get additional KESS promotional spot exposure, El Sol de Texas coverage and plenty of goodwill and KESS association.

DECADE OF THE HISPANIC

# KESS

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**Bingo Package**

# BINGO

## CLIENT PACKAGES

MINIMUM BUY: \$900 per month  
OPTION \$100 per week

CONTEST  
DURATION: January 1st to March 31st

SUGGESTED  
SCHEDULE: 30 fixed spots per month for duration of contest.  
Option Package: Bingo only.

## KESS BINGO BONUS

\* A minimum of 10 KESS promotional spots per week featuring name and address of Bingo card pick up.

\* Advertisements in El Sol de Texas with name and address of participants.

\* Daily winners

DECADE OF THE HISPANIC

# KESS

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# FIESTA!

Early May 1982, KESS Spanish Stereo 94 will present the largest and most involved cultural celebration ever in North Texas: **The Hispanic Decade - Cinco de Mayo!**

Scores of cultural Mexican items will be for sale or on display: jewelry, leather goods, wrought iron, dry goods, spices, Mexican toys, pinatas, and much more! The Tower Building at State Fair will become the giant "mercado" of the Metroplex, where bargains are bargains. The retail exhibitors are all KESS clients selling furniture, clothing, audio components, video sets, sewing machines, cars, vans, auto accessories and plenty more!

The entire Cinco de Mayo mercado will be covered with unique and interesting displays everyone will enjoy. You don't have to spend a dime to have a great time at Cinco de Mayo!

\* It's the fifth Annual celebration that in 1980 drew over 100,000 people!

DECADE OF THE HISPANIC

# KESS

[www.americanradiohistory.com](http://www.americanradiohistory.com)



# FIESTA!

Fiestas are fun! And fun it will be, with authentic Mexican sweet breads, candy and food snacks. Fiestas are music, with strolling mariachis, duets, and "conjunto" bands performing continuously. Fiestas are colorful costumes and folklore dancers. And fiestas are really fun for kids, scrambling for candy from a broken pinata! Cinco de Mayo! is truly a part of The Hispanic Decade.

## THE HISPANIC DECADE

1982

# KESS

# 94

Important! KESS will provide "The Hispanic Decade" theme decorations. However, the originality and quality of each display is primarily the responsibility of the exhibitor. We hope each exhibitor will take great care to exhibit exciting displays and items. Your display is a reflection of your company, and will either complement or detract from the other exhibits. The Hispanic Decade is a significant recognition of Hispanic progress. We hope your exhibit will reflect that recognition.

DECADE OF THE HISPANIC

# KESS

**KESS FIESTA PACKAGE**  
**THEME: THE HISPANIC DECADE**

MINIMUM BUY: \$2400

NEW CLIENTS: 60 (fixed) 30 second commercial announcements to run April 1, to May 5, 1982.

TFN CLIENTS: \$800 increase over average monthly billing for the last six months.

**KESS FIESTA FREE-BEES**

- \* 10 - 30 second spots highlighting the celebration as a KESS/Your Company Presentation, placed evenly from April 1, to May 5, 1982.
- \* KESS 6 hour remote broadcasts
- \* 4 - 30 second spots during remote for each client

**BOOTH INFORMATION**

- \* 10' x 10'
- \* Booth separators and backdrops provided
- \* Mexican flags for decoration
- \* One table, six chairs
- \* Theme decorations

### THE STORY OF EL CINCO DE MAYO

The history surrounding El Cinco de Mayo, (the fifth of May) has many characters and settings, but one unexpected character stands out as being the indirect cause for what eventually would historically be called La Batalla de Puebla: the Battle for Puebla, on the fifth of May 1862 . . .

Hernan Cortez, El Conquistador de Mexico had diared such false illusions of wealth in Mexico, that the European nations of England and Spain were critically appalled at the complacency of Mexico toward the repayment of 12 million pesos in loans. Word spread throughout Europe that these two countries were sending military troops to Mexico to demand payment. This cleared the way for a third power, France, under the same guise of seeking repayment, to achieve a goal it had long desired: French influence in North America. At the same time the English and Spanish were arriving at Veracruz, Napoleon III and his French advisors were carefully selecting a Monarch to assume the throne of Mexico. Their final choice: the Archduke Maximilian and his wife Carlotta, an impeccable couple of noble royalty, whose roles in history would end, one in an insane asylum, and the other, shot before a firing squad sounding a warning to all the world that Mexico would forever stay free.

It took England and Spain very little time to realize that the legends of gold in Mexico were indeed legends, and it took even less time for them to realize France's true intentions in Mexico.

The English and Spanish troops were withdrawn quickly, wanting no part of the scheme, and so the pages of El Cinco de Mayo had begun to be written, only now at the single hand of France, who had been counting heavily on European support, but now having to face Juarez's government alone.

The polished, well trained French troops were expecting a quick end to any opposition to the new Maximilian throne. This would have been the case had it not been for an over confident General Lorencez, who wrote prematurely to his French Minister of War, "We are so superior to the Mexicans . . . that, at the head of six thousand soldiers, I am already master of Mexico." He said this a few days before May 5, 1862.

The north entrance to Puebla was composed of two hills, a convent and a fortified building. No conquest of Puebla had ever been successful from the north, and Lorencez's advisors had warned him against advancing from the north. Lorencez ignored the warning, protectively not wanting to subject his men to hand to hand combat on the flatlands at the south entrance to the town. His decision was to be marked in history not as a major blunder, but still as a psychological defeat, in that Juarez's weak and poorly equipped soldiers did not budge an inch and General Lorencez had to record his first battle in Mexico as a loss.

And so the church bells rang, and the people rejoiced, and a new breath of freedom blew with the wind throughout all of Mexico. The second battle of Puebla in March, 1863, would be lost to the French, and the thunderous noise of exploded ammunition dumps would echo the agony of defeat. Benito Juarez's struggle for independence from France would continue without any major support from the United States until after the end of the Civil War, and it would be many months after that, when President Johnson would send envoys to France demanding their withdrawal, quoting the terms of the Monroe Doctrine of 1823. Also, by now the effort in Mexico had become increasingly unpopular in France, the French being seriously concerned with Russia's aggressive Chancellor Otto von Bismark who had conquest ideas of his own. French morale in Mexico was extremely low and eventually Napoleon III would ignore all pleas from Maximilian and Carlotta for continued support, and withdraw completely from Mexico.

The chapter of El Cinco de Mayo had come to an end, but the rejoicing of victory and solemn remembrance of defeat, has withstood the test of time, even strengthened by the proud tribute of its future generations, on the fifth of May, promising that such a courageous and heroic chapter in history would never be forgotten.

DECADE OF THE HISPANIC

**WESS**

[www.americanradiohistory.com](http://www.americanradiohistory.com)





1982

Baseball

# ANOTHER HIT!

The excitement of Texas Rangers Baseball is now a great advertising vehicle to reach Dallas/Fort Worth Metroplex Hispanics. KESS is proud to be the flagship station for Spanish Texas Rangers Baseball broadcasts. In 1982, fourty select games will be broadcast. With the limited availability of Spanish sports coverage, advertisers will be assured of a large, intent following.

Be among the many businesses to benefit from this association with the Texas Rangers, and a unique new entertainment source.

## Season Sponsorships

30 second - 2 per game at \$40 = \$3200 for season  
60 second - 2 per game at \$50 = \$4000 for season

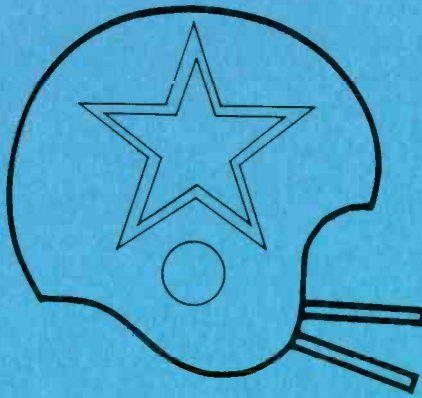
## Per Game

30 second - 2 per game at \$50 = \$100 per game  
60 second - 2 per game at \$60 = \$120 per game

DECADE OF THE HISPANIC

# KESS

[www.americanradiohistory.com](http://www.americanradiohistory.com)



1982

Great Cowboys have come and gone, (Meredith, Perkins, Lilly, Jordon, Staubach, etc.), but the winning spirit lives on. The 1982 Dallas Cowboys with their growing experience are expected to meet the challenge of the Eastern Conference and challenge the best of the N.F.L.

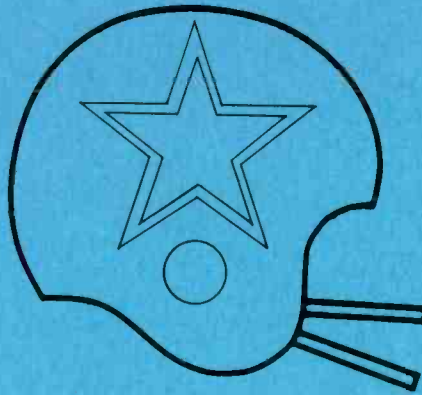
KESS is once again proud to be the flagship station for the Dallas Cowboy Spanish Network. The Dallas Cowboys are an established favorite team for Hispanics. KESS invites your company or client to join the winning spirit. Put Dallas Cowboy loyalty and intensity to work with a sponsorship now.

#### THE WINNING EDGE

- \* Our listeners will turn off the audio of their TV sets, in favor of Spanish radio stereo play-by-play!
- \* Heavy Cowboy coverage throughout each week!
- \* Consistent exposure from July through December!

DECADE OF THE HISPANIC

**KESS**



**PACKAGE #1 INCLUDES:**

- \* 176 Spot announcements - Fixed - (30") 8 per week x 22 weeks
- \* 44 Cowboy game announcements (30")
- \* 44 Promotional spots announcing that upcoming game is: "Brought to you in part by . . ."

**PLUS!**

- \* Two season tickets to all 1982 Regular Season Home Games

**SCHEDULING:**

- \* Weekly spots (8x): Sponsor's option (Per availability)
- \* Cowboy Game spots: First come/First rights
- \* Promotional Spots: KESS Discretion

**COSTS:**

* Weekly spots @ \$35 x 8 per x 22 weeks @	\$6160
* Cowboy Game spots: @ \$75 x 2 per x 22 Games @	\$3300
* Promotional Spots -	N/C

**TOTAL VALUE:**

\$9460

(Total exposures: 264    Average cost per unit: \$35.83)

**PACKAGE #2 INCLUDES:**

- \* 44 Cowboy Game announcements (30")
- \* 44 Promotional spots

**COSTS:**

* Cowboy Game spots: @ \$125 x 2 per x 22 Games @	\$5500
* Promotional Spots -	N/C

(Total exposures: 88    Average cost per unit: \$62.50)

DECADE OF THE HISPANIC

**KESS**



# VIVA LA INDEPENDENCIA

Pike Park in Dallas has for so long been identified with North Texas' Mexican Independence Day Celebrations, that it is now a Texas Historical Site! And KESS is a recognized part of that rich history. Mid-September 1982, KESS Spanish Stereo 94 will join with "Federacion De Organizaciones Mexicanas" to present an annual Parade through downtown Dallas, and then the largest ever Mexican Independence Day Celebration .

The smell of delicious home made Mexican foods and deserts will fill the air. Colorful costumes of folklorico dancers, Mariachis, and folk costume contestants will brighten the park, and fun will be the order of the day with nonstop music and entertainment.

It's family fun at its very best and it's FREE! And your company or client will help make it happen. Many clients were disappointed about missing the gigantic Cinco De Mayo Celebration, well here's the last cultural holiday of the year. Confirm your participation now, so your account executive can help you maximize your exposure and build on the loyalty of the Hispanic Market.

DECADE OF THE HISPANIC

# KESS

**KESS CO-SPONSOR PACKAGE**

**THEME: MEXICAN INDEPENDENCE DAY/THE  
HISPANIC DECADE**

MINIMUM BUY: \$1470

CLIENT BUYS: 42 (fixed) 30 second commercial announcements to run August 23 to  
September 12, 1982.

SUGGESTED  
SCHEDULE: Two fixed spots per day for the twenty one days leading to the Mexican In-  
dependence Day Celebration.

**KESS CO-SPONSOR FREE-BEES**

- \* 4 - 30 second spots during live parade coverage Sunday September 14th
- \* 2 - open & close client credit (15 seconds)
- \* 4 - 30 second spots during Pike Park celebration coverage

**OPTION**

**MEXICAN  
INDEPENDENCE  
DAY PINWHEELS**

Beautiful and durable red, white and green pinwheels to be given to children at your business prior to the celebration and in your name at Pike Park September 15th. Has both your logo and KESS logo. Cost is \$180 per 625. (325 for in store give-away and 300 for Pike Park.)

DECADE OF THE HISPANIC

**KESS**