# 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.

WHIT normally operates on a frequency of 1260 kHz with a power of 5,000 watts into a 5-tower in-line end-fired directional arrar, 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, WHIT has been operatining 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.

WHIT 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!

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FROM: David Gleason TO: All WHTT Salespeople DATE: April 15,1981 RE: New data on Radio Hit growth.

Although we are all aware of the limitations and fluctuations inherent in the Eirch Report's measurement of the Latin Market, the March figures issued last week are most interesting.

Unlike a number of earlier reports, the combined share of all Latin stations is similar to that found by Arbitron. For Monday-Sunday, 6 AN-12 Midnight, it is 26.7%. Monday-Friday, 6 AM-7 PM showed 30.4%. Since the latter is the closest to the Fall '80 Arbitron figure of 32.3%, it is interesting to look at some of the numbers in this time period.

In the March Birch Report, which is a rolling average of February and March interviews, here is how Radio Hit fared (M-F 6A-7P):

DEHO	Share	PERSONS	RANK-LATIN	RANK-OVERALL	COMMENTS
12+	6.8	19,700	<b>#</b> 2	#3	Tie with WRHC
M18-35	10.9	2,100	#1	#4	
W18-34	9.6	4,800	#1	#4	
M25-54	14.8	5,600	<b>#1</b>	‡1	
W25-54	7.2	3,600	<b>#2</b>	\$3	

Overall, WHIT's 6.8 share ranks us among Latin stations this way:

WOBA	9.2	#1
HHTT	6.8	#2
WRINC	6.8	#2
HOCN	3.3	<b>\$</b> 4
HUBA-FH	3.0	<b>#</b> 5
HCHQ-FH	1.1	\$6
HCHQ	0.2	\$6

As you can see, WHIT is now tied for #2 in the Latin Market...but in the important younger demographics, it is showing to be the market leader!!!

### SOURCE

The Birch Report February-March 1981, Miami MSA MF-6A-7P.

## MUSIC ON THE RADIO

#### How Miemićs Letin 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.

WHIT 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 WHIT, the mix of these musical types insures <u>variety</u>, found by research to be the most important factor in reaching the target audience.

<u>WQBA</u> La Cubanisima 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.

<u>WQBA-FM</u> 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.

<u>WCMQ-AM</u> "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.

<u>WOCN</u> Ocean Radio, similar to WOBA, 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.

<u>WCMQ-FM</u> 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.