

## San Juan, Puerto Rico - WUNO

WUNO is a 24 hour station with 9000 watts at 1320 serving nearly 1,000,000 persons in greater San Juan.

Under the capable leadership of manager David Glassco and program director Alfred Heger WUNO achieved its rightful position along seven years - Nineteen UNO, Radio UNO - Numero UNO was born durante el dia en programacion musical.

Within the space of one year, Manager Glassco and commercial manager Manuel Rivera Morales turned a revenue loss into one of WUNO's most profitable operations. WUNO's 1970 loss became a profit in 1971. The year-around exceeded \$100,000. January 1972 sales exceed those of 1971 by 75%.

Radio UNO is very conscious of the role it can play for the welfare and betterment of the Puerto Rican community. The staff has been complimented on the general knowledge programs which have been presented. These are informative capsules which cover such topics as Puerto Rico History, reasons for various Puerto Rico holidays, celebrations, origin of traditions, origin of customs, origin of various words in the Spanish language and colloquialisms. Single interpretation of the meaning of the constitution have been favored by UNO listeners.

Listener opinions solicited by UNO have resulted in numerous improvements for San Juan citizens UNO was instrumental in getting hot water furnished in school medical facilities. A park was provided with nighttime illumination for young people to enjoy open and recreational facilities as a result of UNO's efforts. UNO's efforts have also resulted in numerous street and sidewalk improvements.

UNO's Alfred Heger was honored by the Second World as Latin American Man of the year. He was also selected as Man of the Millennium for the world renowned Latin American Song Festival held in Buenos Aires, Argentina.

WUNO is moving into its new building. This modern new structure, with the latest up-to-date technical equipment, and

modern furnishings is a facility of which we can be proud. These improved working conditions for our employees should reflect an even greater rate and profit increase in 1972.

The capable "wunco-wun" staff which David Glassco selected is justifiably proud of its accomplishments and they are aiming to become the overall radio leader in the Mooney Broadcasting organization.

"Hasta cuando el sol se pone radio UNO salta." (Even when the sun goes down Radio UNO shines.)

