

WUNO

SAN JUAN, PUERTO RICO

Operation of Station WUNO by Mooney Broadcasting Corporation commenced May 1, 1970, after considerable renegotiation between MBC and the Carpenter-de la Cruz organization. The station showed a great loss in sales and listener ratings during the period of time required by the FCC to approve the transfer.

An excellent "want to win" staff was organized. Within four months the B R I Radio Index showed WUNO climbing listenerwise from seventh to a tie for third. Independent surveys now reflect WUNO in second position. With WUNO's strong air personalities, it is indicated that WUNO will rank in this market as do the other Mooney stations, NUMERO UNO.

Sales had dropped to \$20,000 a month in May. WUNO's account execs built this up to \$51,000 a month before the year's end.

A new modern building is scheduled to be completed this summer. WUNO's entire operation and staff will move into these beautiful new quarters which will be the radio showplace of San Juan.

Mr. David Gleason has had a decade of experience in all facets of broadcasting. He was selected from numerous applicants to head WUNO based upon his successful radio results in Mexico and Ecuador. Mr. Gleason engineered and built five stations in Quito; he programmed each station differently, sold time, and in general, was Mr. Radio of Ecuador. His arrival at WUNO met with instantaneous results from staff members for the growth of MBC.

Alfred Herger David Gleason Rivera Morales

