



*Cadena Azul 1550 AM*

[www.cadenaazul.com](http://www.cadenaazul.com)



*miamidespierta*  
*@miamidespierta*



Hispanic Population

**4,354,000**

% OF HISPANIC

**23%**

MIDDLE AGE OF HISPANIC

**33**

AVERAGE INCOME, HISPANIC 16+

**\$20,900**

HISPANIC HOMEOWNERS

**54%**

HISPANIC STUDENTS PERCENTAGE

**27%**

# FLORIDA MARKET

Advertising invest. Miami Dade  
and Broward

## Radio Market

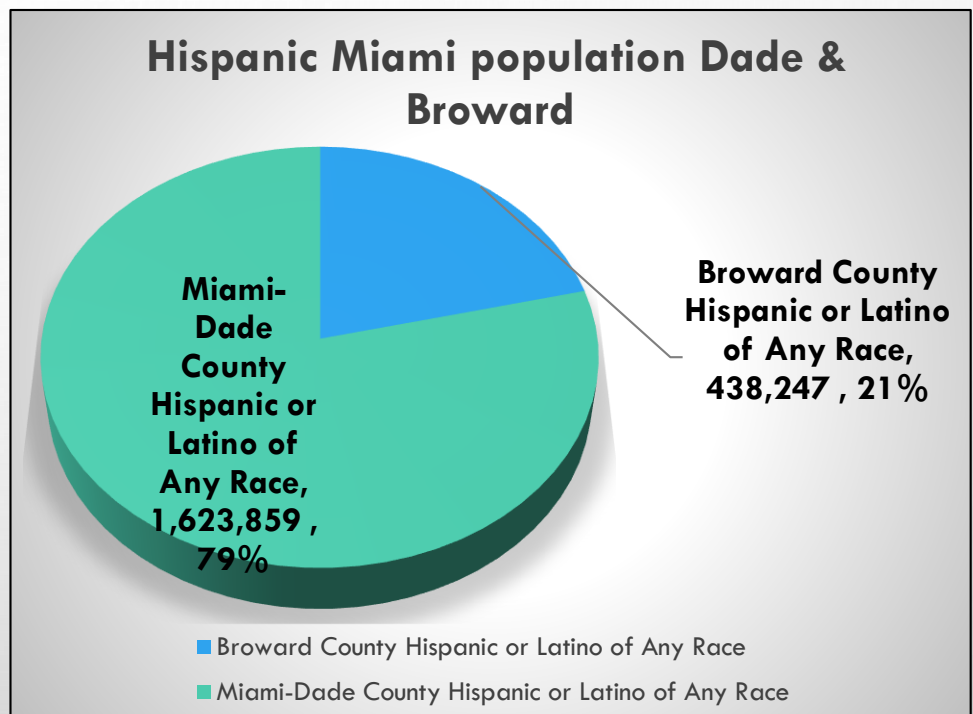
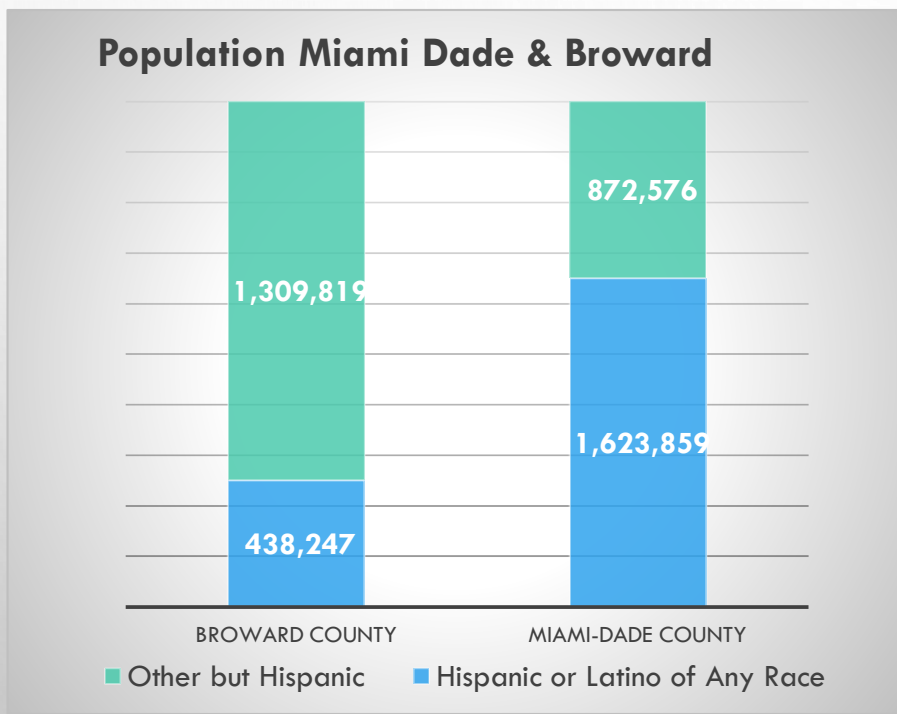
(\$ Millions)

Year	Miami / Ft Lauderdale	Part. Inv. Country	Fact AM	% Fact. AM
2010	241.1	1.4%	19.29	8.0%
2011	246.6	1.4%	20.22	8.2%
2012	253.3	1.4%	21.53	8.5%
2013 *	258.6	1.4%	18.88	7.3%
2014 *	266.6	1.4%	19.20	7.2%
2015 *	273.4	1.5%	19.14	7.0%
2016 *	282.8	1.5%	19.80	7.0%

Source: SNL Kagan 2012



# POPULATION IN SOUTH FLORIDA



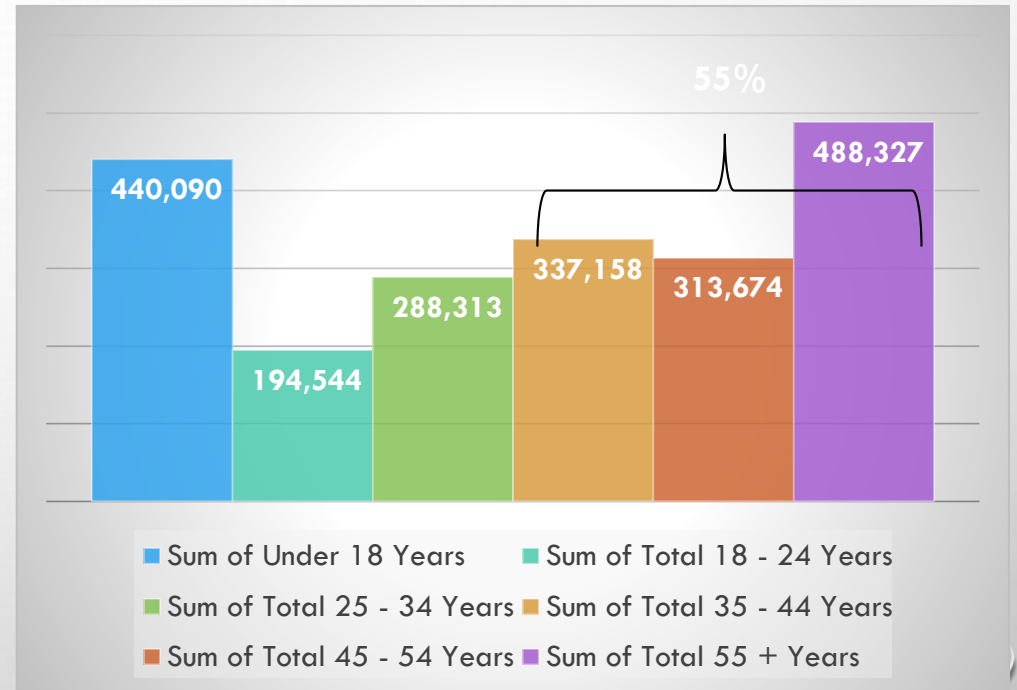
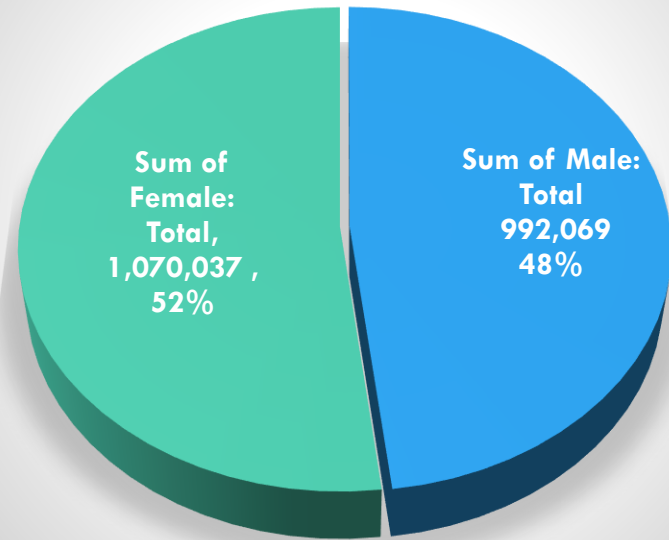
**Population: 4.244.501 people**

48.5 Hispanic



# HISPANIC POPULATION OF SOUTH FLORIDA

Hispanic or Latino of Any Race



**Hispanic Population: 2.062.106 people**

53,9% cuban, 7,5% Colombian y 6,2% nicaraguan



# NEWS MARKET

The audience interested in information should be sought in the AM radios, because FM does not offer spoken content. In Miami, there are 6 commercial formats of Hispanic radio spoken, except ESPN; all with large changes, Univision bag almost all of its local programming of the 1140 and now newly launched a new proposal. Julio Sánchez Cristo has positioned a model of international news, which is becoming increasingly recognized.

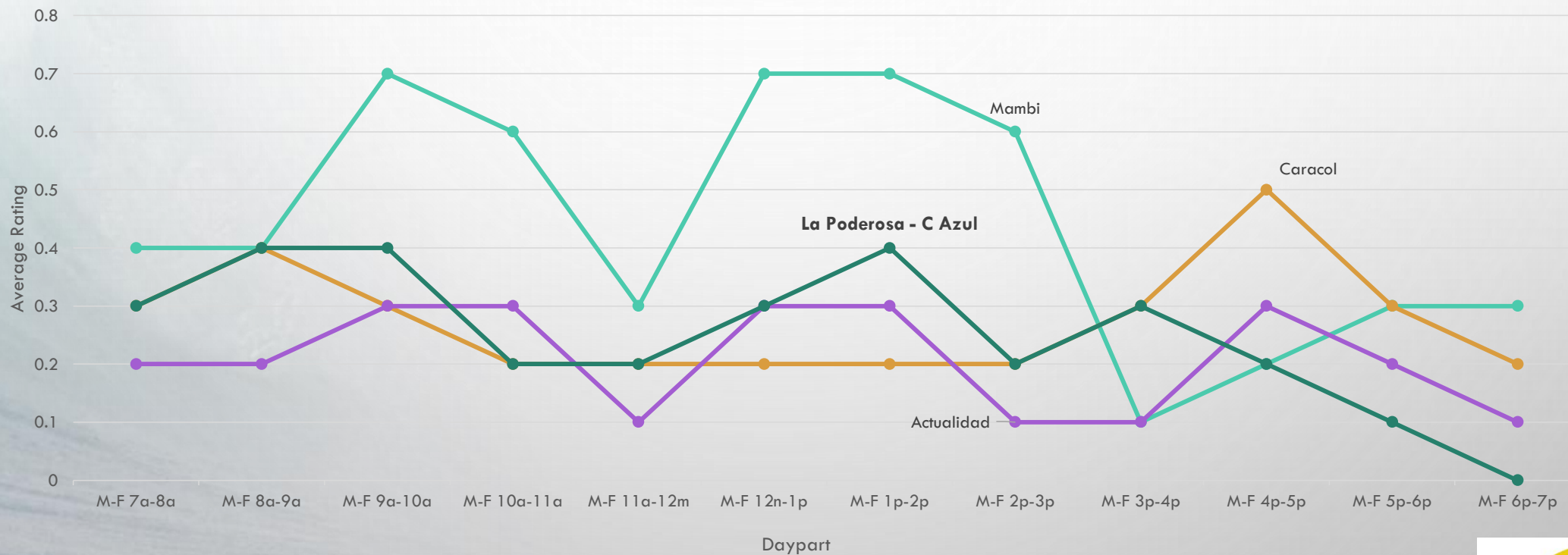
Cadena Azul, now has “Miami Despierta” morning show, with William Restrepo and Luis Betancurt a well known journalists in South Florida.

	Radio Mambi	ESPN Deportes	Radio Cadena Univision	Caracol Miami	Actualidad Radio	La Poderosa	Cadena Azul
<b>FREQ AM</b>	710	1210	1140	1260	1020	670	1550
<b>CALL LETTERS</b>	<a href="#">WAQI-AM</a>	WNMA-AM	<a href="#">WQBA-AM</a>	<a href="#">WSUA-AM</a>	<a href="#">WURN-AM</a>	<a href="#">WWFE-AM</a>	WRHC-AM
<b>Propietario</b>	Univision	Multicultural Broadcasting	Univision	Group Latino de Radio	Actualidad Radio	Jorge Rodriguez	Jorge Rodriguez
<b>Formato Arbitron</b>	Radio hablada	Deportes hispanos	Radio hablada	Spanish News/Talk	Spanish News/Talk	Spanish News/Talk	Spanish Variety
<b>Contenido</b>	Orientada al publico Cubano, enfocada a defender los derechos civiles y contra la politica de Cuba	Deportes hispanos	Contenido nacional, programas de variedades, noticias y deportes	Julios sanchez Cristo, programacion local, mezcla de contenido para audiencia colombiana, y mercado latino de Miami	Orientada a la audiencia adulta hispana, informacion sobre Venezuela y contra el gobierno de Maduro	Noticias, variedades y deportes	franjas. Noticias, entretenimiento y deportes



# NIELSEN AUDIENCES AVERAGE RATINGS

Miami - Fort Lauderdale  
25 - 64 Hispanic  
Agosto /14



7 - 10 AM L-V  
[www.cadenaazul.com](http://www.cadenaazul.com)



miamidespierta  
@miamidespierta





## GENERAL PURPOSE

**MIAMI DESPIERTA** IS THE MEETING PLACE OF ALL HISPANICS IN SOUTH FLORIDA, DELIVERING NEWS, ENTERTAINMENT, SPORTS AND CULTURE.

**MIAMI DESPIERTA**, IS A DIFFERENT PROGRAM, WHICH BREAK DOWN THE SHARING INFORMATION WITH ANALYSIS AND COMMENTARY FROM PANELISTS, EXPERTS AND GUESTS; AND INTERACTING WITH OUR LISTENERS, WHERE WE COMBINE RELEVANT NOTES WITH SPORTS, ENTERTAINMENT AND ENTERTAINMENT



## OUR LISTENERS

Men and women between 25 and 64 years old, that work regularly; for whom the radio is a company and they look for spoken contents.

They would like to be informed about the news, the sports and the entertainment. Also, they want to listen to analysis and advices or support to improve their quality of life. For his activity nevertheless, they prefer short and precise information.

Our listeners look for information of the country of their roots, but also they are interested in the local news that could affect their own life

For them the mood is very important, therefore, music, celebrity and humor ploughs also relevant



# OUR PROPOSAL

## DIRECTION

Directed by the well-known journalist william restrepo, who brings his international experience in leading and driving information services.

## CONDUCTION

The program is provided with the conduction of william restrepo, Luis Betancourt y Marcela Alarcón who exchange information with collaborators in the different segments.

## LANGUAGE

Colloquial, spontaneous, without script, where more than information is delivered opinion, analysis in a nearby tone and always positive, strengthening the good mood.



7 – 10 AM L-V  
[www.cadenaazul.com](http://www.cadenaazul.com)



*miamidespierta*  
*@miamidespierta*



# THE HOSTS

## Luis Betancourt

born in Cali Colombia, arrived in the city of New York in 1985 at the age of 19 studied production of radio, television and communication at the Center for the Media Arts in New York



Since 1992 he works in radio as conductor, host, producer and journalist. He has been the host of news in international radio and in the channel 66 of tv of RCN.

In 1999 he moved to Miami working in radio caracol 1260 until 2014, such as talent, journalist, correspondent and presenter of the news, for Caracol and W Radio.

As political analyst, he has participated as special envoy covering the presidential conventions in the U.S. , among others.

### Voice Over

During his career, Luis has worked side-by-side with well-known journalists and people on the radio as William Restrepo, Eucario Bermudez, Jaime Florez, Julio Sánchez Christ, Claudia Palacios, Yoly Neck and Ernesto rivers among others .

Currently working as a guest analyst in several programs as Oscar Haza journalist, Patricia Poleo, Maria Elvira Salazar, Jaime Bayly, etc. And he has his own online radio station Agape Mundo radio.

## Marcela Alarcón

Born in Bogotá, Marcela is a graduate of the Faculty of Journalism at the Universidad Jorge Tadeo Lozano, TV host, Conductor of programs and announcer, has participated in radio programs and TV from a very young age.



Recognized by its closeness with the audience led the program amanecer W in W radio for 4 years

Marcela is dynamic, cheerful, knowledgeable lives, loves music, film and technology. she is the bridge between experience and novelty.

He currently lives in Miami, leads her own radio program on the internet and is a correspondent for the tv program panorama of the canal one in Colombia.

# THE DIRECTOR

## **William Restrepo Cortés**

Psychologist with dual specialization in the United States, journalist and senior lecturer. Born and raised in Pereira, Colombia, has been worked as a journalist in radio and television. She has covered major events such as the wars in Kosovo; the attack of 11 September 2001, against the Twin Towers of the World Trade Center.



The assassination of Kennedy, John F., in Dallas, Texas and Robert Francis 'Bobby' brothers. He witnessed the forced resignation of President Nixon. transmitted the first man on the moon on July 20, 1969; the speech of Martin Luther King 'I have a dream' (I have a dream) in 1963; or lived glory of the King of Rock Elvis Presley. He won an international award with transmission -live - 'fourteen hours without light in the 8 states of the east coast, including new york', on 9 November 1965.

Has produced and broadcasted on television ten presidential elections in the United States and two in Spain. And he is faithful practitioner of citizen journalism that spread the polish Ryszard Kapuscinski.

William, he is defined as a fighter and advocate of the truth. “ I believe more in the why not that in yes sir, it is not possible to do. I respect the others rights. I admire all of them, and of all I learn. The journalism and the psychology have been my goals, and I reached them. I considered myself to be a free man, and i prefer to die of upholding my rights than giving into others.

Extracted from an interview for Rubén Darío Franco Narváez “ El imparcial ”



# THE COVERAGE

WHRC – AM 1550

**Cadena Azul**

10.000 wattios

Licenses of commercial character

Validity: 20/02/2020

Also online:

[WWW.cadenaazul.com](http://WWW.cadenaazul.com)

<http://cadenaazul.com/listenlive.aspx>

Or video live...

<http://cadenaazul.com/livecam.aspx>

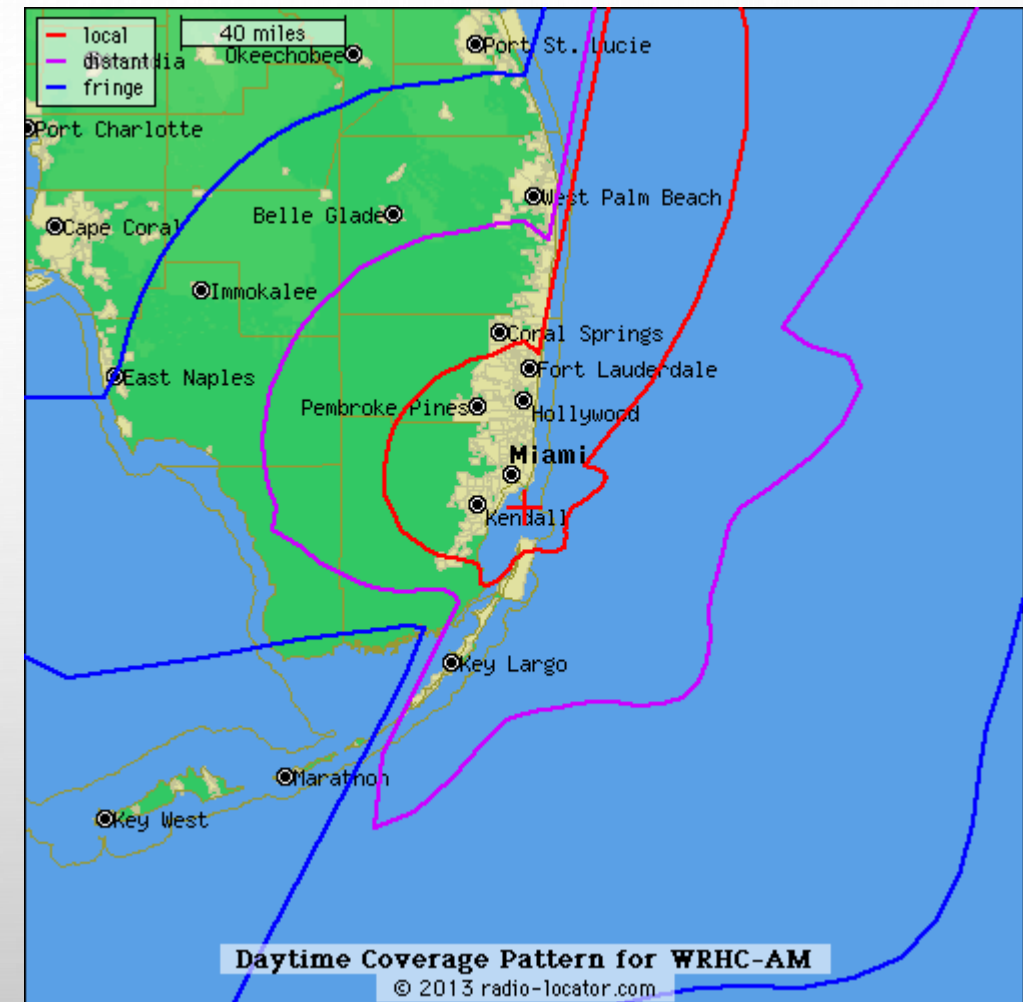
Social Network

Facebook:

MiamiDespierta

Twitter:

@miamidespierta





# COMMERCIAL COVERAGE; IS A PLUS



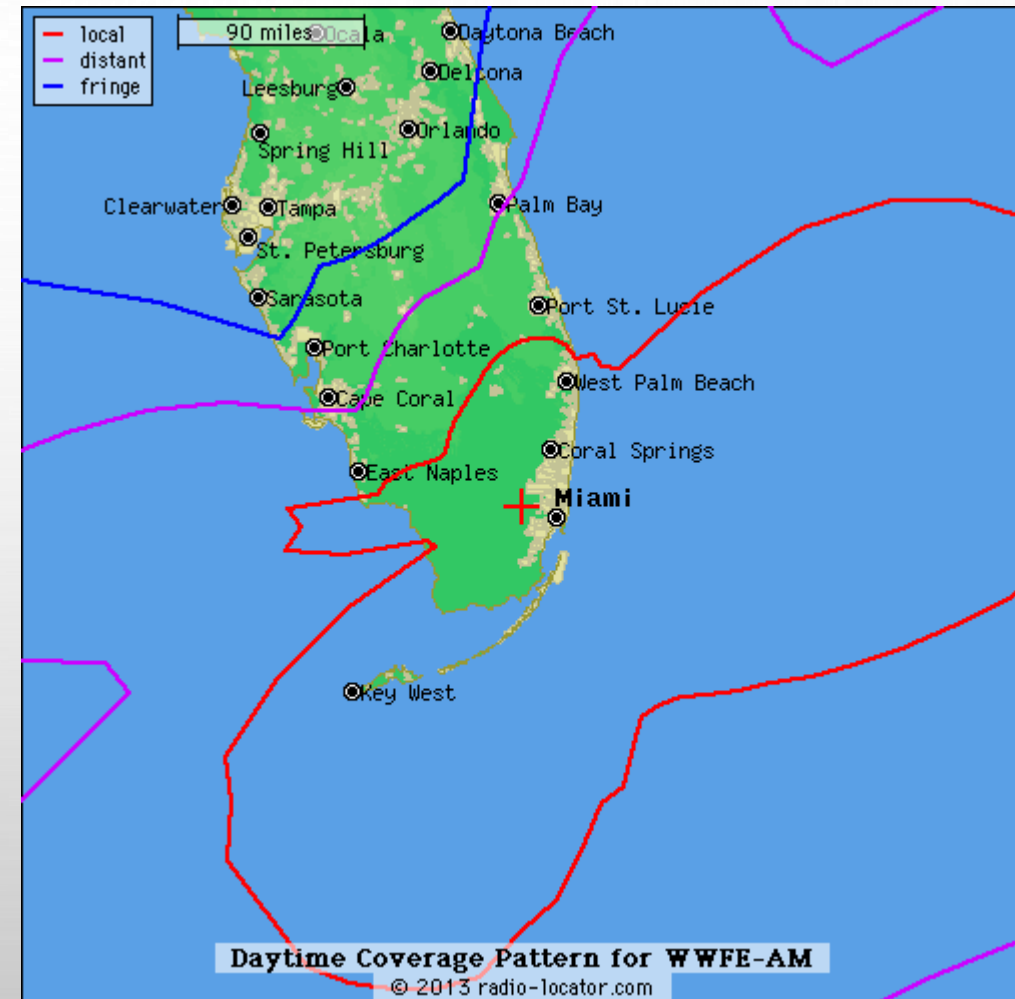
WWFE – AM 670

**La Poderosa**

50.000 wattios

licenses of commercial character

Validity: 01/02/2020





RATES	Spot	Net Rate X Day
Each Spot at "Miami Despierta con El sabor de la Mañana" show 7 – 10 AM 1550AM + La Poderosa 670 AM (Both radio stations)	10"	\$ 50.00
	15"	\$ 65.00
	30"	\$ 125.00
	60"	\$ 250.00
Live segments (paid program) <b>"Miami Despierta con El sabor de la Mañana"</b> 7 – 10 AM 1550 AM + La Poderosa 670 AM (time schedule 7 AM - 6 PM) M-F (both radio stations)	2'	\$ 330.00
	6'	\$ 595.00
	15'	\$ 1,050.00

01/01/2014





THANK YOU.