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Hispanics

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media outlets required to successfully reach the population.

"The ultimate result of a fourth station on the market will be an almost instantaneous increase for budget allocations for Chicago from national advertisers."

Nationwide, companies such as Procter & Gamble Co., Philip Morris Cos. and Anheuser Busch Co. poured about \$176 million last year into Spanish-language radio advertising, up from \$162 million in 1987, according to Hispanic Business magazine.

But Spanish-language radio "is still extremely undermarketed in Chicago," said Kalmenson, until recently general manager of WTAQ. Unlike other cities that have fairly homogeneous Hispanic populations, Chicago's is a mix whose proportions mirror Latino residents in the country.

Metropolitan Chicago is approximately 20 percent Hispanic. Of that, about 60 percent is Mexican, 27 percent Puerto Rican, 3 percent Cuban and about 10 percent Central and South American, according to the Latino Institute, a Hispanic research organization.

This market is segmented not only by country of origin but by unique linguistic and cultural patterns.

This diversity presents a problem for advertisers who are accustomed to targeting one ethnic group at a time and are at a loss on how to deal with a mixed Latino population.

"A lot of companies were saying, 'Gee, what do I do in Chicago? A mix of Mexicans, Puerto Ricans and South Americans. What do I run?'" said George San Jose, president of San Jose & Associates, an advertising agency here.

According to San Jose, national

companies, fearing that the only way they could plug their products was by buying time on about a dozen independent programs, shied away from the Chicago market, thus "we weren't getting our fair share because this market was ignored for so many years."

To ease this confusion among advertisers, Chicago's full-time stations are focusing on the city's dominant Mexican population.

The polka sound of accordions and strings playing Mexican *nortena* music blares from WTAQ and WIND, which compete for recently arrived Mexican immigrants. WOJO goes after the more affluent, assimilated Mexican by spinning the love ballads of Julio Yglesias and Roberto Carlos.

Most of the stations said they do little programming that focuses on politics for two reasons: They don't want to offend anyone, and they insist their listeners prefer music to rhetoric. WOJO has cut its morning newscasts in half to 15 minutes, said General Manager Chuck Brooks.

"Music in the morning was getting a higher rating than news was," he said.

WOPA (the call letters originally were owned by a station in Oak Park) plans to feature an international top-40 format, similar to WOJO, as well as strong on-air personalities and sports broadcasts, said Mexican-American business leader Art Velasquez, principal owner of the station.

"It's difficult to be everything, to have something for everyone, to satisfy the total market," Velasquez said. "We feel we will draw an audience that hopefully will be representative of the mix of Hispanics in Chicago. We don't expect to go 100 percent Mexican."

Meanwhile, some of the pioneers of Spanish-language radio in Chicago, disc jockeys such as Pelencho, Jose Chapa and Elias Diaz y Perez, look on with disdain as the

"Bienvenidos to 'La Mexicana,'" blasts WTAQ's on-air slogan. At WIND, "La Tremenda" spins Mexican *mariachi* and *ranchera* music, south of the border country and western melodies, and WOJO's "Radio Ambiente" mixes easy-listening Mexican love ballads with *meringue*.

At stake are the hearts and ears of Chicago's Hispanic listeners or, more specifically, the Mexican-American audience that represents about 60 percent of metropolitan Chicago's 757,000 Latinos.

It's a battle that has been waged here since 1980, when WOJO, Chicago's oldest and most popular Spanish-language radio station, started its 24-hour programming. Since then, full-time stations WTAQ and WIND have joined the fray, adding their voices to the dozens of independent programs broadcasting on a half-dozen other stations that cater as well to the city's Puerto Rican and South and Central American communities.

Mirroring the boom locally, the number of Spanish-language stations nationwide has grown in the last 15 years to about 250 from 35.

According to industry observers and advertisers, Chicago is ripe for another full-time Spanish-language radio station. Miami boasts nine such stations, Los Angeles has six and New York five, according to Broadcasting magazine.

Media officials contend that Spanish-language radio listening is not measured accurately because Hispanics were undercounted by up to 10 percent in the 1980 census, the base used by ratings companies in their surveys.

According to Arbitron Ratings Co.'s winter survey, about 20,600 people listened to WOJO in any given 15-minute period, or about 1.6 percent of all people listening to radio from 6 a.m. to midnight, said company spokeswoman Nan Myers. WIND came in second with a 0.5 percent share of this audience followed by WTAQ with a 0.4 percent share.

"As more players come into the market, more entities are promoting Chicago as a marketplace," said Jim Kalmenson, vice president of Los Angeles-based Lotus Communications Corp., which owns WTAQ and 15 other stations nationwide. "Generally, the size of budgets are tied to the number of

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