
RADIO HIT -- MEMORANDUM -- WHTT -- 1260 -- MIAMI

FROM: David Gleason
TO: Kermit Geary, Walnutport, PA
DATE: April 24, 1980
RE: DX report

Your reception report dated April 13, 1981 is correct in all respects and is verified as correct for reception of WHTT, Miami, Florida.

WHTT normally operates on a frequency of 1260 kHz with a power of 5,000 watts into a 5-tower in-line end-fired directional array, with separate patterns day and night (DA-2). Both patterns are essentially a single lobe aimed at approximately 70 degrees, from our site 8 miles west of the Miami Airport and 16 miles from downtown Miami.

Since February 9, WHTT has been operating with a special temporary authorization from the FCC (STA) to run with 1,000 watts non directional while our transmitter plant and phasor are being rebuilt. The entire installation was destroyed in an arson-caused fire which took place that day.

Thus, at the time of your reception, WHTT was operating in a non-directional mode, using the easternmost tower of the directional system feed by a new Continental Power Rock transmitter running at 1,000 watts.

WHTT is a 24 hour Spanish language adult contemporary station serving the more than 850,000 Latins in South Florida with music, news and community features.

Some promotional material is enclosed which further details the operation of Radio Hit.

Keep listening!

A handwritten signature or set of initials, possibly 'D.G.', written in dark ink. The signature is stylized and somewhat abstract, with a large loop at the bottom.

MUSIC ON THE RADIO

How Miami's Latin Stations Differ

Each of the Latin stations in Miami has a decidedly different music format. Because of this, a correlation can be drawn between the music and the demographic the station appeals to.

WHTT Radio Hit plays a blend of current and recent adult oriented Latin contemporary music. This includes all types which are researched to be acceptable among the target 18-49 station demographic. This includes "baladas," which are international-sounding romantic, often message-oriented songs, mostly by soloists; "charanga," which is a modernization of traditional Cuban dance-beat music, "salsa," which is a Caribbean modern dance-beat music characterized by a brassy sound; and "bolero," which is the more traditional Latin romantic genre, played in a contemporary manner. On WHTT, the mix of these musical types insures variety, found by research to be the most important factor in reaching the target audience.

WQEA La Cubanísima has only 2 hours of music in the daytime, with another block in the evening hours. The music played tends to be a mix of the more contemporary "balada" and nostalgic music recorded in the fifties by the old-time guitar-strumming trios.

WRHC Cadena Azul plays no music...for it is an all talk, news, commentary, discussion and information station.

WQEA-FM Super Q programs to highly anglicized Latin youth. The principal music forms fit a pattern of 50% English-language disco cuts, 35% dance-oriented "Salsa," and 15% "Charanga" and occasional up-tempo "baladas." The music is almost all very up tempo, varying more in genre than in beat.

WCMQ-AM "CMQ" plays mostly oldies, with its on-air slogan of "pure gold." Some recent music is played, but in a low proportion. The station also plays album cuts of artists who have been popular in the past. The overwhelming bulk of the music fits the "balada" form. A typical day of monitoring might find less than 10 records that did not fit this category being played.

WOCN Ocean Radio, similar to WQEA, runs very little music. In the segments dedicated to music, a mixture of nostalgia and "balada" are played, with the 50's era music predominating. That music consists of the old trios singing romantic songs, and the cha cha cha, rhumba, and pachanga dance music of that decade.

WCMQ-FM FM-92 leaves the oldies to its AM sister station. The FM promotes constantly the fact that they play exclusive new music and play records before anyone else. They also play a significant number of album cuts by artists that are currently programmed on the station. About 90% of the music is the "balada" style, with one or two up tempo songs played each hour, mainly after the newscasts.