

I. MARKET INFORMATION	STATION INFORMATION (Underlined belong to Nucleo Radion)
Population: 685,000	<u>HCRM</u> - 24 hours, contemporary, personalities.
AM Radio: 43	<u>HCSP</u> - 24 hours, ethnic music (indians) personalities.
FM Radio: 4	<u>HCGB</u> - 24 hours, block programs, soap operas.
TV: 5	<u>HCGH</u> - 17 hours, similar to HCGB
Newspapers: 3	<u>HCRQ</u> - 16 hours, newspaper owned, news and features
Periodicals: 12	<u>HCFV</u> - 24 hours, Latin C&W, personalities
No duopoly rule exists in Ecuador	<u>HCMQ</u> - 18 Hours, news every 15 minutes, music.
	<u>HCEC</u> - 19 hours, block programs, strong sports
	<u>HCCM</u> - 16 hours, instrumental music.
	<u>HCTM</u> - 24 hours, FM Stereo MOR. 15 minute segments.

Our top of the card rates are: HCTM - \$1.25, HCFV - 50¢, HCSP- 30¢
HCRM - 50¢ (All are for 30's)

II. IDEA BANK OPERATIONS

Am not sure what the topic for December is, as I only received a mailing list from CKXL.

III. PROGRAMMING AND STATION PROMOTION

December 5 was the 5th anniversary of our rock operation, HCRM. This date coincides with the anniversary of the founding of the city of Quito, more than 400 years ago, and is a date celebrated with more enthusiasm than any other holiday.

Through our contacts with record manufacturers in Argentina and Mexico, we brought in two popular groups whom we paid for...and then sold for the same amount to an open air amusement park that had been set up for the holiday celebrations. However, we sold only about two-thirds of the time the artists were available during their stay. The rest of the time, we used them for appearances at the station, and at two high traffic stores (clients, by the way) signing autographs. Also, part of our agreement with the amusement park required that the artists be presented as a presentation of the station.

Also for the anniversary, we invited listeners to bring us unusually decorated birthday cakes, which we donated to a childrens hospital. A portable record player was awarded as a prize on this one. In addition, about 40 to 50 unsolicited poems (some as long as 5 pages) were sent to the station. We took excerpts from them and produced the things, and played one an hour for about three days.

Also on HCRM, we are again running as a station promotion our "What's in Santa's sleigh?" thing of last year. We lined up a number of good merchandise trades, and mention the different possible gifts that Santa has for our listeners in a series of promos. Then the thing simply takes the form of a wild cart game, with the listener trying to match his guess against the prize listed on the cart.

HCFV and HCSP together are preparing a Christmas promotion, by which the section of the city with most votes placed by telephone will win several thousand gift bags of candy and small toys to be given away the day before Christmas. This is always awarded to one of the poorer sections, where the average family makes less than 50 Dollars a month.

One of the local stations has a morning jock who invites a caller after

each record to tell a joke on the air, with the best one each morning winning a prize. They have received a fair amount of publicity in the newspapers, as they will allow almost any kind of tale to go over the air. One paper even editorialized about the indecency of the thing.

IV. SALES AND SALES PROMOTIONS

An idea once offered by WCAW for unsold newscasts in package form prompted us to do the same thing with unsold spots. We now have a package of best available time spots which gives a substantial saving over even our 1 to 5 AM rate in exchange for buying on a 1 year or 6 month contract. The added feature is that we will give them better class spots should they be available...even A time. Of course, the way things have been, we figure that they may get a little B time during about 3 months of the year, and the rest will be after midnight. However, giving them a crack at such a bargain has allowed us to get several sponsors signed up for the package, several of whom complained previously about our high daytime rates. (The average station sells spots for about 5¢ or less.)

Christmas business has been quite good, and we have had a shortage of places to put it...all 4 stations have been sold out since November, and this after a rate increase in September amounting to nearly 60%.

V. ENGINEERING

In the process of rebuilding our oldest AM transmitter (5 years) as it was giving a bit of down time, and preparing our second FM (95.9) to go back on the air after a technically ill-fated first try earlier in the year.

VI. MISCELLANEOUS

No report

Feliz Navidad!

Dave Gleason