

Hispanic Media Update™

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CNNRADIO NOTICIAS TEAMS WITH HEFTEL

Cadena Radio Centro (CRC), a subsidiary of Heftel Broadcasting, has acquired a stake in CNNRadio Noticias. It assumes all sales, marketing, and distribution rights to the Spanish-language news service. Launched in 1993, CNN RadioNoticias has 64 affiliates nationwide and provides 99 weekly newscasts, 17 per day Monday through Friday and 7 each weekend day. Under the new partnership with CRC, it will expand services to include top and bottom-of-the-hour newscasts in addition to sports features, entertainment reports, business updates, and closed circuit news feeds. CRC, acquired by Heftel in 1994, has 68 U.S. affiliates and an estimated audience of 22.3 million. Combined with CNNRadio Noticias, it will have stations representing 90% of the U.S. Hispanic population. Caballero Spanish Media, which currently represents all Heftel stations, will represent both CRC and CNNRadio Noticias.

SBS TO GO PUBLIC

Spanish Broadcasting System (SBS), which currently owns eight Spanish-language radio stations, recently filed with the Securities and Exchange Commission to sell up to 7.5 million shares of Class A common stock. The sale would finance the \$83.5 million acquisition of New York station WPAT-FM which is expected to be the company's ninth Spanish-language station. SBS properties include: WSKQ-FM and WXLX-AM in New York, KLAX-FM and KXED-AM in Los Angeles, and WCMQ-AM/FM, WZMQ-FM, and WSKP-FM in Miami.

PRIME DEPORTIVA SEES DECEMBER GROWTH

Prime Deportiva closed out 1995 with a big bang by adding nearly one million subscriber households in December alone. A division of Liberty Sports, Prime Deportiva is a 24-hour Spanish-language international sports network whose programming consists primarily of soccer and boxing. December brought launches for the network on systems in Argentina, Honduras, Peru, and Texas. Additional launches are expected on systems in West Texas and Northern California early this year. The network's current household reach is at 1.4 million in the U.S. and 1.5 million throughout Latin America.

PAS-3 TO INCREASE LATIN CHANNELS

Last week, PanAmSat Corporation successfully launched its multipurpose PAS-3 satellite which will service the Atlantic Ocean Region. When the satellite reaches its final orbital location in mid-February, PanAmSat will increase its transmission capacity over the region by 140%. Among those awaiting the disposition of the PAS-3 satellite in order to increase or introduce services in Latin America are Country Music Television, Sony, Warner Bros. Television, and Turner Broadcasting which will launch a 24-hour Spanish-language version of CNN International in 1997. PAS-3 will also carry the 150 channel Latin American direct-to-home service of News Corp. and partners, which is scheduled to debut in May. PanAmSat Corporation with partner Televisa also plans to use its newly launched satellite to introduce a direct-to-home service in Spain in mid-1996.

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VIDEO PRODUCER TRIES DIRECT MARKETING

JWA Video of Chicago has produced nearly 100 titles for business in the last decade. Its best seller, "The Power of Customer Service" sold over 17,000 copies in English. The company now is targeting the Hispanic market, and is rewriting, reshooting, and remarketing several titles, including its best seller. But it wasn't enough to just translate the video. "That wouldn't be quality customer service," President and company founder James Wilson says. By presenting a totally new production with a new presenter and graphics, the video goes beyond traditionally dubbed or subtitled translations. The promotional materials, packaging and books are also completely redone. "Where some companies charge over \$500 for training videos, ours target the affordable market at \$99.95," Wilson noted. The company is developing a direct marketing strategy to reach Hispanic businesses in the US and Mexico. For information, call 312-467-0907.

HTV PICKED-UP BY SCOLA

HTV, a Miami based 24-hour Spanish-language international music network which launched just five months ago, was recently picked-up by SCOLA, a non-profit educational service that reaches five million subscribers in the U.S. and Canada. HTV provides a mix of old and new hit music videos by top artists in all Spanish-language formats. It has no vee jays. Instead, the artists themselves occasionally introduce their videos. "We find HTV refreshing compared to other music channels, with more music per unit time, more variety and more energy..." said SCOLA Vice President of Operations Francis Lijba. SCOLA will air HTV on Saturdays from 11:30 a.m. to 12 noon Central Standard Time. HTV will also become available to an additional 65,000 South American households with launches on cable systems in Ecuador, Argentina, Colombia, Venezuela, and Nicaragua on January 30, 1996. In addition to new launches, the five month old network's reach includes 10,000 households in Miami, 45,000 in Spain and Portugal combined, and 4 million across Venezuela and Ecuador.

EL DORADO TO ACQUIRE DALLAS STATIONS

El Dorado Communications plans to go head-to-head with Heffel's Dallas stations in the near future. Last week, it reached an agreement to purchase KRVA-AM/FM from Radio Plano. The deal also includes the acquisition of KXEB-AM which was being negotiated by Radio Plano at the time of this agreement. Its seller is Pesa Broadcasting. Format and staff changes were not announced and the deal is pending FCC approval. Sources at El Dorado say the company plans to acquire at least two more stations in the Dallas market, where Heffel already owns six.

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DOMINO'S SIGNS NEW AGENCY

Domino's Pizza, Inc. has awarded its U.S. Hispanic advertising account to Marti Flores Prieto & Wachtel of Chicago. The one stop shop will provide creative development and production, media planning and buying, and public relations activities. A new campaign is expected by the Spring. The account was formerly held by Font & Vaamonde.

GENERAL MARKET STATIONS CRY "FOUL"

The last few weeks have brought much discussion about Arbitron's methodology in Los Angeles. Faced with Spanish-language stations garnering top ratings, general market stations are attacking the methodology of Hispanic samples. A consortium made up of about twenty stations has approached Arbitron asking for more "validity and credibility" in the research. Among other things, general market stations would like to see the use of High Density Hispanic Areas eliminated and Hispanic samples broken-up by language preference. Arbitron, however, says that it stands firmly by its research and its Fall '95 Book. The methodology it uses in Los Angeles is the same that it uses in other top Hispanic markets that are just as ethnically diverse. Additionally, "Preliminary research shows that considering language enumeration would shoot Spanish-language listenership through the roof. As it stands, our methodology provides a level playing field," said Thom Mocarsky, VP/Communications for Arbitron. Though Spanish-language stations in Los Angeles have been on top for the last three years, insiders feel that this push to discredit Arbitron methodology comes as a result of recent revenue losses among general market stations.

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RADIO SALES ASSISTANT

Sales Assistant for classical music/Big Band stations. High volume sales dept. Share duties with another sales assistant. Excellent word processing skills; 70 wpm minimum. Microsoft Word 6.0 for Windows on PC only. Q & A required. Understanding of and experience in audience research essential (Arbitron and Tapscan.) Knowledge of graphics software helpful. Good phone manner important due to extensive client contact. Salary-low \$30's. Send resume to Penny Gaffney, WQXR/WQEW, Box H, 122 Fifth Ave., NYC 10011. No phone calls, please. EOE.

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