

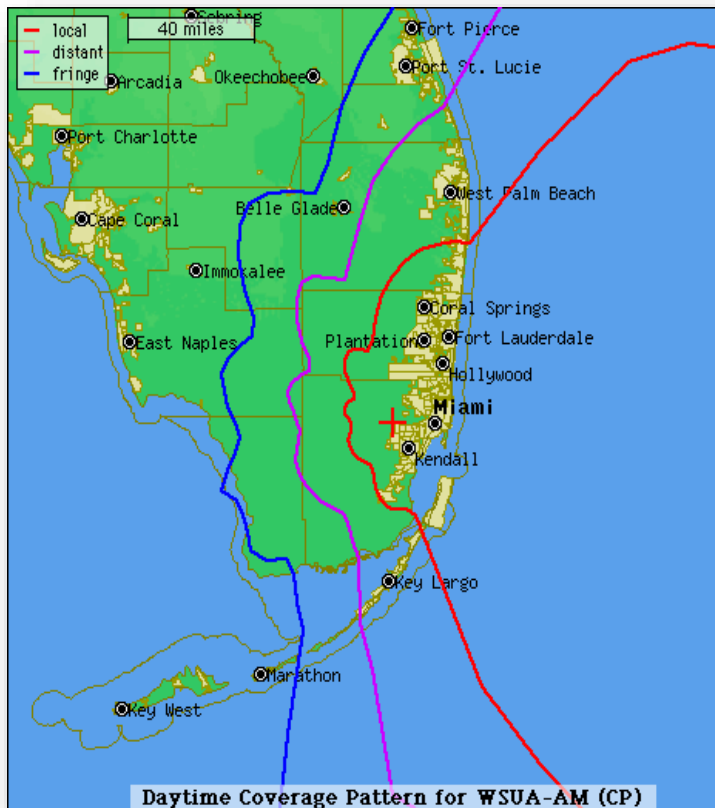
# 2016 WSUA MEDIA KIT



# STATION PROFILE

## RADIO CARACOL 1260 AM

*La Primera entre todos los Hispanos*



**CALL LETTERS:** WSUA – 1260 AM

**FORMAT:** Spanish News/Talk/Sports and Entertainment

**POWER:** 50,000 watts

**OPERATING SCHEDULE:** 24/7

**TARGET:**

**PRIMARY** - Adults 25-54

**SECONDARY** - Adults 35-64

**COVERAGE:** From Palm Beach to the Keys!

**PERSONALITIES:** Julio Sánchez Cristo, Mario Andrés Moreno, Carlos Cataño, Horacio Goffre, Marisol Correa, Jairo "Chocolate" Castro, Yoly Cuello, Roly Martin, Ismael Triviño, Juan Pablo Salas, Luis del Busto, John Morales, Eucario Bermudez, Enrique Córdoba, ... and many more!

## STRENGTHS OF THE SPANISH TALK FORMAT

**PROGRAMMING:** When people want news, information, weather or traffic, they tune into News/Talk radio for that immediate information. They also benefit from a variety of features tailored to their lifestyle like: sports, health, travel, etc.

**REACHING OUR NICHE MARKET:** English-language consumers are bombarded by consumer information; Spanish speakers are not. Radio Caracol delivers an audience not reached by English News/Talk stations, Spanish music stations or any other medium.

**FOREGROUND:** The News/Talk format reaches a captive, educated, loyal and attentive audience that will listen and respond to your message.

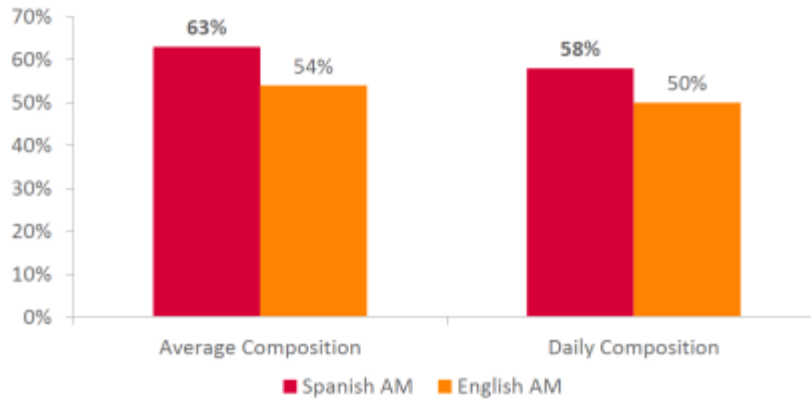
**PERSONALITIES:** Radio Caracol has the best line-up of News/Talk/Entertainment personalities in Spanish radio - their significance to and intimacy with listeners is unparalleled.



- ✓ Radio Caracol is one of the few AM stations that **broadcasts their signal in HD**. Listen to an AM at the quality of an FM.
- ✓ Radio Caracol places their clients' most important messages on the radio interface.



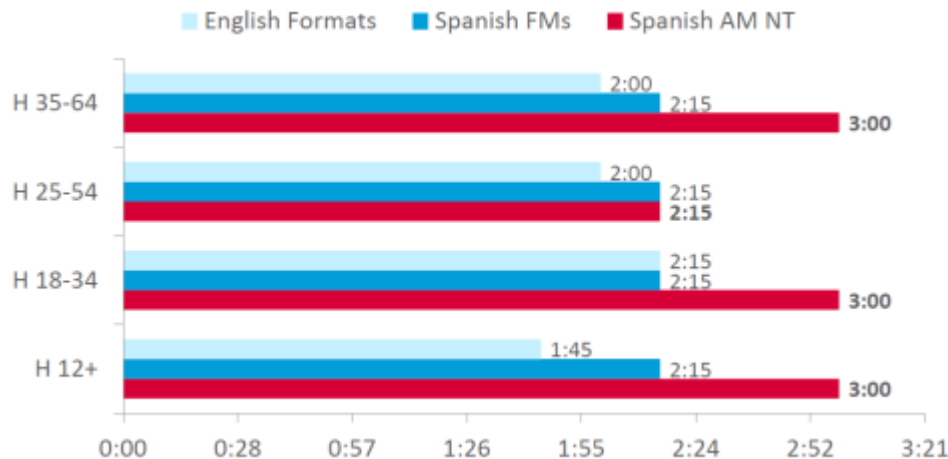
# SPANISH AM - MIAMI



## SPANISH AM STATIONS HAVE A PREFERRED AUDIENCE

Over 60% of Spanish AM audiences spend more time with their preferred than any other station.

Source: Nielsen Audio PPM Miami Metro April-February 2015 Mon-Fri 6a –7 pm Hispanic Adults 35-64



## SPANISH AM STATIONS HAVE THE HIGHEST TIME SPENT LISTENING IN MORNINGS

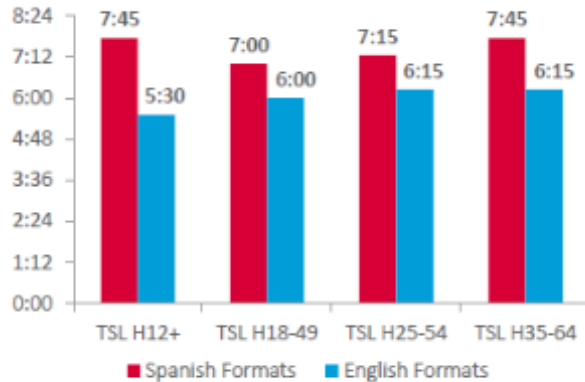
Hispanic audiences listen longer to Spanish AM NT Radio Stations compared to other formats.

Source: Nielsen Audio PPM Miami Metro April-February 2015 Mon-Fri 6a –10 am weekly TSL

# MARKET STATISTICS

## SPANISH RADIO = LONGER LISTENING TIMES

On average, Hispanics spend 1 ½ hour more on Spanish formatted stations than English formats.



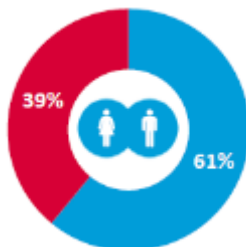
Source: Nielsen Audio PPM Miami Metro April-February 2014 Mon-Sun 6a-12 am

## MIAMI DMA IS THE #3 HISPANIC MARKET WITH A SPENDING REVENUE OF OVER \$32 BILLION

MARKET	Metro 12+ Population	Hispanic 12+ Population
Los Angeles	11,179,600	4,803,400
New York	16,033,100	3,802,300
Miami-Ft. Lauderdale-Hollywood	3,858,000	1,891,600
Houston-Galveston	5,253,500	1,801,500
Chicago	7,910,200	1,591,500

Source: Nielsen Audio PPM Miami Metro Feb-April 2014 Mon-Sun 6a-12 am. Hispanics 18+ RSP

## WSUA'S AUDIENCE HAS OVER \$2 BILLION DOLLAR SPENDING POWER



➤ 64% are 35-64

➤ 49% have some college or more

➤ 67% Employed FT or PT

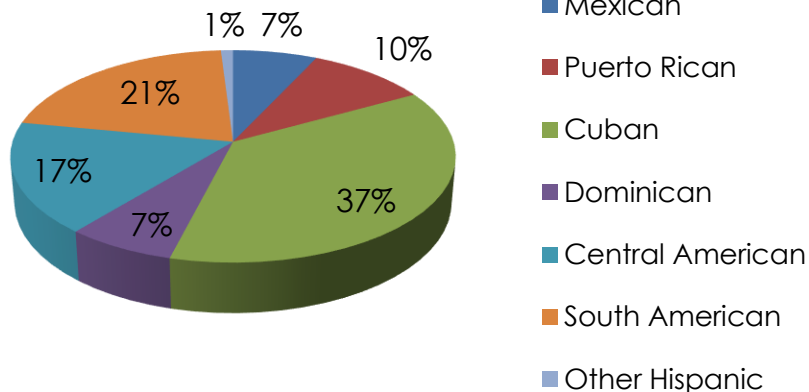
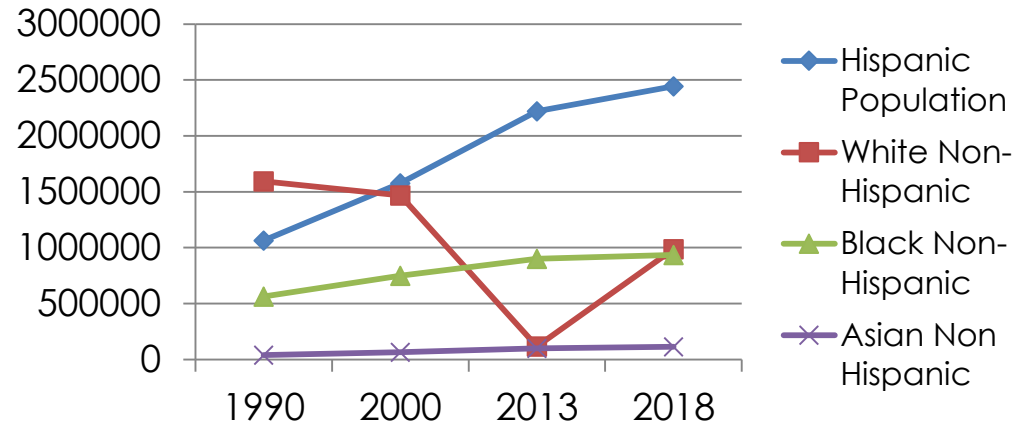
➤ 52% are home owners

Source: Nielsen Scarborough R1 2014 and PPM Miami April-February 2014 Mon-Sun 6a-12m Adults 18+/6+

# MARKET STATISTICS

## SOUTH FLORIDA'S HISPANIC POPULATION KEEPS GROWING!

By 2018, Geoscape estimates South Florida's DMA to have a Hispanic population of almost 2.5 million.



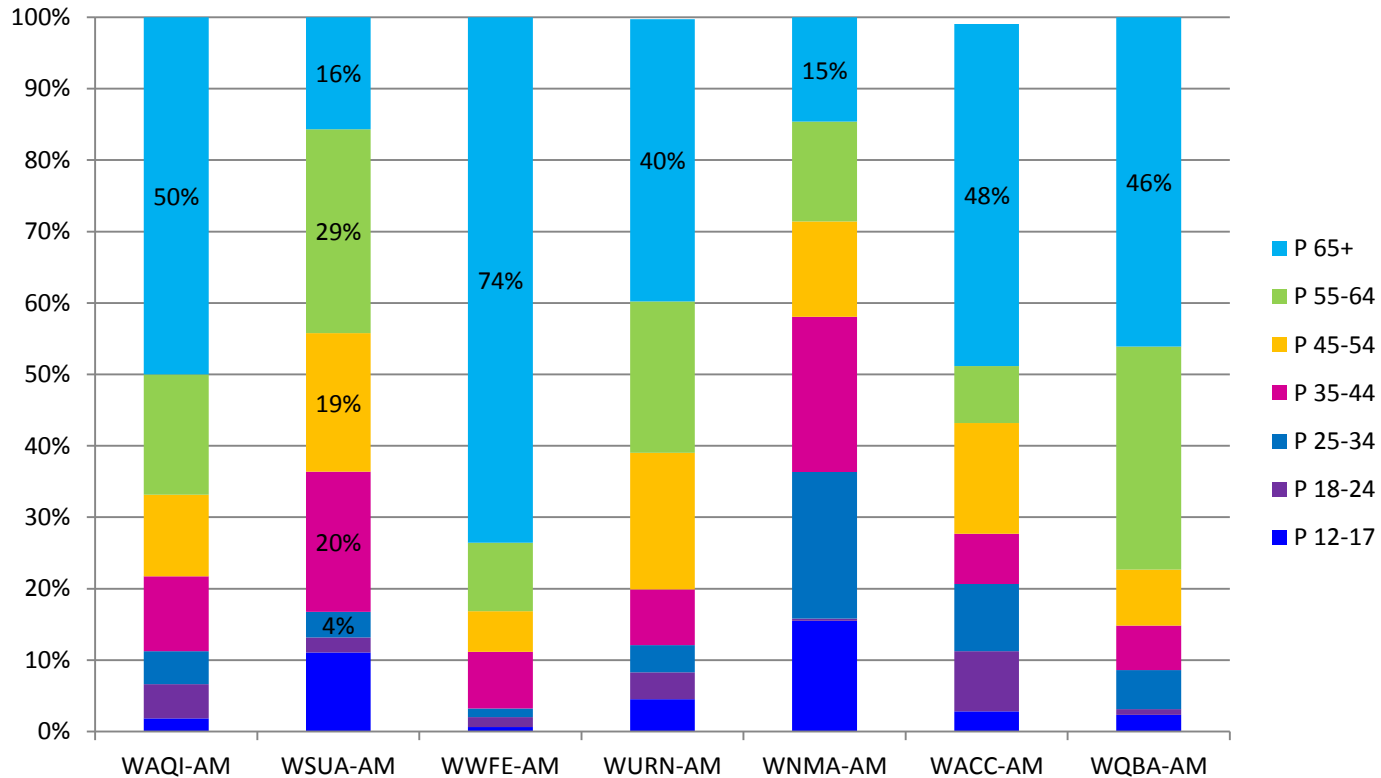
## SOUTH FLORIDA HISPANICS' COUNTRY OF ORIGIN

The largest group of Hispanics in the Miami region are of Cuban origin. However, due to political and economic circumstances, the South American population is rapidly increasing.

# WSUA HAS YOUNGER AUDIENCE!

## WSUA HAS THE MOST ATTRACTIVE DEMOS

Compared to other AM Spanish News/Talk Stations



# PROGRAMMING





2015 – Gold Radio Award, NY Festival  
World Best Radio Program

2014 – Silver Radio Award, NY Festival  
World Best Radio Program

2013 – King of Spain Award

2012 – Ondas Award

2007 – Simón Bolívar Award

1998 – King of Spain Award



Alongside Julio, journalist, Ismael Triviño, reports the latest in local news.

# JULIO SÁNCHEZ CRISTO



Monday - Friday  
5am-12noon

**Julio Sánchez Cristo** hosts Radio Caracol 1260 AM's morning drive news and information program. He and his expert group of journalists bring up-to-date coverage on international and local news. His syndicated program, *La W*, is broadcast across the globe: USA (Miami & NY), Colombia, Spain, and Panama.

Julio and his team keep the Hispanic community informed; touching up on a wide variety of topics such as: health, family, education, sports, entertainment, weather and up-to-the-minute traffic, as well as a variety of exclusive interviews with celebrities and newsmakers. Listeners' participation is essential to the show.

**DEMO:** A 25-54 & A 35-64



PASA LA TARDE CON  
**MARIO ANDRÉS MORENO**

# PASA LA TARDE

## CON MARIO ANDRÉS MORENO



Monday - Friday  
2pm-4pm

Popular anchor, **Mario Andrés Moreno** returns to radio and his original home at Radio Caracol 1260 AM in new show, ***Pasa la Tarde con Mario Andrés Moreno***. Whatever you need to know, from political news to entertainment news, if it happens in South Florida, you'll find it during *Pasa la Tarde*.

The show presents daily news in an opinion-based talk show. Mario Andrés addresses issues with greatest relevance to Miami's diverse Hispanic community; issues concerning residents' home countries as well as topics concerning their current area of South Florida.

Each show opens with a short summary of the day's topics, in which Mario Andrés gives his analysis and/or point of view, which is then followed by an interview with a correspondent or analyst who continues the discussion with his/her commentary. The show is always sure to bring a diverse group of participants, including but not limited to: politicians, analysts, entertainment personalities, actors, singers, comedians, and of course, listeners.

**LAUNCH DATE:** November 2<sup>nd</sup>, 2015

**DEMO:** A 18-49 & A 25-54



/PasaLaTarde1260



@PasaLaTarde1260



@PasaLaTarde1260



## DE REGRESO A CASA



Monday - Friday  
4pm-7pm

Hosted by **Carlos Cataño** with the participation of **Marisol Correa**, **Oneyda Anturi**, **Graciela Mori** and **Jairo Castro**, *De Regreso a Casa* is an innovative three-hour show that includes a wide variety of unique content: Entertainment, local news and a ton of humor to cheer up listeners' way back home. Listeners' participation is also essential to the show.

**DEMO:** A 18-49 & A 25-54



/DeRegresoACasa1260AM



## NOTICIAS CARACOL A LAS 12



Monday - Friday  
12noon-1pm

**Noticias Caracol a las 12** is Radio Caracol's hour-long midday news service. Hosted by **Yoly Cuello** with the participation of Horacio Gioffre and Roly Martin. This program presents the current local, national, and international news affecting Hispanics.

**DEMO:** A 25-54 & A 35-64



**tercer  
tiempo**

## TERCER TIEMPO



Monday - Friday  
1pm-2pm

Fun and engaging sports show, *Tercer Tiempo*, hosted by **Horacio Gioffre** with co-host, **Jose Carlos Ortiz**, and special collaborator, **Jose Antonio Ponseti**, brings listeners the latest news in sports: recaps, highlights, athlete interviews, and much more!

**DEMO:** A 18-49 & A 25-54



/TercerTiempoCaracol



@3TiempoCaracol



## LA VOZ DE LA COMUNIDAD

**SAT, 12noon-1pm**

*La Voz de la Comunidad / The Voice of the Community* is Radio Caracol's weekend show that looks to help South Florida's Hispanic community. Prominent community figure, **Eucario Bermudez**, hosts the show which brings an overview of the week's local current events.



## CARACOL AYUDA

**SAT, 10am-11am**

*Caracol Ayuda/ Caracol Helps* is our station's weekly community-focused show. It's main mission is to lend a hand to our large Hispanic population in South Florida. Our talented host and newscaster, **Yoly Cuello**, dedicates this time to the people of South Florida.





# Herencia Hispana

Escucha con nosotros la vida



## HERENCIA HISPANA



Saturday  
1pm-2pm

**Herencia Hispana** is a program for the ambitious, tracing the life of the migrant man who comes to America in search of the much desired "American dream". It is an hour of radio dedicated, exclusively, to share the journey of men and women with jobs, cultures, religious beliefs and different physical abilities, demonstrating how the Hispanic community itself triumphs.

Week after week South Florida listeners enjoy fresh air in the City of Miami with the conductive voice of **Julian Linares**, "the soul of the show." Businessman, banker of Spanish origin and founder of organizations like the Spanish Chamber of Commerce in the United States and the Spanish Cultural Center, eventually found his true passion in communications at an early age; especially in the art of speech.

# BRILLAN LAS ESTRELLAS



Sunday  
1pm-2pm



**Luis del Busto** offers a closer look at internationally renowned artists through an overview of their hits and one-on-one interviews.

Some of the artists that have participated on the show include (but are not limited to): Shakira, Juan Luis Guerra, Ana Gabriel, Mana and Marco Antonio Solis.



# CARACOL...LEADER IN SPORTS!



## CARRUSEL DEPORTIVO

SUN, 3P-8P

*Carrusel Deportivo* is an informative weekly show in which **Horacio Gioffre**, **Ivan Hernandez**, producer **Jose Carlos Ortiz** and his guests analyze sporting events in South Florida and the World! It brings listeners results, highlights, information about upcoming matches and the latest news on Sports.



## CARRUSEL MUNDIAL

SUN, 9P-10P

*Carrusel Mundial* is a one of a kind show, connecting live, every Sunday, with our stations in America and Europe to bring our listeners the latest sports news, interviews, results and reports. The program is hosted by **Eduardo Camarena** of our W Radio station in Mexico, and ties-in with our sports experts from Radio Continental in Argentina, Radio Caracol in Colombia, Radio Panamá, ADN in Costa Rica, W Radio in Chile, Cadena Ser in Spain, and Grupo Latino de Radio in the US.

## SPORTS SEGMENTS

**WITHIN JULIO SANCHEZ CRISTO, NOTICIAS CARACOL A LAS 3, AND CARRUSEL DEPORTIVO**

Sports anchors **Horacio Gioffre** and **Roly Martin** host these segments that include the latest news on sports, with special attention to soccer, football, boxing and baseball – Hispanic Community's favorite sports.





@carlosadyan



# ¿Qué pasa MIAMI?

## Con Carlos Adyan Benitez

Monday - Friday  
9pm – 10pm

*¿Qué Pasa Miami?* Is the place to talk about the trending topics, both locally and internationally. The show brings different voices to offer a variety of points of view on current events. It brings a touch of freshness to popular culture and the heat in Miami.



# enREDados con Carlos & Ana

Sundays  
9am- 10am

EnREDados (entangled) offers a different and fresh perspective on social media. Hosted by two **millenials**, the show keeps the listeners informed on the latest tendencies in social media. Aired at the end of the week, it also serves a recount of hot topics during the work week. With the participation of influential and trending guests, enREDados keeps our listeners up-to-date.

@enredados15  
@carlosadyan  
@anacvargas

EnREDados con Ana y Carlos  
Co-host: Ana Cecilia Vargas  
Co-host: Carlos Adyan Benitez

# DIGITAL & PROMOTIONS



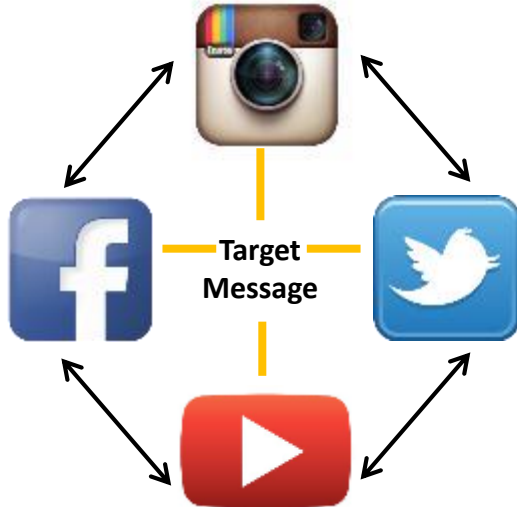


The screenshot shows the Caracol 1260 website interface. At the top, there are banners for 'Discount MUGS', '100 pcs Custom \$26', and '109 Tower Apartments'. Below these is a navigation bar with links like 'Si Amanece...Nos Vamos', 'Julio Sánchez Cristo', 'Noticias Caracol del Mediodía', etc. The main header features the 'CARACOL1260.COM' logo and a search bar. A secondary navigation bar includes 'INICIO', 'AUDIO & PROGRAMAS', 'OPINIÓN', 'MULTIMEDIA', 'LO MÁS', and 'CLIMA'. Below this is a 'SEÑAL EN VIVO' section with 'PROGRAMAS', 'PROGRAMACIÓN', 'ARCHIVO DE AUDIO', 'PODCAST', and 'LLÉVATELO'. The main content area is titled 'ARCHIVOS DE AUDIO' and features a large article about astronaut Scott Kelly with a photo of him in space. To the right of the article is a 'Publicidad' section for Goia Red Kidney Beans. Below the article is a 'ÚLTIMOS AUDIOS' section with a thumbnail for 'Minuto 60 con Neida Sandoval: La prueba de Hillary Clinton en la Cámara de'.

## TARGET YOUR AUDIENCE ON-AIR & ONLINE!

- ✓ Miami-based Internet staff
- ✓ In-Depth News Coverage
- ✓ Promotions
- ✓ LIVE Station Feed 24/7
- ✓ Popular Audio downloads
- ✓ In-Depth Sports Coverage
- ✓ Community News
- ✓ Exclusive Links to Latin American Radio
- ✓ Links to our Advertisers

# SOCIAL MEDIA



## REACH CARACOL'S LOYAL FOLLOWERS

- ✓ Post & share special promotions
- ✓ Tweet promotions
- ✓ Drive traffic to advertisers' locations
- ✓ Ability to post on program-specific social pages
- ✓ Be included in a video promo
- ✓ Photo tagging
- ✓ Retweets
- ✓ Much more!







**ESTO ES LO QUE HAY**  
**HORACIO GIOFFRE**  
**AL AIRE**

**CARACOL1260**.COM

Ingresar

Registro gratuito



BUSCAR

Miami, FL. 18 de agosto de 2015

INICIO AUDIO & PROGRAMAS OPINIÓN MULTIMEDIA LO MÁS CLIMA

WEBCAM RSS PODCAST AYUDA

ACTUALIDAD DEPORTES ECONOMÍA JUDICIAL INTERNACIONAL SOCIEDAD ESPECTÁCULOS MEDICINA/SALUD VIAJES Y OCIO



## EXCLUSIVE CONTENT



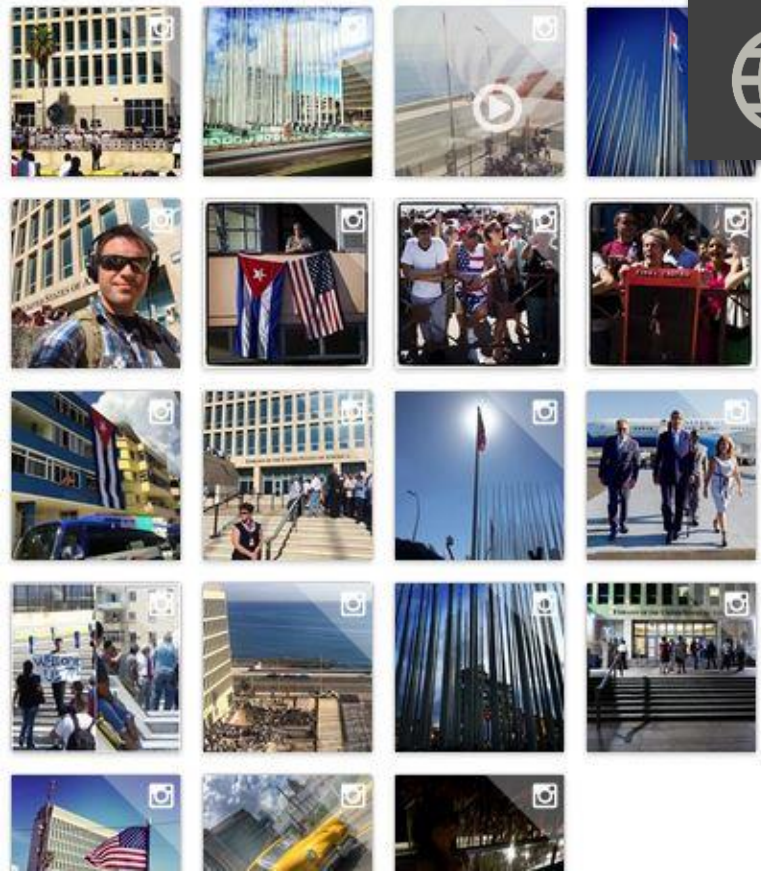
## SOCIAL MEDIA – LIVE FEEDS

POWERED BY LOCAL MEASURE

Radio Caracol is **THE ONLY radio station in the world** to offer it's clients (and it's listeners) live user-generated content by aggregating social media feeds onto one website...ours. Unlike other social media platforms who only use #hashtags to search for content, we are additionally able to find and repost the best relevant content by geo-targeting key points of interest.

**WHY THIS IS SPECIAL:** Not everyone uses hashtags, "pins" their location, or posts to all social media sites, therefore, images/videos from an event may become difficult to find or lost. Our Local Measure Widget allows us to give clients maximum social media exposure by finding all that content and placing it into one interactive gallery.

**EXAMPLE:** The background displays a gallery on our website of the historic event, the US Embassy opening in Cuba after 54 years . Any picture/video taken within a 1 mile radius of the ceremony was available for upload to our website in real-time.





# EVENTS & PROMOTIONS

Caracol participates in many local events & creates unique promotions!

