

# Television/Radio Age

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## Chicago: The macho market

Population a microcosm of U.S. Hispanic makeup

With just under 20% of the 7.8 million total area population Hispanic, Chicago has come out of nowhere to become one of the largest Hispanic centers in the country. Spurred by the availability of blue-collar jobs, this segment of the population is expected to show a "substantial rate of growth" through 1990, according to Jesse Wilson, president of San Jose and Associates. In contrast, the other large subgroup, blacks, has had a flat growth rate, says Wilson.

While this growth rate is unusual, Hispanics in Chicago act no different from Hispanics elsewhere in the U.S.: They are not assimilating into the great American melting pot. Particularly in language, Latinos are holding onto their cultural heritage tenaciously.

The result has been a proliferation of Hispanic media: two TV stations, at least three full-time Hispanic radio outlets, six part-time radio stations and dozens of newspapers and magazines.

As for advertisers who wish to reach the more than one million

Latinos in Chicago—most of whom rely more on Hispanic media than Anglo and for whom English is still a second language—there is no real alternative to the Hispanic stations.

Today, anywhere between \$16 and \$20 million is spent annually in Hispanic broadcast and print media, with roughly \$11 million going into television and \$7 million for radio.

Both WCIU and WSNS see TV advertising growing in the 15-20% range. Their Anglo counterparts, on the other hand, are seeing nowhere near that kind of growth. Hispanic radio seems to be looking at a much more flat growth, probably in the 5% range, indicating that the radio market may be oversaturated.

### Chicago at a glance

**Hispanic population:** 1.3 million.

**Percent of total:** 20%.

**Ethnic mix:** Mexican 62%, Puerto Rican 22%, Cuban 3%.

**Broadcasters:** WSNS-TV, WCIU-TV, WOJO(FM), WIND, WTAQ; parttime radio outlets are WVVX-FM, WSBC, WONX, WCRW, WPNA and WEDC.

**Media advertising:** \$20 million.

**TV advertising:** \$11 million.

**Radio advertising:** \$7 million.

**Jesse Wilson**



Station promotions tell a more accurate story, Montemayor observes: "If a station puts on a fair and 45,000-50,000 people show up, that's evidence that it has an audience. We do a lot of in-store promotion where we can see how the stations drive people into the stores."

Wilson at San Jose says, "When major accounts come in and spend \$1 million or \$2 million in Hispanic media, they're going to use more sophisticated quantification techniques. But you'll still find agencies like us that buy more in terms of programming, positioning of the stations and the number of spots needed to achieve reach and frequency."

He explains that these older areas, like south Chicago, Pilsen and Little Village are where most Hispanic families settle when they first arrive in Chicago. "But now we're seeing many more Hispanic surnamed children enrolled in schools in higher-rent areas of better housing like Albany Park, Rogers Park, Melrose Park and Norwood Park."

And on the east coast, growing Hispanic colonies are found in as widely scattered points as Elizabeth and Union City, N.J. and Hartford, Conn.

Strategy Research Corp. also has a new report out on the New York market. In and around New York and vicinity, again from 1980 to 1988, the inner city borough of The Bronx showed a 15.8% increase in number of Hispanics, who now make up 38.9% of the population of The Bronx. And New York County (Manhattan) shows a 21% increase. But Kings County (Brooklyn) increased 17.4% to 460,000. And the climb for Queens was 38.2%.

#### **Foundation is Spanish**

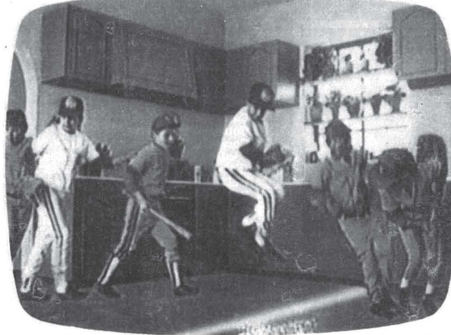
Carlos R. Montemayor, president of Montemayor & Asociados, San Antonio, asserts, "There's been a growing analysis of the language issue. San Antonio is the most bilingual of all major markets, and there are English-language stations here where 60% of the audience is Hispanic. We're placing English-language advertising with them, but we're starting from a base of Spanish-language advertising."

One of the toughest advertising jobs involves convincing Hispanics to change their habits, and Chicago-based San Jose & Associates had that challenge recently with Johnson's Future floor wax. Executive vice president Jesse G. Wilson explains Hispanics clean their floors but don't polish them to preserve them, particularly because Mexican and Caribbean Hispanics are not used to having linoleum floors. So the agency took the posture of the consumer continuing to clean the floor as before but adding shine and protection as an extension of that.

At another independent, San Jose & Associates, Chicago, executive vice president Jesse G. Wilson sees the big-agency movement as generally beneficial to Hispanic media: "They're responding to their clients' needs, and they can bring in new clients from their existing clientele. There aren't that many new Hispanic-owned agencies out there that can bring in that volume of business. It takes at least five years to get to the point where you can bring in major accounts."

And he doesn't see the arrival of the major agencies as dangerous to the smaller agencies: "When they buy out the Hispanic agencies, they impose a general market approach. We still offer a different flavor, which emanates from the Hispanic approach to doing business. It's more from the creative side."

#### **San Jose Associates shows why floors need the shine and protection of Johnson's Future.**



George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency