

API

AMERICA'S PRODUCTIONS INC.

"FREEDOM TOWER" 600 BISCAYNE BOULEVARD. MIAMI 32. FLORIDA

TELEPHONE: 373-3393 • CABLE ADDRESS: AMPIC

• *Friendship Through Understanding*

5-10-1969

THE SPANISH LANGUAGE MARKET

IN THE UNITED STATES

AND

HOW TO SELL IT

Over 7,000,000* Americans consider Spanish their first language.

For comparison, the population of Greater Chicago is -- 7,090,000

of the state of New Jersey 6,437,500

of the state of Michigan 8,085,500

*) Estimates run from six to as high as ten million. However, most authorities have accepted seven million as a conservative, reliable estimate.

The Latin population is a high growth market. During the ten-year period between 1950 and 1960 the Spanish-speaking population in the Southwest increased by 50% and stands today at four million plus*. In California alone the increase was a high 300%.

Immigration records show an average of 6,000 Mexicans entering the U. S. monthly through ports of entry in California alone.

*) Roger A. Ragland, Brand Advertising Manager, the Quaker Oats Company.

If you are interested in reaching an extra 1,400,000* families whose average income is in the order of $5,000**, then you are interested in the Spanish language market.

A Pulse study of the Latin market recorded weekly grocery bills averaging $24.00 per family.

*) Sponsor Magazine 5 Nov. 1962

**) " " " " "

The U. S. Spanish Language Market is located in California, New York, Texas, New Mexico, Arizona, Florida and Colorado.*

*) Broadcasting Magazine, May 25, 1964

YOU CAN REACH THE

SPANISH LANGUAGE MARKET

IN THE U. S. MORE

EFFECTIVELY ....

... BY R A D I O IN THEIR OWN LANGUAGE!

An article in the July 8, 1963 issue of Sponsor Magazine notes that in Los Angeles, where the Spanish language market is larger than total population of Metropolitan Louisville, Kentucky, 95% of the Latin Americans depend on radio for their entertainment and information; 31% read no newspaper; 59% do not read magazines; and 43% listen only to Spanish radio. Similar studies in other markets came up with comparable figures.

If you have ever listened to a foreign language radio and felt left out even though you once studied that language in school, you can understand how pointless it is to use English in advertising to a Spanish-speaking audience.

Independent demographic and market studies* during the past several years disclose:

. Spanish is the language that is first learned in the home.

. Spanish is the language that is spoken most at home.

. Spanish is the language in which they think.

. Spanish-speaking families have more children, i.e., they are larger and consume more products.

This is the fastest growing market in the U. S. !!

*) Belden Associates - '54, '56, '60

Far West Surveys - '62

To be effective, your message must be presented in the prospect's language, phrased in terms of his culture, and presented with program material appealing to the Latin.

Just as English cannot be literally translated into Spanish, Latin radio is not the standard U. S. format translated into Spanish. Spanish broadcasting stations know their audience and provide the highly emotional type of entertainment preferred by Latins.

Forty-two U. S. and border radio stations program from 60% to 100% of their broadcasting schedule in Spanish.

A total of over 200 domestic stations program part of their schedule in Spanish.

Although soap operas have just about disappeared from English language radio, with the Latin audience they are still going as strong as ever.

These highly melodramatic stories give the listeners an opportunity to identify themselves with dashing, noble characters involved in exciting and poignant events and the serial format, with each episode ending in suspense, brings the audience back day after day.

Brand consciousness and buying loyalty are unusually strong among Latins once a product has earned their favor.

A Latin audience tends as a matter of course to build a strong personal association with the characters in a soap opera and this, more often than not, is favorably reflected in their attitude toward the sponsor's product.

More than any other minority group, Latins buy the products of a sponsor out of gratitude for his having presented an entertaining program in their own language.

The biggest and most successful Spanish language radio stations* broadcast the largest number of soap operas.

*) Based on the station power and rate card price for time.

Of all radio shows soap operas continue to be the most popular with Spanish-speaking audiences. As characters in the show come alive, as the plot begins to thicken in scene after scene of mounting suspense, the program catches on. The listener is hooked. The sponsor has a captive audience faithfully listening to his message day in and day out.

Soap opera is unique in its ability to reach the hearts of its followers. Characters come to life and are accepted as real persons. Ma Perkins, young Doctor Malone and other U. S. soap opera characters received literally tons of mail and sold mountains of soap.

AMERICA'S PRODUCTIONS, INC. was founded by a group of Americans with a long and successful background in Latin American advertising, radio, and television. The U. S. management is supported by an outstanding group of Latin artists, men and women whose creative talents have supplied Spanish-speaking America with some of its finest entertainment.

Originally planned to supply Spanish language program material for the United States Information Agency, API in the past three years has written and produced more than 650, 15' and 30' radio programs for the U. S. Government. These programs include:

LOS TRES VILLALOBOS, the adventures of three brothers and their fight with communism. LOS TRES VILLALOBOS was produced in three series for a total of 286 episodes.

LA TABERNA DE TIO PEPE, a humorous program ridiculing the promises of communism.

LA MURALLA INVISIBLE (The Invisible Wall) a series of 82 half hour dramatizations depicting the evils of communism. Each program is a complete dramatization of an actual event and concludes with an authentication by a person who either participated in the crime or witnessed it.

And more recently, soap and horse opera serials with a positive educational message designed specifically for our southern neighbors, such as:

LA ENCRUCIJADA (Crossroad), 130 episodes.
HACIA UNA VIDA MEJOR (Toward a Better Life), 39 episodes.

RENACER (Rebirth), 39 episodes.

DOS EXTRANOS (Two Strangers), 65 episodes.

SIMIENTE DE TRIUNFO (Seed of Triumph), 39 episodes.

CORONA DE ESFUERZO (Crown of Efforts), 39 episodes.

DE LA POBREZA A LA PROSPERIDAD (The Path to Prosperity), a series of individual programs based on actual accomplishments of private enterprise and of the Alliance for Progress in Central and South America.

A documentary motion picture, GRACIAS AMIGOS, was produced to enable the Cuban refugees to convey their thanks to the Government and the people of the United States for providing them with safe refuge. Copies of this film have been purchased by the U. S. Department of Health, Education and Welfare and distributed throughout the United States.

Twenty six television scripts for a series entitled NUESTRO BARRIO were written under contract for the United States Information Agency.

API was selected as the source of Spanish language material for the U. S. Information Agency because of its ability to produce programs with a copy, a diction, and an elocution pleasing to the vast and varied public of Latin America. This absence of national or regional idioms and accents in the API programs have made them universally acceptable wherever Spanish is spoken.

By early 1963 API had succeeded in building staff and facilities to the point where it was able to add commercial programming to its production. To date API has produced for radio:

LOS MONTELIMAR (The Montelimars) 65 episodes

HIJOS DEL DESTINO (Children of Fate) 65 episodes

ALMAS EN TINIEBLAS (Souls in Distress) 65 episodes

GRISELDA, LA HIJA DE LA GITANA (Gipsy's Daughter) 66 episodes

CLEOPATRA, 65 episodes

LAWRENCE OF ARABIA, 65 episodes

SU PECADO DE AYER (The Sin in Her Past) 130 episodes

LA OTRA MUJER (The Other Woman) 130 episodes

INFAMIA (Infamy) 130 episodes

LA INGRATITUD DE LOS HOMBRES (The Ingratitude of Men) 115 episodes

ME ACUSA EL PASADO (The Past is my Accuser) 75 episodes

FLOR DE AUSENCIA (Nostalgia) 65 episodes

LA MUJER DE AQUELLA ISLA (A Woman in an Island) 90 episodes

LA SENDA DE LA GLORIA (The Path of Glory) 65 episodes

LA TORRE DEL DIABLO (The Devil's Tower) 130 episodes

EL DESPERTAR DE UN CORAZON (A Heart is Born) 65 episodes

CHIQUITA ("Chiquita") 80 episodes

TU ERES LA LUZ (You are the Light) 65 episodes

TEMPESTAD (The Storm) 65 episodes

CUANDO EL AMOR CONDENA (Love is the Judge) 130 episodes

ARMINO NEGRO (Black Ermine) 130 episodes

LA HORA TRECE (The Thirteenth Hour) 130 episodes

TRAPECIO FATAL (The Fatal Trapece) 130 episodes

EL SECRETO (The Secret) 102 episodes

ODIO EN LA SANGRE (Hate in His Blood) 130 episodes

LA CURANDERA (The Medicine Woman) 69 episodes

DEVUELVEME LA FE (Give me back my Faith) 130 episodes

Special programs:

AMARGA ESPERA (Bitter Awaiting) 26 episodes. A short romantic serial starring the popular Spanish screen actor JORGE MISTRAL.

MINI... EL ANGEL DEL BARRIO (Mini ... the Angel of the Neighborhood). Indefinite number of episodes. A running family situation serial featuring the life, joys, and heartaches of an immigrant Latin American girl in the big city of New York.

Humorous series:

SE SOLTO EL LOCO CON POTOTO (The Impossible Pototo). A series of 13' programs featuring Leopoldo Fernandez and Mimi Cal, a comedy team famous throughout Latin America.

All API programs are designed first and foremost to attract and build audience loyalty through their sheer entertainment value.

And API's reputation and leadership in this field is based on results measured in terms of such audience acceptance.

API programs are often tailor-made to suit a sponsor's product or needs. By deft handling of the storyline, in narrative or action, messages are subtly introduced. Through subliminal processes, attempts are made to influence the listener, arouse his desire, and induce him to favor a certain product or a certain course of action.

For example, in a program for a soft drink manufacturer, frequent use is made of thirsty people; if the sponsor is a coffee roaster, segments of the plot take place while characters pause for a cup of this beverage; or if it is of some food product, scenes frequently reflect activities in the kitchen.

This is the API pool of talent -writers, actors, and technicians- names that read like a Who is Who of the Spanish entertainment world. From radio and TV, from stage and screen, all have been trained to write and speak their lines in a diction that is neither Cuban nor Mexican, nor yet Castilian or Argentinian, but instead a language so pure, a manner of speaking it so natural, that it has consistently pleased the vast and varied Latin American public.

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Such is the API Organization. It is new. It is original. And it is within reach of your telephone, ready to help you increase sales in Spanish-speaking markets everywhere.

Radio serials in the classical soap opera format, adventure and mystery shows, situation comedies, features and documentaries, jingles and announcements --if it is in Spanish and for the radio, you name it, we produce it.

Or if you wish, why not let our Creative Staff develop special shows for you tailor-made to the needs of a sponsor for a product, for an industry, for an institution?





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