

# LATIN



KSSE/Los Angeles adds English music and dramatically alters the Latin radio landscape

## Best Of Both Worlds

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**W**hen Entravision Radio's pop KSSE (Súper Estrella)/Los Angeles makes a move, it has a major impact on the Latin industry as a whole.

At midnight July 13, KSSE segued from being the premier Spanish-language CHR outlet to the station that plays all the pop hits, regardless of language.

"La Nueva Súper Estrella" is programming three to four English-language hits per hour, a 70% Spanish-30% English ratio.

What brought on the change? KSSE is competing in the largest Hispanic market in the country, where the coveted 18-34 Hispanic female audience is divided not only among the other Spanish-language stations, but also among general-market signals.

Entravision Radio VP of programming Néstor Rocha says that the company had been researching the idea of adding English music for a while, and it noticed that Latinos enjoy Justin Timberlake as much as Maná—and that's the case whether they are primarily Spanish-speaking or bilingual.

Although this music mix is new to Los Angeles and the U.S. Hispanic market, it is not unprecedented in Puerto Rico, where such pop stations as Univision Radio's WKAQ (KQ-105) and RAAD Broadcasting's WYXX (La X) play English music. According to Nielsen BDS data, 21.29% of the music KQ-105 played during the last month was English-language. For La X the percentage was even higher: 24.04%. Stations in Mexico are also known for meshing Spanish and English pop.

And with "reggaetón dying," Rocha says, "there isn't a station in Los Angeles that caters to 18-34 Latinos. Now we're that station."

The way Entravision/Los Angeles VP/GM Karl Meyer sees it, "Good pop is good pop," and the songs Súper Estrella plays perform well with its PIs as well as those of its competitors.

With a wealth of Spanish pop music available, and Súper Estrella having, until now, a reputation for breaking new music in that genre, the move is likely to have an impact on record labels.

Acknowledging that it's going to be tough on them, Warner Latina marketing director Albert Ramírez says he hopes Súper Estrella's move presents an opportunity for Latin artists releasing bilingual collaborations with American artists.

Ramírez's hope will have to wait, because, according to Rocha, Súper Estrella will only play proven hits, and is no longer in the business of breaking new music. He has even informed Latin labels that for their music to get a shot on Súper Estrella, it first needs to be a hit in Mexico. English-language songs will get airplay only if they are hits on stations like Clear Channel's CHR/top 40 KIIS/Los Angeles.

Realizing what lies ahead, labels are obviously feeling pressure. Sony BMG Norte VP of marketing/A&R Nir Seroussi says he understands the station has to consider its ratings and make a breakthrough in the market, but with 30% fewer spots available for Spanish music, "it's going to be a challenge for us."

Universal Latino senior VP of marketing/A&R Walter Kolm also views the change as a tough blow to the labels. "We had a strategic partner to develop new talent," he says. "As the industry changes, labels have to be more creative and look for new avenues to market new talent."

Rocha says he knows Latin labels are not exactly pleased with the move but says it



▶ **MANÁ** DEBUTS AT NO. 17 ON THE LATIN ROCK CHART WITH "OJALA PUDIERA BORRARTE."

			ROCK/ALTERNATIVE		
THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL
1	1	9	A MARTE	PASTILLA	SONY BMG NORTE
2	2	6	RAININ IN PARADIZE	MANU CHAO	NACIONAL/BECAUSE
3	3	7	ENTRE LA GUERRA Y EL AMOR	DELUX	SONY BMG NORTE
4	5	18	ENAMORADO	GUSTAVO LAUREANO	UNIVERSAL LATINO
5	6	8	NANAI	MALA RODRIGUEZ	MACHETE
6	4	10	BESAME	EL TRI	FONOVISIA
7	8	8	INTOCABLE	ALEKS SYNTEK	EMI TELEVISIA
8	7	25	NARCISISTA POR EXCELENCIA	PANDA	WARNER LATINA
9	10	9	PRISIONERO	MIRANDA	EMI TELEVISIA
10	12	5	LA VIDA	RABANES	UNIVERSAL LATINO
11	15	16	DIOSA RULETA	STOIC FRAME	EL COMANDANTE/V&J
12	9	8	LOS MALAVENTURADOS NO LLORAN	PANDA	WARNER LATINA
13	11	3	BIENVENIDO SHOW	DELIRIO	GOLD FLAME/V&J
14	17	2	ME GUSTAS COMO QUIERAS	MILLO TORRES Y EL TERCER PLANETA	TRIBAL VIBES
15	14	22	YEGUA	LOS BABASONICOS	UNIVERSAL LATINO
16	NEW		ANGEL	DELIRIO	GOLD FLAME
17	NEW		OJALA PUDIERA BORRARTE	MANA	WARNER LATINA
18	18	4	BLACK SHEETS	BIRDS OF TOKYO	MGM
19	19	3	ELLA SE MUEVE CRUEL	RABANES	UNIVERSAL LATINO
20	16	7	SOGNARE	DIVISION MINUSCULA	UNIVERSAL LATINO

			RECORD POOL		
THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL
1	2	15	NADA PUEDE CAMBIARME	PAULINA RUBIO	UNIVERSAL LATINO
2	1	8	LA FOTO SE ME BORRO	ELVIS CRESPO	MACHETE
3	3	19	EMPECE A LLORAR	ANTHONY CRUZ	M.P.
4	4	8	ADONDE SE FUE	XTREME	LA CALLE/UNIVISION
5	5	12	DALE PA TRA (BACK IT UP)	NOTCH	CINCO POR CINCO/MACHETE
6	9	4	DALE AZOTA	TONY TOUCH FEAT. IVY QUEEN	EMI TELEVISIA
7	8	10	NO ME LA PONGAS DURA	PEDRO LONGA	M.P.
8	12	3	MI GENTE	MARC ANTHONY	SONY BMG NORTE
9	7	8	TE QUIERO ASI	BETZAIDA	MELODY/FONOVISIA
10	6	13	CONECTATE OPTIMO		SONY BMG NORTE
11	11	5	TUYA	JENNIFER PENA	UNIVISION
12	10	6	CORTAME LAS VENAS	TONO ROSARIO	UNIVERSAL LATINO
13	13	6	CHIQUILLA CHIQUITA	JOE VERAS	JVN
14	14	17	LA MANERA	ADASSA	UNIVERSAL LATINO
15	20	2	LA MUJER QUE MAS TE DUELE	ISSAC DELGADO FEAT. VICTOR MANUELLE	LA CALLE/UNIVISION
16	18	2	SI LA VES POR AHI	EL GRAN COMBO DE PUERTO RICO	DISCOS 605/SONY BMG NORTE
17	17	5	TORRE DE BABEL	DAVID BISBAL FEAT. WISIN & YANDEL	UNIVERSAL LATINO
18	16	3	THE WAY SHE MOVES	ZION FEAT. AKON	BABY/CMG/SRC/UNIVERSAL MOTOWN
19	RE-ENTRY		WHINE UP	KAT DELUNA FEAT. ELEPHANT MAN	EPIC
20	NEW		ME SIENTO VIVO	MICHAEL STUART	MACHETE

FOR WEEK ENDING JULY 22, 2007

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—Walter Kolm

will help KSSE grow," and the listeners will enjoy the station more."

To further affect the territory, the Súper Estrella Network—heard in 11 markets, including Phoenix (KVVA/KIDVA), Denver (KJMN) and Las Vegas (KRRN)—has followed in KSSE's footsteps. And in many of those markets, the Súper Estrella station is the only Spanish pop outlet, essentially leaving Latin labels without a vehicle to promote their unproven artists.

How far will Súper Estrella go with its bilingual initiative? Only time will tell, Rocha says. "We don't want to lose the Spanish-speaking audience, who gives us huge TSL, but as we do more research we'll determine if we go more bilingual or stay where we are," he says.

Just to be clear, Meyer stresses that Súper Estrella remains a Spanish station, and is not trying to position itself as a general-market outlet. The station's jocks will still speak Spanish, and the majority of its spots will also remain so.

In Los Angeles, where 41% of the radio market is Hispanic, according to Arbitron, Rocha says it's all one pie and everyone wants a bigger piece of it. Súper Estrella was a very pop station that needed to take advantage of other music to appeal to a larger audience.

R&R