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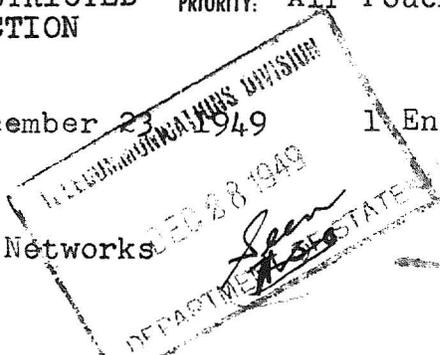
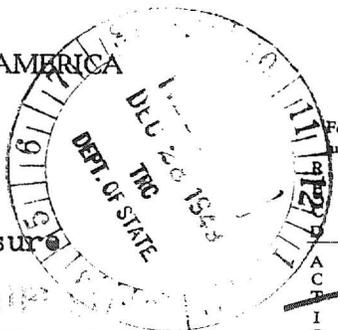
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SUBJECT: Cuban Broadcasting Networks



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Cuba will soon begin enjoying the luxury of five nationwide radio broadcasting networks. Four are already in operation and the official opening of the fifth, the Oriental Radio Network (Cadena Oriental de Radio) has been announced for January 8, 1950. The existing networks are: CMQ with six stations; RHC with nine; Union Radio with thirteen; and the COCO and CMCK Broadcasting Company with four.

Of these five networks, only two, CMQ and RHC, make use of equalized, schedule A, physical circuits. With the exception of the Oriental Radio Network, which uses a series of FM radio stations to relay its programs, all the rest use non-equalized, schedule E, carrier circuits which are made available by the Telephone Company during off-peak hours in the early morning, noon and evening to transmit network programs. The carrier circuits can only handle voice--hence the programs consist of dramatic skits, news, political talks, and the nightly baseball game.

There follows below a brief description of each one of these companies.

The COCO and CMCK Broadcasting Co.

The recently organized COCO and CMCK Broadcasting Company (Compañia Radiodifusora COCO y CMCK) specializes in the transmission of the popular regular nightly baseball games which attract so much attention in Cuba.

The stations in this network are listed below:

<u>Location</u>	<u>Call</u>	<u>Frequency</u>	<u>Power</u>
Habana	CMCK	980 Kc	5 Kw
Santa Clara	CMHO	1310 Kc	1 Kw
Camaguey	CMJR	1030 Kc	1 Kw
Santiago	CMKR	1090 Kc	1 Kw

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The COCO and CMCK Broadcasting Company which is located at Manrique 113 in Habana is owned by Guido García Inclán.

Oriental Radio Network

The Oriental Radio Network (Cadena Oriental de Radio, S. A.), with headquarters in Santiago de Cuba, has been in operation for over a year in the Provinces of Oriente and Camaguey. Recently it acquired a frequency (1260 Kc) in Habana and immediately started making plans to expand its activities so as to cover the entire Island. The ten stations that make up the network are listed below:

<u>Location</u>	<u>Call Letters</u>	<u>Frequency</u>	<u>Power</u>
Santiago de Cuba	CMKW	1000 Kc	2000 W
Guantanamo	CMKA	1250 Kc	250 W
Holguin	CMKD	970 Kc	1000 W
Victoria de las Tunas	CMKE	1320 Kc	250 W
Camaguey	CMJG	1000 Kc	1000 W
Ciego de Avila	CMJY	1190 Kc	1000 W
Santa Clara	CMHM	910 Kc	1000 W
Colon	CMGU	1400 Kc	250 W
Matanzas	CMGL	1340 Kc	250 W
Habana	CMCI	1260 Kc	5000 W

Affiliated Stations

Santiago de Cuba	CMKC	770 Kc	1000 W
Santiago de Cuba	CMKL	800 Kc	250 W

CMHM, Santa Clara, receives strong interference on 910 Kc and has requested a change to 680 Kc, a U.S. clear channel.

A unique feature of this company is that instead of relaying its programs over wires leased from the Cuban Telephone Company, a practice followed by the other networks, it transmits them over a series of FM stations manufactured and installed by a United States concern. ^{1/} These sixteen FM stations are located at Santiago de Cuba, Puerto Boniato, Guantanamo, Holguin, Victoria de las Tunas, Martí, Camaguey, Piedrecitas, Ciego de Avila, Guayos, Placetas, Santa Clara, Colon, Matanzas, Campo Florido, and Habana and use the following frequencies:

163.0 mc	163.8 mc	164.6 mc
168.2 mc	169.0 mc	169.8 mc
163.4 mc	162.2 mc	165.0 mc
168.6 mc	169.4 mc	170.2 mc
		165.4 mc

^{1/} Link Radio Corporation

According to the station manager, tests currently being carried out over this network of FM stations indicate that this system is completely reliable and provides a high quality service. Reports from other sources, however, do not confirm this enthusiastic approval of the system. Programs can be transmitted in either direction, i.e., from Santiago to Habana, or vice versa. The two main offices of the company are located at Santiago de Cuba, Apartado 82, and Habana, Campanario 215 (Telephone M-2678). The principal officers are listed below:

Ricardo Miranda	President
Juan Muñiz Uriarte	Vice President
Angel Lorie	Director
Guillermo Henriquez	Manager
Agustin Mederos	Technical Director
Enrique Parra	Program Director

Union Radio

Union Radio, S. A., another newcomer in the broadcasting business, probably would not be able to operate today if it were not for the United States clear channels that the Cuban Government made available to the industry when NARBA expired on March 29, 1949.

Detailed operation of this network is shown in the table below:

<u>Union Radio Network</u>				
<u>Location</u>	<u>Call Letters</u>	<u>Frequency</u>	<u>Power</u>	<u>Remarks</u>
Habana	CMCF <u>1/</u>	910 kc	10 Kw	
Santa Clara	CMHD <u>1/</u>	890 kc	1 Kw	Old frequency 1560 Kc
Cienfuegos	CMHJ <u>1/</u>	1350 Kc	250 W	
Sancti Spiritus	CMHB <u>1/</u>	780 Kc	250 W	Old frequency 1410 Kc. Power will be increased soon to 1 Kw.
Sagua la Grande	CMHA	1280 Kc	250 W	Power increase planned soon.
Cruces	CMHK	1210 Kc	250 W	Power increase planned soon. Old frequency 1380 Kc.
Camaguey	CMJB <u>1/</u>	880 Kc	1 Kw	New assignment
Ciego de Avila	CMJD <u>1/</u>	1190 Kc	250 W	Old frequency 760 Kc. According to Pumarejo 760 was taken away from Union Radio to give it to Oriental Radio but the latter has not yet been authorized by the Government to use it.

1/ Station wholly owned by Union Radio.

<u>Location</u>	<u>Call Letters</u>	<u>Frequency</u>	<u>Power</u>	<u>Remarks</u>
Santiago de Cuba	CMKB <u>1/</u>	1170 Kc	1 Kw	New assignment
Holguin	CMKM <u>1/</u>	560 Kc	5 Kw	New assignment
Victoria de las Tunas	CMKG	1490 Kc	250 W	Power increase planned soon
Puerto Padre	CMKY	1350 Kc	250 W	
Guantanamo	CMKI <u>1/</u>	1560 Kc	250 W	New assignment

<u>New Frequencies Assigned</u>	<u>Recent frequency Changes</u>	
	<u>Old</u>	<u>New</u>
880 Kc	1560 Kc	890 Kc
1190 Kc	1410 Kc	780 Kc
1170 Kc	1380 Kc	1210 Kc
1560 Kc	760 Kc	1190 Kc

Power Increases Authorized

Holguin CMKM From 250 W to 5 Kw

Union Radio has its main office in Habana at Prado 107, telephone M-8371. The President of the company is Gaspar PUMAREJO y Such; Consulting Engineer: Raul KARMAN; Secretary: José A. MESTRE, Jr.

RHC Network

Radio Habana Cuba (RHC), Cadena Azul (Blue Network) is an old established company with stations in the following cities:

<u>Location</u>	<u>Call Letters</u>	<u>Frequency</u>	<u>Power</u>	<u>Remarks</u>
Habana	CMCY	590 Kc	25 Kw	
Pinar del Rio	CMAN	840 Kc	1 Kw	Old freq. 1300 Kc
Matanzas	CMGF	1240 Kc	250 W	
Jovellanos	CMGN	960 Kc	500 W	
Santa Clara	CMHI	570 Kc	10 Kw	
Ciego de Avila	CMJM	840 Kc	500 W	Old. freq. 1300 kc
Camaguey	CMJN	960 Kc	1 Kw	
Holguin	CMKV	600 Kc	1 Kw	
Santiago de Cuba	CMKN	930 Kc	1 Kw	

Affiliated Stations

Habana	CMW	560 Kc	2.5 Kw
Santa Clara	CMHW	810 Kc	1.0 Kw

It appears that 840 Kc is the only U.S. clear channel that has been assigned to this network as a result of the expiration of the old NARBA.

1/ Station wholly owned by Union Radio.

The company office is at Prado 53, Telephone M-5967. The President and General Manager is Amado TRINIDAD Velasco; Consulting Engineer:-Raul Karman; Chief Engineer: Antonio de los SANTOS.

CMQ Network

The CMQ network dates back to the time of the implementation of the first NARBA, which brought order out of chaos and permitted the normal development of radio in this region.

The only recent change in its frequency assignments was an order by the Cuban Government for an exchange of frequencies between the Habana and Santa Clara stations of this network in order to make room for Garcia Serra in Habana on 660 Kc, another U. S. clear channel.

A unique feature of both the CMQ and RHC networks is that only the Habana stations are equipped with studios--the remaining outlets on the chain do not have local studios but depend on the key station for all their programs. The CMQ network is formed as follows:

<u>Location</u>	<u>Call Letters</u>	<u>Frequency</u>	<u>Power</u>
Pinar del Rio	CMAQ	920 Kc	1 Kw
Habana	CMQ	630 Kc	25 Kw
Santa Clara	CMHQ	640 Kc	15 Kw
Camaguey	CMJL	920 Kc	5 Kw
Holguin	CMKJ	730 Kc	5 Kw
Santiago de Cuba	CMKU	850 Kc	2 Kw

Officers of CMQ are named below:

President: Goar MESTRE
 Vice President: Angel CAMBO Ruiz
 Chief Engineer: Ventura MONTES

The CMQ office in Habana is located at "Radio Center" on the corner of 23rd and L in Vedado. Telephone F-9911.

Raymond L. Harrell
 Raymond L. Harrell,
 Attaché.

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BAB

There follows below a brief commentary on the principal radio networks and station owners mentioned above and their reactions to the recent Conference in Montreal.

CMQ

In prestige and influence, CMQ far outweighs the other networks. Its frequencies are the most desirable from the Cuban point of view, due to the fact that they are all below 1,000 kc. In a recent broadcasting survey CMQ received almost twice as many points as its nearest competitor, RHC. CMQ's gross revenues next year are expected to total two million dollars, which compares with one million that RHC has advertised that it will collect.

Mestre, who was educated in the United States, is known to favor a new broadcasting agreement which will tend to maintain the present status quo and enable him to continue his present profitable operations in Cuba. He opposes Cuban use of United States clear channels, especially Roberto Garcia Serra's use in Habana of 660 kc. which is only 30 kilocycles away from CMQ. He is known to have declared to high officials of the Cuban Government that it is foolish for Cuba to ask to be allowed to use these United States clear channels.

RHC

The second most important network in Cuba, RHC, is owned by Amado Trinidad. He has been on the verge of bankruptcy several times, but at the last minute he always seems to be able to raise enough funds--reportedly from the Cuban Government--to tide him over the emergency. He is currently rumored to be receiving as graft one thousand dollars a week from the Cuban Government.

Trinidad is believed to be basically anti-American. He has demonstrated this antipathy on several occasions, the most recent being his dilatory attitude in arranging for the repair of the CMCY directional antenna which, after a hurricane, was out of service for over a year.

UNION RADIO

In prestige and influence the recently organized Union Radio comes third. Its young, aggressive President, Gaspar Pumarejo, former program director for the CMQ network, is ambitious and, if he overcomes his present growing pains, should make considerable progress in Cuban broadcasting. Although Union Radio carries as a regular feature the anti-administration commentary of Pardo Llarido, nevertheless, the company is run along commercial lines and is considered to be non-political in operation. Pumarejo's financial backers are reported to be the Menendez Brothers, owners of the Nueva Isla department

store in Habana.

Pumarejo is believed to favor a broadcasting agreement, but, on the other hand, he is not willing to give up the United States clear channels without which he would be unable to operate. He justifies his use of these frequencies by declaring he needs them to combat the monopolistic tendencies of Goar Mestre and his CMQ network.

ORIENTAL NETWORK

Coming from the provinces, Ricardo Miranda, President of the Oriental Network, is somewhat of an unknown element in Cuban broadcasting. Unlike most of the other network owners who run their companies along strict commercial lines, Miranda is reported to be involved in politics and is not generally given a very good chance to succeed in this highly competitive field.

This section would not be complete without mentioning three prominent Cuban broadcasters, who, although they do not own networks, play an important role in this industry.

Up until the expiration of the modus vivendi, Roberto Garcia Serra operated CMCU, a small unimportant one kilowatt station on 1190 kc. Since that time, however, he has been assigned a choice United States clear channel, 660 kc, that he will soon start using with a new ten or twenty-five kilowatt transmitter for which he is negotiating. His financial backer is reported to be Orlando Puente, Executive Minister (Ministro de la Presidencia). CMCU, Radio Garcia Serra, is currently transmitting a great deal of political propaganda. Garcia Serra, who is Secretary of the Cuban Federation of Broadcasters, is opposed to a new agreement unless it meets all the Cuban requirements for new frequencies. The President of the Cuban Broadcasters Association, Eduardo Hector Alonso, part owner of a small 250-watt Habana station, CMK, 1190 kc, is also known to oppose the type of agreement that would be satisfactory to the United States.

Manolo Fernandez, former President of the Cuban NAB and owner of CMBC, Radio Progreso, 690 kc, has recently ordered a fifty kilowatt Westinghouse transmitter with which he hopes to cover most of Cuba. In order to obtain this extensive coverage, and thus actively compete with the established broadcasting networks, he must have a channel almost entirely clear of interference which he recognizes can be obtained only through a new NARBA. He is accordingly strongly in favor of an agreement. The new transmitter will probably be ready to go on the air next February.

Sources:

Sources: The data on operating power and frequencies used by the various Cuban networks was obtained directly from the companies concerned. This information does not in all cases coincide with the official frequency list kept at the Ministry of Communications. The discrepancies that were noted are shown below:

COCO Broadcasting Co.

<u>Call</u>	<u>Company Data</u>	<u>Government Data</u>
CMKR - CMDA Santiago	1090 Kc	650 Kc

Oriental Network

CMHM Santa Clara	910 Kc	710 Kc
CMJG Camaguey	1000 Kc	760 Kc
CMJY Ciego de Avila	1190 Kc	1000 Kc
CMKD - CMDC Holguin	970 Kc	1290 Kc

Two copies of a frequency list prepared last week by a local broadcaster on the basis of data furnished by the Ministry of Communications are attached. In this list it will be noted that there is a total of 103 frequency assignments in Cuba, divided by provinces as follows:

Pinar del Rio	7
Habana	29
Matanzas	6
Las Villas	16
Camaguey	18
Oriente	<u>27</u>
	103

RLH/elw