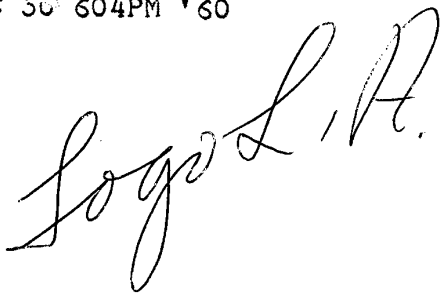


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079 003 MARKRICH PARRISH FROM ROUDABUSH/COUCH WA 186

REF WAO29 (AUGUST), RECENT DAILY REPORTS INCLUDE MANY LOGOGRAPHS WHICH IMPROPERLY SHOW TARGET AREAS FOR PROGRAMS FROM NONOFFICIAL LATIN AMERICAN STATIONS, THAT IS, COMMERCIAL, SEMI-OFFICIAL, RELIGIOUS, EDUCATIONAL, AND PHILANTHROPIC STATIONS.

ALFA. THE BASIC LOGOGRAPH FOR SUCH PROGRAMS IS COLON (CITY OF ORIGIN), (PRIVATE STATION OR NETWORK NAME) IN LANGUAGE.

IT IS FELT THAT SUCH BROADCASTERS USUALLY TRANSMIT TO ANY INTERESTED LISTENERS WITHIN RANGE AND THAT NO TARGET CAN OR SHOULD

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BE ASCRIBED TO THEIR REGULAR PROGRAMS. WHEN THESE BROADCASTERS DEPART FROM THE ROUTINE, HOWEVER, AND ADDRESS SPECIAL PROGRAMS TO A PARTICULAR FOREIGN COUNTRY OR TO A REMOTE TROUBLESOME PROVINCE, THIS TARGET SHOULD BE INCLUDED IN THE LOGOGRAPH. EXAMPLES COLON

CARACAS, RADIO TROPICAL IN SPANISH TO CUBA;

QUITO, VOZ DE LOS ANDES IN RUSSIAN TO USSR.

BRAVO. AN ADDITIONAL VARIANT IS AVAILABLE FOR THOSE CASES IN WHICH THE COUNTRY OF ORIGIN MAY NOT RPT NOT BE CLEAR COLON

(CITY OF ORIGIN) (COUNTRY) (PRIVATE STATION OR NETWORK NAME) IN (LANGUAGE).

EXAMPLES COLON SANTIAGO (CHILE), RADIO MINERIA IN SPANISH, POTOSE (BOLIVIA), RADIO PIO DOCE IN SPANISH.

BT

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