



CORPORATE
PROFILE
2015



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ENGLISH

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WWFE La Poderosa 670 AM

Station profile & Coverage map

La Poderosa translates to The Powerful One. Appropriately named, WWFE La Poderosa 670 AM transmits at 50,000 kilowatts all over South Florida and the Caribbean. Spanning from the Palm Beaches all the way to Cuba, our station reaches where others cannot. Streaming online 24 hours a day, La Poderosa boasts a worldwide audience as well.

La Poderosa 670 AM is the heir to a tradition of Spanish-language radio unique to Miami, emphasizing listener participation, local, national and international news, and long form interviews and programs designed to inform the public.

La Poderosa’s slogan, **“In The Heart of the People”**, expresses how keenly the station has its finger on the pulse of the community. Radio La Poderosa serves as the hub of all that is going on in the Latin community. The public is the engine that drives the station, serving as a platform for all views and expressions.

La Poderosa informs the people like no other, with critically acclaimed news shows. WWFE is home to both the earliest and latest news hours in Miami, and two others midday. On top of that, news briefs at the top of every hour keep the public informed all throughout the day of the latest headlines throughout the world.

Station Format

Spanish - News / Talk

Power

50,000 Watts

Station ID

WWFE (AM) 670 AM
(LA PODEROSA)

Years On Air

25

Signal Coverage

Miami-Dade, Broward,
Palm Beach, Monroe,
Martin and St. Lucie.

Language

Spanish

Hours per Day

24 Hours

**PRINCIPAL
COMMUNITY
COVERAGE
CONTOURS**

WWFE (AM)
Fenix Broadcasting
Corporation

Miami, Florida

Suffa and Cavell, Inc.
Consulting Engineers - Fairfax, VA



WWFE La Poderosa 670 AM

World wide reach

Accessed via Internet in **48** countries!



**Avg. Monthly
Website Visits**

9,000+

**Avg. Monthly
Streaming Sessions**

10,000+

**Avg. Monthly
Streaming Hours**

11,000+

**Avg. Monthly
Mobile Sessions**

2,000+

**Avg. Monthly
Mobile Hours**

2,000+

Source: Google Analytics, Abacast Metrics

WWFE La Poderosa 670 AM

Program schedule

Monday - Friday

Show title	Host	Time period
Martha Casañas y sus Amigos	Martha Casañas, Jesus Alcántara	1:00 am - 4:00 am
Actualidad Mundial	Eduardo Alemán, Aaron Glantz	6:00 am - 8:00 am
Charlando la Noticia en Caliente	Jorge A. Rodríguez, Armando P. Roura, Aaron Glantz	8:00 am - 10:00 am
Tome Nota	Armando Pérez Roura	10:30 am - 11:00 am
Sawesiando	Eddy Calderón	1:00 pm - 2:00 pm
En la Capital de Sol	Roger Vivas, Mariela Montes	3:00 pm - 5:00 pm
Desafío	Ramon Saúl Sánchez	6:00 pm - 7:00 pm
El Mundo Al Día	Enrique Encinosa	8:00 pm - 10:00 pm
Las Noches Aquí	Ulises Menocal, Taimy Rodríguez	10:00 pm - 11:00 pm

Saturday

Show Title	Host	Time period
Poderoso Informativo del Sábado	Eduardo Alemán, Manuel Portuondo	6:00 am - 8:00 am
Grandes Leyendas Musicales	Eloy Cepero	12:00 pm - 1:00 pm
Música de Mi Tierra Linda	Martha Casañas, Jesus Alcántara	1:00 pm - 3:00 pm
A Todo Ritmo	Nelson Leonardo	3:00 pm - 4:00 pm
Sábado de Impacto	Mariela Montes, Rey Rios	7:00 pm - 10:00 pm

Sunday

Show title	Host	Time period
Religious Programming	Various	5:00 am - 12:00 pm
Comunicando	Manuel Portuondo	10:30 am - 11:00 am
Shalom Israel	Aaron Glantz	12:00 pm - 1:00 pm
Música de Mi Tierra Linda	Martha Casañas, Jesus Alcántara	1:00 pm - 3:00 pm
A Todo Ritmo	Nelson Leonardo	3:00 pm - 4:00 pm
Show de Olga y Tony	Olga Chorens	5:00 pm - 6:00 pm
Mi Vieja Discoteca	Humberto García	6:00 pm - 10:00 pm
La Séptima Provincia	Héctor Fabián	10:00 pm - 12:00 am

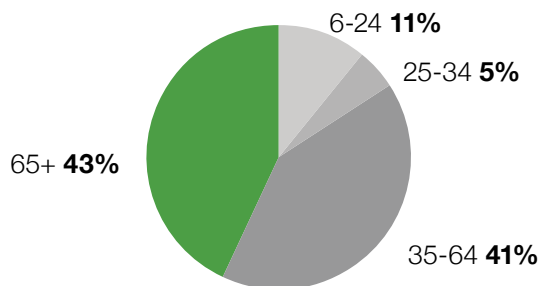


WWFE La Poderosa 670 AM

Listeners

Strong among **35+**, slightly male

Age distribution



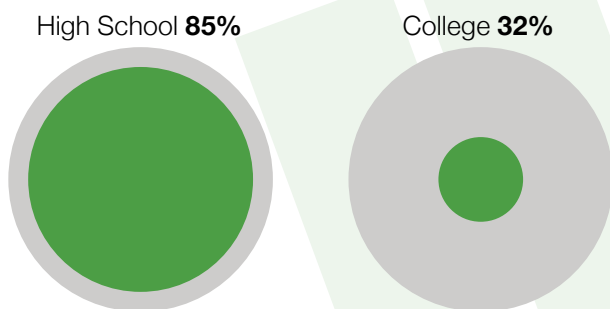
Gender



Highly educated, high income earners

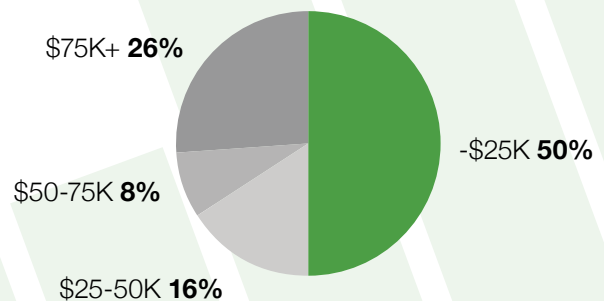
Education

Over **85%** of WWFE-AM Listeners have graduated from High School, **32%** have graduated from College.



Income

WWFE-AM is ranked **#2** in Spanish News/Talk listeners who earn more than **\$75,000** a year.



Source: Arbitron, Jul 2014



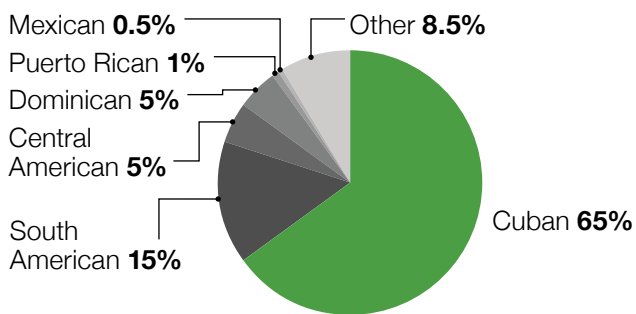
WWFE La Poderosa 670 AM

Listeners

Strong Cuban identity, pan-Hispanic nonetheless.

Demographic

Out the DMA's **1,606,000** Hispanics aged 18+, **6.5%** or **114,700** listen to WWFE.



Source: Arbitron, M-Su 12m-12m, Jul 2014

Upscale Listeners

- 14.6%** Work a white collar job
- 7.2%** Own a second home (**39%** above DMA average)
- 37,300** Own 2 cars
- 16,100** Have taken a cruise within the last 3 years
- 10,500** Have attended a symphony or opera (**14%** above DMA average)
- 8,200** Have taken 3 or more trips from MIA within a year
- 6,800** Own a luxury car

Source: Scarborough R2 2014, Sep-Hol 2014

Active Customers!

WWFE's Listeners spend over **\$2 billion** dollars annually!

Plan to purchase within in the next 12 months

New / Used / Lease vehicle	11,600
Mattress	10,700
Tablet (iPad)	7,500
Smartphone	5,200
Furniture	4,600
HDTV	4,100
Computer	4,000

Spending habits

Spend over \$200+ weekly in supermarket	27,700
Purchased cosmetics / skin care / perfume	32,600
Purchased women's casual clothing	30,800
Purchased women's shoes	26,300
Purchased athletic shoes	24,400
Ate 6-9 times at Sit-Down Restaurant / mo.	14,000
Ate 6-9 times at FF Restaurant / mo.	12,900
Purchased at WalMart	46,200

Source: Scarborough R1 2014, Jul 2014



WWFE La Poderosa 670 AM

Listeners Club



Unique direct response
opportunity

HOGAR CLUB or Home Club of WWFE and WRHC offers advertisers an unequalled opportunity to engage our listeners directly through events, exclusive discounts and direct mailing, e-mail and text message.

.....How many you say?.....

Hogar Club has over
190,000
registered members

WWFE La Poderosa 670 AM

Endorsement opportunities

Eduardo Alemán

The premiere voice of La Poderosa, Eduardo Alemán is the chief news presenter in La Poderosa's highly rated morning and noon newscasts. With over 20 years of radio experience in Venezuela and the United States, Alemán is one of the most often heard voices in spots and promos on La Poderosa.



Eddy Calderón

A staple of Miami's comic landscape, Eddy Calderón is the man of a million voices. On his daily show "Sawesiando", Eddy, routinely imitates some of the most important figures of our day with an irreverence which gets people in stitches. Calderón has performed worldwide, well known for his uncanny imitation of Fidel Castro, even famously prank calling the island as the dictator himself, with hilarious results.



Roger Vivas

A serious man with a serious voice. That is the most appropriate way to describe Roger Vivas, one of La Poderosa's main news presenters, both in hourly news bulletins and full news programs. With a distinctively baritone voice and measured delivery, he has become an instantly recognizable feature of La Poderosa.



Mariela Montes

The female voice of La Poderosa, Mariela Montes is both a news presenter as well as the host of several shows. Bringing a delightful feminine perspective to the station, she is a trusted source of information and an audience favorite.





WWFE La Poderosa 670 AM

Endorsement opportunities

Armando Pérez Roura

Armando Pérez Roura began his broadcasting career when he was 15 years old. After fleeing the island in 1962, he quickly became one of Miami's first Cuban-American rabble-rousers. He refuses to retire until Cuba is free. Pérez Roura is one of the lone voices keeping conservative Cuban-American radio alive in Miami.



WWFE-AM IS
#2
AM HISPANIC MARKET
ADULTS 18+

La Poderosa 670 AM is **#2** but its results are first class because of the quality and buying power of its listeners!



Ranker: MIAMI-FT. LAUDERDALE-HOLLYWOOD (Metro Survey Area)

Jul 2014



WRHC Cadena Azul 1550 AM

Station profile & Coverage map

WRHC Cadena Azul is a name adopted from the historic radio network of Cuba, Cadena Azul (Blue Network).

Founded in 1973 in Miami, WRHC Cadena Azul Miami 1550 AM was the first radio station founded by Cubans in exile, for the Cuban exile community. No station in the city has as much history as Cadena Azul, the grandfather of all Latin and Cuban radio in Miami.

Since its inception, however, Cadena Azul's and Miami's demographic and cultural landscape has changed. Cadena Azul is the premier AM station of the entire diverse Latin community of Miami. It is the primary voice of many communities in South Florida, including Dominicans, Nicaraguans, Colombians, Venezuelans, Cubans. There are also programs with no specific national affiliation which appeal to people from all of Latin America.

The diversity of programming on Cadena Azul, not just in nationality, but in format as well, is unsurpassed in the South Florida market, too often fraught with nationality-specific or fixed-format stations.

Station Format

Spanish / Adult Contemporary

Power

10,000 Watts

Station ID

WHRC (AM) 1550 AM (CADENA AZUL)

Years On Air

40

Language

Spanish

Signal Coverage

Dade
Broward
Lower Palm Beach

Daytime Hours

14 Hours

PRINCIPAL COMMUNITY COVERAGE CONTOURS

WRHC
Broadcasting
Corporation

Miami, Florida

Suffa and Cavell, Inc.
Consulting Engineers - Fairfax, VA



WRHC Cadena Azul 1550 AM

Program schedule

Monday - Friday

Show title	Host	Time period
Tiro Libre con Barrera	Ernesto Barrera	12:30 am - 1:00pm
La Voz Nica	Bismark Rodríguez	2:00 pm - 2:30 pm
La Hora de La Familia	Yfrain Villazón	3:00 pm - 4:00 pm
Terapia Musical	Alfredo Rodríguez	4:00 pm - 5:00 pm

Saturday

Show Title	Host	Time period
Ecos y Recuerdos	Luis Tapanes	6:00 am - 7:00 am
Super Sábado Musical	Denis Pérez	10:00 am - 11:00 am
Mundo Deportivo	Tony Castellanos	12:30 pm - 1:00 pm
Cien Canciones y un Millón de Recuerdos	Juan Colón	3:00 pm - 4:00 pm

Sunday

Show title	Host	Time period
Variedades	Various	3:00 pm - 6:00 pm

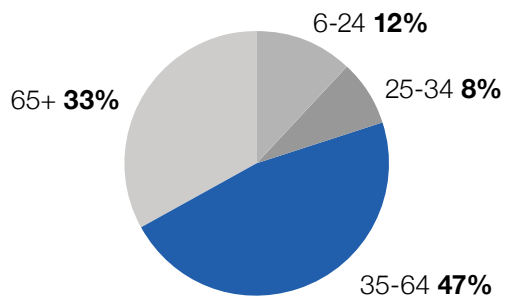


WRHC Cadena Azul 1550 AM

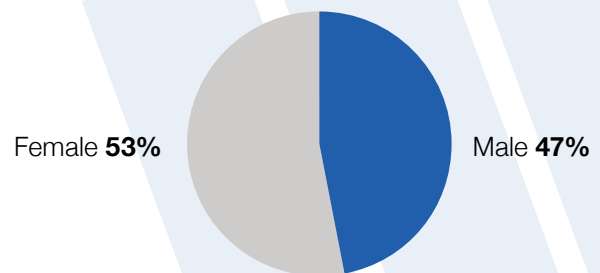
Listeners

Reaching an older female audience

Age distribution



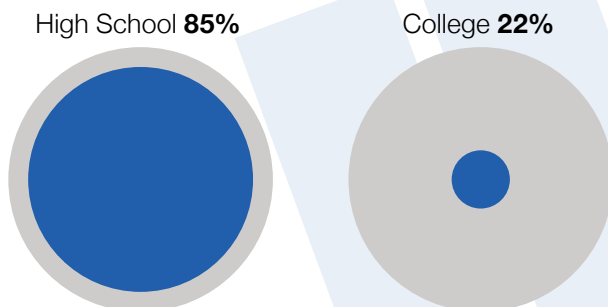
Gender



Highly educated, high income earners

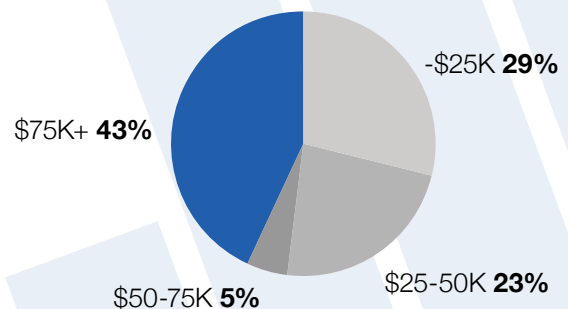
Education

Over **85%** of WWFE-AM Listeners have graduated from High School, **22%** have graduated from College.



Income

Annual spending power of **\$473,538,000**



Source: Arbitron, Hol 2013 - Apr 2014



WRHC Cadena Azul 1550 AM

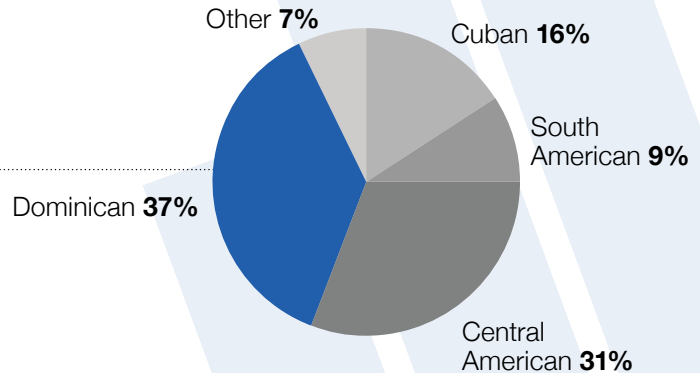
Listeners

Incredibly diverse Hispanic audience!

Demographic

24,400 listeners weekly.

1.3% of all Hispanics in South Florida.



Source: Arbitron, M-Su 12m-12m, Hol 2013 - Apr 2014

WRHC reaches out!

AM HISPANIC MARKET ADULTS 18+

Cadena azul reaches the diverse communities of south florida. No other station has such rich diversity among the hispanic AM radio stations in Miami.

WE HAVE LOTS OF HISTORY IN THIS TOWN!



Ranker: MIAMI-FT. LAUDERDALE-HOLLYWOOD (Metro Survey Area)



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