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# Spanish-Language radio in the United States

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Theme: Spanish radio stations in the United States

Summary: An analysis on the present state of Spanish radio stations in the United States through the study of radio stations in the country.

Key words: radio, station, Spanish, Hispanics, broadcasting, Internet, media, journalism

## Introduction and project basis

This report will address the current situation of Spanish-language radio in the United States by analyzing the characteristics of the radio stations in the country.

The study examines a database that collects American broadcasting radio

stations that broadcast their content in Spanish or that have a bilingual format (English and Spanish), classifying them according to the theme of their programming and the media group to which they belong. The role of this mass media for Hispanics in the United States is based not only on the purchasing power of the Spanish radio industry but also on the ability of the radio to transmit the language among the different generations of Hispanics in the country.

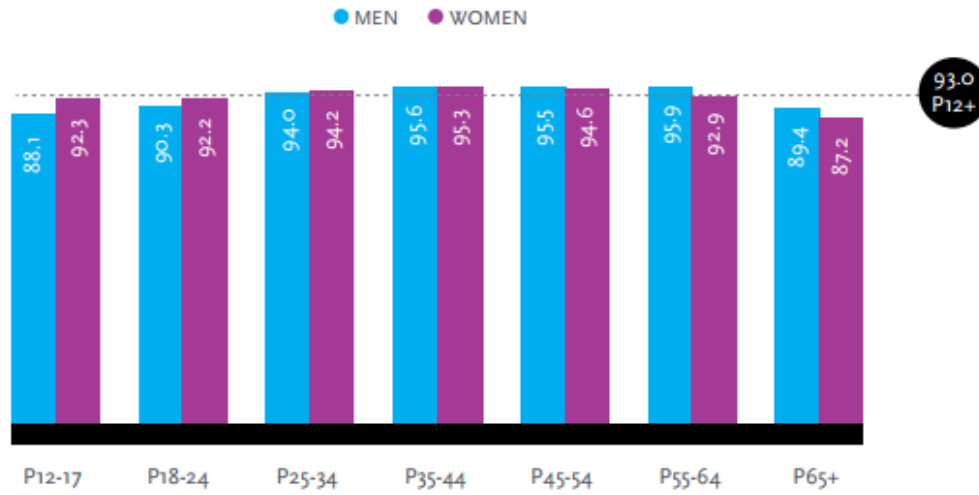
Talking about the Hispanic population in the United States is imperative to understand the changes that the North American country has experienced. By 2015, “Hispanics accounted for 17.8% of the population, approximately 56.6 million” (Martínez y Moreno-Fernández 2016). If we look exclusively at language, despite the general decline in Spanish proficiency among third generation immigrants, “Hispanics hold firmly the importance of the transmission of Spanish to future generations” (Martínez y Moreno-Fernández 2016). It is precisely through the airwaves how Spanish programming “facilitates live discussions” not only through direct translation of the content of the message, but also as a linguistic and cultural mediator (Casillas 2014).

Listening to the Radio is not only an instrument of transmission of language and culture, but it has become an intermediary between American political institutions and the Hispanic audience. Spanish-language radio has “redrawn conventional notions of politics” by allocating local and human resources that act as mediators between the media and the audience (Casillas 2014). While immigrants “are

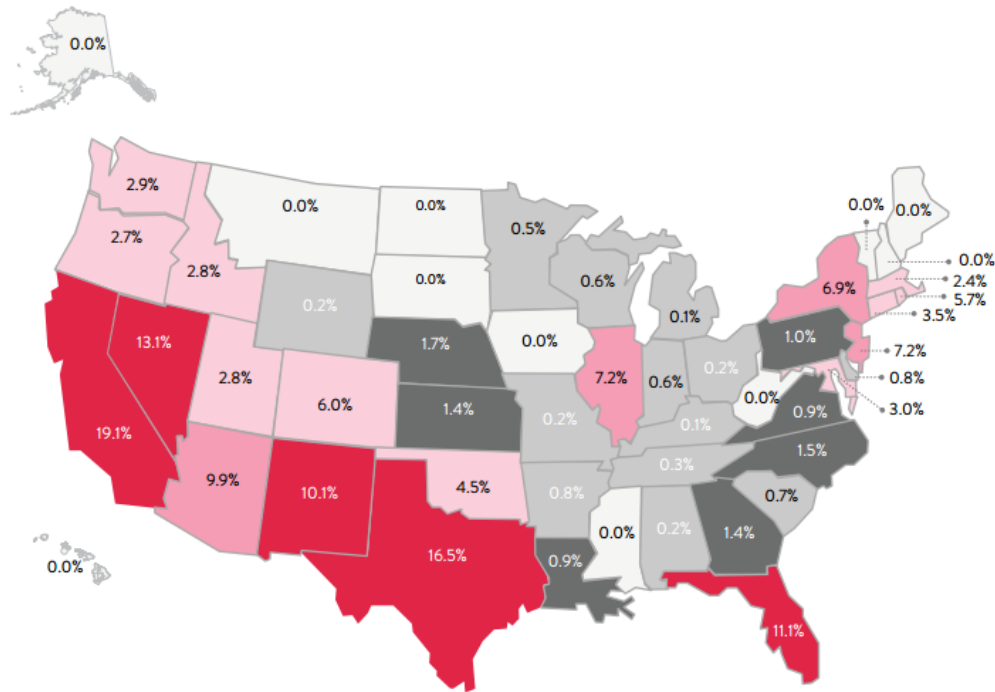
excluded from the great American political body,” the mass media and popular culture provoke “feelings of inclusion and belonging” (Casillas 2014). This is how the need to know and analyze the radio stations in the country is justified in order to understand the role of this means of communication among Latinos and their influence on Spanish-speaking public opinion.

Recent studies on the popularity of radio among Hispanics show a surprising number. According to the CIA, there are approximately 44,000 radio stations worldwide, of which 16,000 are in the United States (CIA *n.a.*). Of the 245 million Americans who listen to the radio weekly, Hispanics and African Americans account for 29.3%, or one-third of the total audience (Nielsen 2015). In just four years, the number of Hispanic radio listeners has increased by nearly four million, from 36.5 million in 2011 to 40.4 in 2015 (Nielsen 2015). In general, 93% of Hispanics listen weekly to radio, of which 54% are men and 46% are women (Nielsen 2015). The listening time is 12 hours and 35 minutes on a weekly average (Nielsen 2015). 69% of Hispanics who tune in to their favorite station during the day do it away from home (Nielsen 2015). *Figure 1* shows the distribution of Hispanic listeners over the age of 12 according to the different demographic groups per age range. As seen in *Figure 1*, Hispanics between the ages of 33 and 44 are the most faithful to the waves, with 95.6% of men and 95.3% of women. *Figure 2* shows the distribution of Hispanic listeners in the United States, where the darker red areas represent the highest percentages of radio listening. The national average for Hispanics is 6.1% (Nielsen 2015).

**Figure 1.** Distribution of Hispanic listeners according to age (Nielsen 2015).



**Figure 2.** Total percentage of Hispanic listeners in each state (Nielsen 2015).



Finally, the evolution of the integration of the Internet and new technologies in Spanish-language broadcasting in the United States must be taken into account. Since 1995, the possibility of making live broadcasts via the Internet has been a great step forward in the international dissemination of radio content “without the limitations of shortwave radio stations” (Kuhn 2011). Therefore, a small radio station can broadcast its program, either live or delayed, through its website, increasing its scope of influence and even becoming a radio with an international audience.

## A brief history of Spanish-language radio in the United States

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Reginald A. Fessenden pioneered the world's first radio broadcast in 1906 on a Christmas Eve. The main purpose of this medium was to “inform the world of the surrounding events” (Miranda y Medina 2008). Its beginnings, merely informative, gave way to what we now know as commercial radio. As for the Spanish-language radio, it had its beginnings in the 1920s, when broadcasters in English “sold their less desirable hours to people of Hispanic origin” (Miranda y Medina 2008). What began as a marginal space in which some music and “commercials of interest” were transmitted, it gave way to the participation of several entrepreneurs and other Latin American countries. From “67 radio stations in Spanish” in 1980 it changed to “about 233 stations” at the end of

1990 transmitting exclusively in this language (Paredes 2003; Miranda y Medina 2008). The first radio program in New York City, for example, came from the hand of a dentist, musician, and composer, Dr. Julio Roqué, who in 1924 launched the program “Radio Roqué” (Figueroa 2008).

From 1980 to 2002, Spanish-language radio grew “about 1000%” (Paredes 2003). In the larger urban cities with a greater concentration of Hispanics, such as Los Angeles, New York, Miami and Chicago, the “variety of stations and music genres” increased to attract the various Hispanic populations either “by their nationalities or other characteristics of their demographic origins” (Miranda y Medina 2008). Since the passage of the Telecommunications Act of 1996, the Spanish-language radio industry has undergone many changes in terms of “competition, consolidation and reorganization” as well as other aspects such as corporate programming or the concentration of broadcasters under large media groups (Paredes 2003).

Without a doubt, one of the most attractive aspects of the radio phenomenon in Spanish is the way in which it has been transforming the most traditional markets in the United States, such as North Carolina, Georgia, Arkansas, Tennessee, Nevada, Washington or Pennsylvania (Paredes 2003). For example, in January 2002 the first Spanish-language radio broadcasting was born in Seattle, Washington transmitting 24 hours non-stop (Paredes 2003). The increase in the Mexican, Salvadoran, and Guatemalan population in the Seattle area, made

evident the need to develop a station of this type that moved away from the traditional “ethnic radio” that only broadcasted in Spanish for a few hours to the day (Paredes 2003).

Given the opportunities for “large audiences and profit in the media,” Spanish-language radio in the United States is growing at the same time as it increases its annual benefits, which in 1990 exceeded “211 million dollars” (Miranda y Medina 2008). Although music and commercials are “the most listened to on the radio,” news programs also take on special importance in daily programming (Miranda y Medina 2008). On the other hand, “different Cuban, Colombian, Venezuelan, Nicaraguan and Mexican broadcasters, all with a variety of accents and talents and new ideas, have broken into the radio frequencies,” diversifying the proposals for the public (Miranda y Medina 2008).

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## Methodology

In order to create the database for this study, I have developed a methodology in which, based on the elements to be analyzed, different categories have been established to classify each of the radio stations in Spanish in the United States. First, the name of the station is detailed, which is composed not only of the commercial name as such but also of the call sign or radio call sign. Second, we add the city from which it is issued together with the state. In addition, it indicates the owner of the station, the type of programming or music it broadcasts and the

corresponding website or page. Finally, I detailed if there is possibility of listening over the Internet and, if so, the language in which it is broadcast.

Regarding call signs, they are frequently used by North American radio stations, as well as radio amateurs and other international radio stations that continue to be identified by call signs around the world (FCC *n.a.*). Each country has a different set of patterns for their own call signs, which are assigned to amateur radio stations in Barbados, Canada, Mexico, and throughout the United States. Many countries have specific conventions to classify call signs by the characteristics and location of the transmitter (FCC *n.a.*). The format of the call signal for the radio and television call signals follows a series of conventions, in which the call signs begin with the prefix assigned by the International Telecommunication Union (FCC *n.a.*). In the case of the North American country, it has been assigned the following prefixes: “AAA” - “ALZ,” “K,” “N,” “W.” The first identification, established around 1912, was arbitrarily, since the US government forced the stations to use call signs but could be chosen at random (FCC *n.a.*). A few years later, in the early twenties, the system was replaced by the conventional one (FCC *n.a.*). Call signs in the United States begin with “K” or “W.” “K” usually west of the Mississippi River and 'W' generally east of it except in Louisiana and Minnesota, where the line Divide between the two groups (FCC *n.a.*). Generally, broadcasting stations have call signals of three to seven characters in length, the minimum length for the new stations being four characters (FCC *n.a.*).

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Main studies on Hispanic radio in the United States focus mainly on a data based audience or volume of benefits, such as the classification elaborated by CISION on the ten most popular Spanish-language stations in the country, among which are *La Ley 100.5* (KBDR-FM) in Laredo, Texas, or *La Poderosa 96.7* (KUNA-FM) in Palm Desert, California (CISION 2011). It is interesting to note that all the stations mentioned in this article are either in Texas or in California, two of the most important Hispanic states in the country. The Hispanic population numbers exceed 10 million in Texas, accounting for 10.4% of all US Hispanic residents, while in California the figures indicate nearly 15 million, a 27.1% % of the country's total Hispanics in the U.S. (López y Stepler 2016a; López y Stepler 2016b). Currently there is no study that quantifies the total number of Spanish-language radio stations in the United States.

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In order to obtain the elements of the sample, a basic Internet search was conducted in which the terms “Spanish-language radio in the United States” or “Hispanic radio in the United States” (and their Spanish variants) were used as keywords. The obtained results, regardless of academic articles on the history of Spanish radio in the country or data on ratings, left *Radio Locator*<sup>1</sup> as the only source for the development of the database. This website is used as a search engine that shows all available radio stations worldwide, limiting the results per country or genre of each station. However, many of the criteria contemplated in

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<sup>1</sup> See <http://radio-locator.com/>

this study does not appear within the database of the page, so it was necessary to use other resources such as SIP<sup>2</sup> reports prepared by Nielsen y Arbitron<sup>3</sup>. Some references were also found on the website of the US National Telecommunications and Information Administration, which lists radio stations owned by minority groups such as Hispanics or African Americans<sup>4</sup>. Nevertheless, the last data of this page correspond to the year 1997, another reason why it was necessary to contrast and to correct the outdated information (especially since many of the owners have sold the broadcasters to larger media groups like Univision).

Finally, the criteria corresponding to the format of the station's programming were established. Radio Locator does offer this data, but it categorizes many of the stations within “Spanish” without paying attention or specifying more on the contents. In a study carried out in 1941 on the typology of radio programming in Spanish in the United States five categories were distinguished, these being Music, News, Drama, Talk shows and a last segment, denominated Others in which the rest of the contents are included (The Center for Spanish Language Media 2009). The musical genre was undoubtedly dominant in the programming with 88.1%, followed by News (4.2%), Talk shows (3.1%), Drama (2.6%) and a 2 % In the Other category. However, from 1990 other genres emerged within the US

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<sup>2</sup> SIP is a driven protocol that controls multimedia communications sessions over IP (Omnitronics n.a.).

<sup>3</sup> See <http://bit.ly/2islbl4>

<sup>4</sup> See <http://bit.ly/2IXq00c>

radio landscape (The Center for Spanish Language Media 2009). While the Mexican Regional and Tejano genre continued their evolution, other genres emerged as the Tropical (deriving its influences from Central and South American regions) or Contemporary (The Center for Spanish Language Media 2009). Therefore, and taking into account the evolution of these genres, the following categories have been established<sup>5</sup>:

- Regional Mexican: includes musical styles with strong roots in Mexico. Within this format styles like “Banda” (ensemble music), “Ranchera,” “Mariachi” and “Norteño” tend to appear.
- Popular/Contemporary: mixes themes of romantic music, ballads, international hits (preferably Latin or European) and other hits of the moment.
- Tropical: group’s genres such as Salsa, Merengue, Cumbia and Reggaeton.
- Variety: stations that program songs and pieces of various musical styles.
- Religious: disseminates informative and musical contents related to some specific creed.
- Tejano: broadcasters dominated by songs performed by Chicano or Tex-Mex which mix rock, *rancheras*, and country music and whose lyrics can be in Spanish or English.

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<sup>5</sup> These categories are based on the work of Rosa Franquet y Francesc Xavier Ribes. See Franquet y Ribes 2007.

- Oldies: stations that emit songs that have become part of the collective culture, also denominated “songs of the memory.”

Finally, in order to be able to make precise observations about the language in which the radio contents are broadcasted, a calendar has been elaborated in which the stations obtained over a week or several weeks are distributed in particular with different hours of listening. This ensures optimum results to determine both the format of the broadcaster and the language used, thus covering both weekday programming and other weekend spaces in variable time slots.

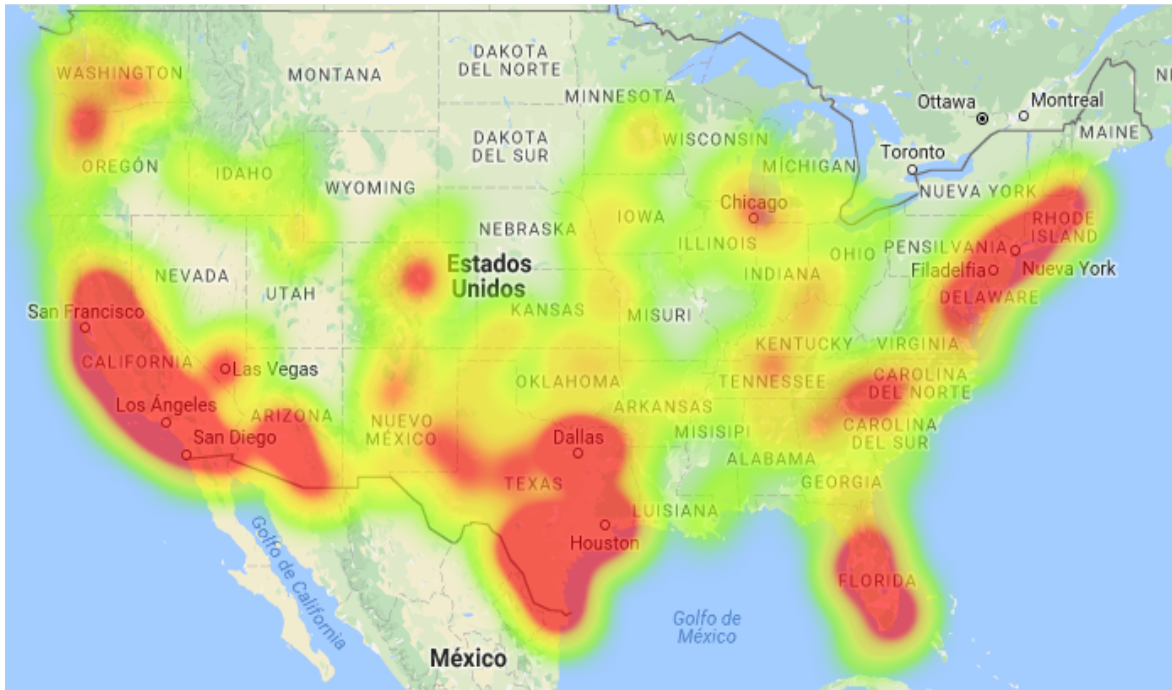
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## Gathering and analyzing data

After a thorough search of radio stations in the United States, a database has been developed with each of the stations and their location (both geographic and electronic). Out of the 50 states that make up the country (including Washington D.C.), only eight have no Spanish-language broadcasters. These states are Hawaii, Maine, Montana, New Hampshire, North Dakota, South Dakota, Vermont, and West Virginia including Washington DC. Eight of those nine are among the list of 12 that do not have digital diaries in Spanish: Alaska, Hawaii, Kentucky, Maine, Mississippi, Montana, New Hampshire, North Dakota, South Dakota, Vermont, West Virginia and Wyoming (González Tosat 2015). It is important to notice that in Washington D.C., there are only 22 radio stations registered, but none of them

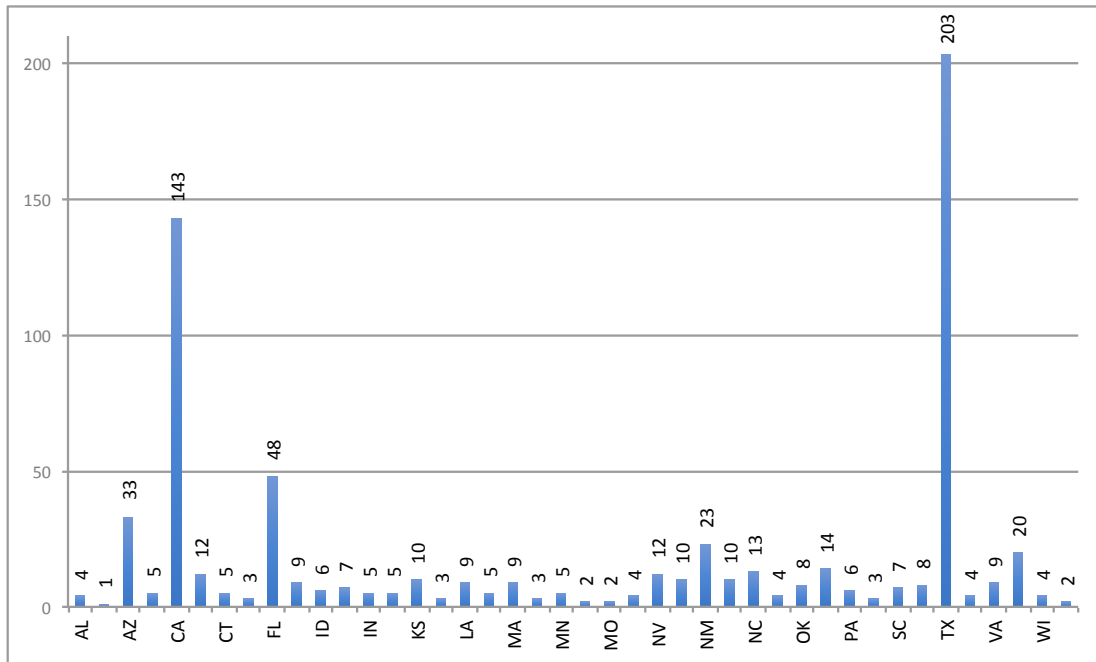


**Figure 4.** Spanish-language radio stations concentrations in the United States.



As shown in the previous figures, the high concentration of Hispanic broadcasters corresponds to the large urban areas that have a high Latin population index (CNN 2015). In addition, a uniform distribution is observed throughout the American territory. *Figure 5* shows the number of stations in Spanish that each state has. It should be mentioned that the average number of stations per state is 17, a figure that is exceeded in Texas, with 203 stations in Spanish; California, which has 143; Florida, which is 48; and Arizona with 33 stations.

**Figure 5.** Number of Spanish-language radio stations per state.



The study starts from a database that has 699 stations. However, to check if their contents are in Spanish or English, we have resorted to the electronic addresses of each radio. There are stations that do not have a webpage (103), such as *Qué Suave 81.0* (KSWV-AM) in Santa Fe, New Mexico or *Radio Vida* (KELG-AM) in Manor, Texas. *Radio Vida* only has one web page via Facebook. The total number of stations that have remained outside the study for not having an active electronic page amounts to 14.74%. Other occasions, such as in the example of *La Zeta 1020* (KDYK-AM) in Union Gap, Washington, the website has been replaced by an electronic address of an online streaming service such as Streema or TuneIn, but it does not work. There are also other stations, such as *Radio 1540* (KASA-AM) in Phoenix, Arizona, whose website appears empty or the

domain is for sale. In the case of *La Invasora 1600* (WWRL-AM), the New York radio is now an Asian broadcaster.

From the 596 remaining stations, we must remove those that have a web page, but it is not active or the domain appears as “under construction.” In total 10.23% of the remaining stations are discarded (61). This is the case of *Super Mix 101.9* (KSML-FM) in Lufkin, Texas, or *La Bonita 61.0* (WPLO-AM) in Grayson, Georgia. *La Música* (WMFM-FM) in Key West, Florida, starts an automatic download of an app for listening online, but it does not work on the computer or on the mobile phone. *ESPN Deportes* (KZMP-AM) also does not have an active website, although they announce on their Facebook page that this is due to the search for a new radio channel to broadcast. We proceed to check if the live listening service works. Generally, this option appears on the website of the station and can be accessed without the need to download any mobile application. The station *La Mejor* (WAOS-AM) in Austell, Georgia, requires a registration to listen to music. However, once the process is completed, the streaming service cannot be accessed. Another example is the case of *Radio Resplender 90.3* (KCTZ-FM) in San Lucas, California, which allows you to listen to previous programs through a file, but it does not allow you to verify with certainty if the content of the last years is in Spanish or not. *Radio Luz 1480* (KCZZ-AM), in Mission, Kansas, announces that this service will be available “in the near future,” but at the moment it does not allow you to listen to anything on the internet. Thus, it has been observed that 15.7% of the radios do not have a

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listening service through the Internet (84). In addition, those that do allow it, 9.35% register failures in the system that which make it impossible to use (50).

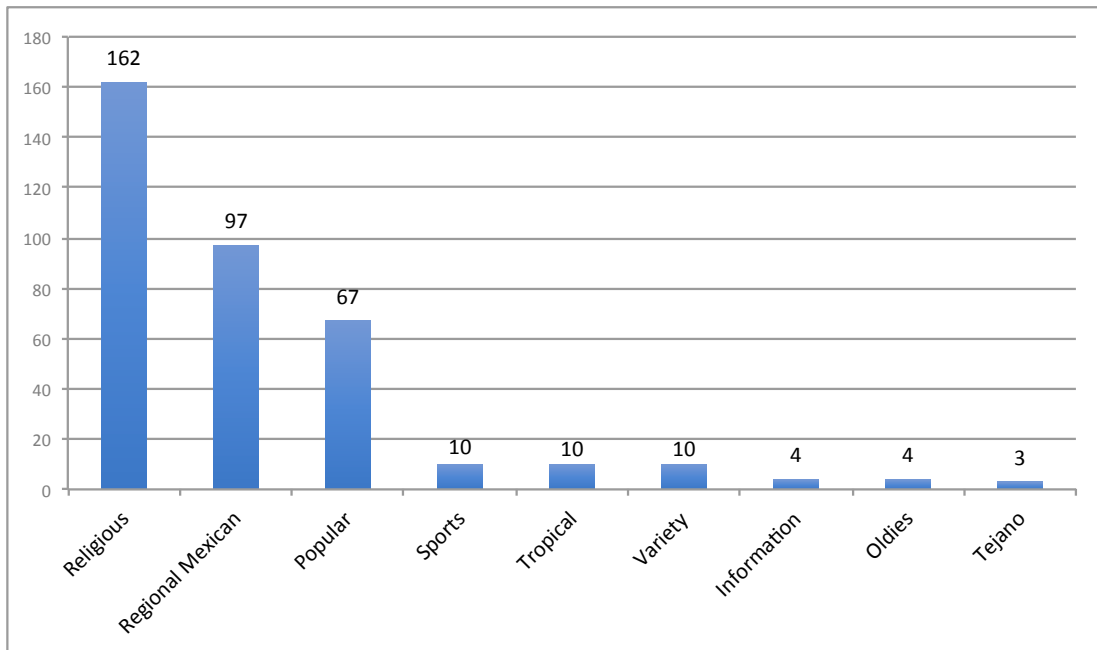
Lastly, and through the aforementioned listening schedule, it can be observed that of the remaining 401 stations, only 1.25% broadcast in English (4), despite being under the category of Spanish broadcasters. Finally we get a total number of 397 stations, of which only 7.56% broadcast in Spanish and also in English (30), so they have been categorized as “bilingual.” This categorization also includes those within the same program that use both English and Spanish, without having to have different languages in different programming spaces. A particularly interesting case is the 1330 WRCA in Watertown, Massachussets, taking into account that as a “multi-ethnic” station, they offer different spaces in the daily programming so that those interested can create their own program in the language they want. It is important to note that, in this study, each station has been considered individually, even though it belongs to a larger group or the programming is similar. This is the case of *Radio Bilingüe*, which has 15 stations in the states of Arizona, California, Colorado, New Mexico, and Texas. Although the website is also the same, it has been proven that the programming varies according to geographical location. Therefore, I decided to consider them as independent entities for analytical purposes.

What kinds of genres are most prevalent among Spanish-language broadcasters in the United States? If we consider the stations in Spanish (367) separately, we

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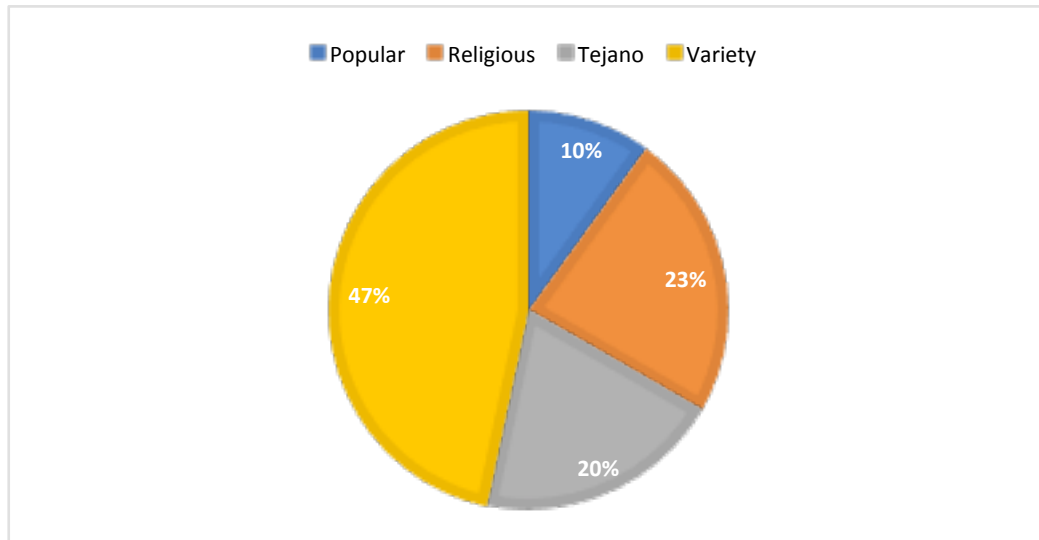
can observe that 44.16% have a programming of religious content; 26.43% have a Regional Mexican format; 18.25% prefers a popular/contemporary format; 2.72% has a programming centered on sports; 2.72% focuses on tropical rhythms; Another 2.72% includes some variety within their daily spaces; 1.09% is dedicated to information; 1.09% based their programming on oldies; and 0.82% issued in Tejano format. Figure 6 shows the total number of stations corresponding to each format.

**Figure 6.** Number of radio stations in Spanish according to the programming format.



On the other hand, stations with bilingual programming (30) are grouped into only four radio genres: three stations prefer popular or contemporary music; seven have a religious content; six stations opt for the Tejano style; and 14 stations have a varied schedule. *Figure 7* shows the percentages for these data.

**Figure 7.** Percentage of radio stations in Spanish and English depending on the programming format.



The media groups to which these stations belong are very diverse. Within the Hispanic market, the companies with the largest market sector in the Spanish radio industry are Univisión, Entravisión, Liberman, iHeart Media and Spanish Broadcasting System (Albarran y Moellinger 2015). Univision, previously known as Spanish International Network, is the largest media group in the United States and has several television channels, apps for mobile phones and other digital properties (Albarran y Moellinger 2015). Entravision, meanwhile, is a public company that has 58 television channels and more than 50 radio stations with a digital presence, and obtained profits of 254 million dollars in 2015 (Albarran y Moellinger 2015). Liberman Broadcasting Inc., founded by Jose Liberman, is located in California and is considered the largest privately owned minority company in the United States (Albarran y Moellinger 2015). IHeart Radio, formerly

known as Clear Channel, is the largest radio company in the country (Albarran y Moellinger 2015). The Spanish Broadcasting System is the largest public-owned Hispanic company in the United States, and controls more than 20 radio stations in the United States, as well as other stations in San Juan, Puerto Rico (Albarran y Moellinger 2015).

Among Spanish-language radio stations in the United States, other companies also stand out as owners. Entravisión, the media giant, owns only 12.26% of these stations (45), while Univision owns 7.08% of these radios. Spanish Broadcasting System, on the other hand, has 1.9% of the stations. Smaller companies such as the Educational Media Foundation, a non-profit organization specializing in Christian music, or the UK-based World Radio Network, own 2.45% of these stations respectively. Other groups include the Centro Familiar Cristiano (1.63%), el Christian Ministries of the Valley (2.18%) and the Centro Cristiano Vida Abundante (1.36%). Other stations under the Bilingüe category such as Radio Bilingüe Inc., controls 40% of the radio stations, while The Worship Center of Kingsville stands out with 13.33% or MBM Radio with 10%.

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## Discussion

Before proceeding to the discussion of the data obtained, it is necessary to point out that, although only 56.8% of the initial registrations appear on this research (the starting database was 699 stations of which 397 alone have been

validated), this does not imply that Spanish-language radio in the United States is not of sufficient quality or lacking in resources. On the contrary, it is an expanding market that reaches hundreds of thousands of Hispanics every day through the radio waves. This report has analyzed the programming in Spanish thanks to radio listening through the Internet, so it seems logical that radios that do not digitize their contents are outside the spectrum, although they continue to broadcast daily. On the other hand, we must not forget that the number of radio stations assigned to a particular community is also determined by the Federal Communications Commission, so there is also a finite number of stations that can operate in a certain market (Chambers 2006).

Secondly, it is worth mentioning the data obtained regarding the programming genre of each station. Although recent studies affirm that the Mexican Regional is the preference of the Hispanic listeners, a great relevance has been observed regarding the religious content (generally called Spanish Christian). Broadcasters such as *Radio Manantial* (in its different frequencies), *Radio Nueva Vida*, *Radio Fortaleza Internacional*, *Radio Amistad*, or *Radio Aleluya* have a large presence in the Hispanic radio scene, which is in line with what data tries to affirm; 55% of Hispanics in the United States identify themselves as Catholics and 22% as Protestants (Pew Research Center 2014). The Regional Mexican format also has its adepts, especially in the musical genres among which they emphasize “the *corridos* and *la banda*” (Casillas 2014). Its popularity is not only because of the large number of Mexicans or Mexican Americans in the United States, which

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amounted to 11.7 million in 2014 (Zong y Batalova 2016), but also because, when heard on a Spanish-language radio, these melodies manage to capture the complexity of crossing borders as they represent “conflicts with immigration agents in a lyrical way” (Casillas 2014).

Third, and following the comments about the radio genres, it has been observed that the large Spanish-language radio stations in the United States follow a certain pattern. The morning shows “usually have a male announcer” (Casillas 2014), like the well-known Eddie “Piolín Sotelo,” a Mexican speaker who is very popular in the United States, and at the moment has its own program, the Show of Piolín, which is listened in throughout the country through the chain SiriusXM (Rotulo 2013).

**Figure 8.** States in which the “Piolin Show” is broadcasted. Source: <http://bit.ly/2i718z4>



The interaction with the spectators takes place by means of telephone calls to the transmitter and the direct participation of the listeners. The mid-day programs often follow “question-and-answer structure,” also in a format open to telephone calls, where guests are often doctors, lawyers, or psychologists” (Casillas 2014). Evening programs usually have a more “melancholic” tint, dedicating songs that cross state borders or those of the country itself (Casillas 2014).

Through the schedule of programmed listening for the study, we have been able to deepen the content of the programs in Spanish of each station. As detailed in the previous paragraph, chains such as *La Tremenda* (KUNO-AM) in Corpus Christi, Texas, follow a much-defined structure in terms of programming. Many of their broadcasts have programs that give advice or offer help, such as the space they assign to immigration which counts on the participation of a lawyer, this morning program that advises mothers about typical problems in the family, or the spiritual reflections from the hand of Alex “El motivador.” Regarding the most religious aspect, many broadcasters use Christian music and rock to get closer to their listeners. This is the case of KFJZ 870 (KFJZ-AM) in Fort Worth, Texas, which complements its programming with other religious spaces. Although faith is a transversal element in many of the stations cataloged as Christian or Religious, other spaces try to use a more psychological approach to the problems of the audience. Cesar Lozano, for example, is the presenter of a space called "Segmentos" on *La Raza 97.9* (KLAX-FM) in Los Angeles, California, where he offers advice and messages of encouragement.

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There are also programs for the purchase and sale of cars, such as “Ratón y su vacilón,” also on *La Raza 97.9* (KLAX-FM). Real estate and its management are also part of the programming, such as the daily “Real Estate” space in *La Primera* (WPSP-AM) in Palm Beach, Florida. News segments are always in Spanish and always offer a space for international news, especially in Latin American countries, such as *Radio Formula 102.3* (KBRN-FM) in San Antonio, Texas, and



its two o'clock news the afternoon. Music, on the other hand, usually consists of songs in Spanish, although there are some stations such as *Zeta 92.3* (WCMQ-FM) in Hialeah, Florida, which complements Latin songs with hits by the Gipsy Kings or Tina Turner.

There is also a relay of songs in English at *Power* (KESJ-GM) in Lubbock, Texas, while program drivers exchange opinions in both English and Spanish. Specifically, *Power* station has two announcers: the man speaks in English and the woman does it in Spanish. Broadcasters like *El Nuevo Zol 106.7* (WXDJ-FM) in Miami, Florida, make the narration only in Spanish, but also appear in their spaces words like 'movie,' 'blizzard,' or even 'birthday,' which are not translated, but are inserted directly into the discourse, given that the audience understands them.

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Commercial spaces, for their part, are usually offered in both languages, such as *La Mega 97.9* (WSKQ-FM) in New York City, which produces commercial spaces in English that are often folded or adapted at a certain time to Spanish. The main investment companies "come from the communications and telephony sector," such as Deutsche Telecom (T-Mobile), Univision, Comcast or AT&T (Retis y Badillo 2015). We also find that among the top advertisers in the country's Spanish-language radio are fast food companies such as McDonald's, supermarkets such as Sears and Walmart, and car manufacturers such as Ford Motors (Retis y Badillo 2015). In many cases, the main companies are the ones that adapt

advertising campaigns focusing especially on Hispanics. For example, AT&T and #BetweenTwoWorlds, in which there appears young people who “reflect an identity that moves between two worlds” and with the use of alternating both Spanish and English with a change code that “even becomes a metalinguistic object” with expressions like “Mis amigos *back home* dicen que yo hablo en reguetón” (my friends back home say that I speak *reggaeton*); “para mí, yo soy *fluent* en Spanglish” (for me, I am fluent in Spanglish) (Moreno Fernández 2015).

Although the formats, as mentioned, tend to vary according to the interests and the mission of each broadcaster, the subject of immigration is generally the crosscutting axis of radio content, except for those broadcasters that are dedicated exclusively to other contents such as religious broadcasting. Listeners who often hear references to “remittances,” ask questions from program advocates about the “documents received from the Department of Homeland Security,” they ask visiting doctors to translate “medical prescriptions” into more familiar language, and they seek psychological advice to deal with “long-distance relationships,” etc. (Casillas 2014).

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Why then, do bilingual broadcasters barely broadcast this type of programming? The fact that the vast majority of these radios have a great diversity in their radio spaces is mainly due to the intentions of the broadcaster to extend its diffusion to a more general audience. While *Radio Bilingüe* or *KLMA Radio* in Hobbs, New

Mexico, seek to reach more listeners and broadcast their content to a wider audience, radio stations such as *Radio Lobo* or *La Ley* (in each of their frequencies) reinforce their regional content, focusing especially on music and programming that directly makes contact with Mexico.

The exception seems to be the *Tejano* genre, which is widely accepted not only by Spanish speakers but also by English speakers in the United States, since its music, which combines English and Spanish as well as the speakers themselves or even the advertisements (such as in the case of *Tejano y Más 1270* (KEPS-AM) in Eagle Pass, Texas), has managed to unite the Mexican American culture of central and southern Texas with the rest of the American population. This is not the case in other parts of the country, such as Los Angeles, where *KZLA Los Angeles*, known for its country theme, received very negative comments following the attempt to include Hispanic artists such as Rick Trevino or broadcast certain content in Spanish. The response from the audience, who said that being a country station the contents should be exclusively in English, was received with surprise among the broadcasters of the station (Stark 2005). Other stations that were popularized by the commercialization of this genre, such as the *KABQ* in Albuquerque, New Mexico, owned by the Hispanic businessman Eduardo Gómez in 1996 (Rinn 1996), have disappeared to become broadcasters in English with programs of social gathering and news, such as the station *Progressive Talk 1150* that now occupies the dial of the previous Tejano radio station.

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Finally, special attention must be paid to the influence of the large media groups, both in the programming and the centralization of the contents in a single station with different frequencies. In 1997, the National Telecommunications Information Administration published a report stating that Hispanics owned 120 out of 11,475 US stations at the time (Chambers 2006). B. S. Benavides, Z Spanish Radio Network, Gold Spanish Broadcasting, Caballero Spanish Media Radio, and Trini B. Espinoza are some of the names of the radio owners or companies that previously controlled Spanish-language waves in the United States. With the advance of groups such as Univision or Comcast, the mainstream media offering Spanish-language content in the United States is no longer in the hands of Hispanics, something that directly affects the type of programming that is offered to the audience. A good example is the popular broadcaster in Miami, Florida, *La Cubanísima*, which after its acquisition by Univision has been renamed *La Voz de Miami 1140* (WQBA-FM), and has completely changed its programming to adapt it to the general contents of the multimedia company .

28

The analysis of broadcasters such as *La Voz en Miami* (WQBA-AM) in Miami, Florida; *Amor 107.5* (KLVE-FM) in Miami, Florida; *Más Variedad 107.5* (KRDA-FM) in Hanford, California; *Recuerdo 106.5* (KKMR-FM) in Arizona City, Arizona; and *Máxima 103.1* (WVIV-FM) in Highland Park, Illinois, shows a similar electronic page layout, with the same news, videos, and links as the rest of Univision's broadcasters. They are also the same artists that sound in the waves and

generally, the programming is repeated in different time zones with the same announcers. Although, as discussed above, the control over broadcasters is still quite diversified, the progress of large groups is significant and can have long-term consequences, especially for those who maintain the station as a family business, such as case of Pedro C. Arce y *La Explosiva 94.0* (WCND-AM) in Shelbyville, Kentucky.

## Conclusions

The evolution of the Spanish-language radio in the United States since its inception has been remarkable. The broadcasters have added to their content a great diversity of programs and genres that only reflect the interests and the tastes of the listeners. The future and success of Hispanic radio depends not only on technology, but also on the “creativity” of those involved in this task (Miranda y Medina 2008). Radio quality, the improvement of electronic pages, the diversification of Internet listening options or even telephone listening, have already been implemented in some stations such as *Super 1640* (KBJA-AM) in Sandy, Utah, which brings listeners to the radio. In the case of Hispanic stations, “knowing that they are targeting a perfectly profiled and clearly expanding audience” they must make an effort to bet on “alternative distribution channels” (Franquet y Ribes 2007).

29

Diversity within the Hispanic demographic also affects the type of content that is broadcasted on the waves. After observing the data obtained, it can be concluded

that Spanish-language radio in the United States is “hyperlocal,” since it seeks to satisfy the needs of each group of Hispanics. For example, the Spanish-language radio community in Miami, Florida serves a community composed of 75% of Latinos born abroad (Nielsen 2015). In the case of San Antonio, the number rises to 85% (Nielsen 2015). However, each Hispanic market is completely different from the previous one: while in Texas the Hispanic population consists exclusively of Mexican Americans, in Florida, cities such as Orlando, the Hispanic population is generally of Puerto Rican ancestry (Nielsen 2015). It is clear that none of these groups demand the same style of music, the same general contents or even the same type of news, so each station should focus on getting closer to the listener and covering their demand.

30

On the other hand, it has been verified that the number of stations that exclusively emits in Spanish has surpassed to the one that decides to adapt a format in two languages, something that makes us think that this type of preference influences the consumption of radio. According to recent studies by Nielsen, Hispanics who dominate Spanish consume radio for more than 13 hours a week, while Hispanics whose dominant language is English, do not reach 12 hours a week (Nielsen 2015). The radio is the one that favors linguistic and cultural exchange among Hispanics. Listening to music on the waves gives them a feeling of unity and belonging as well as preserving the identity and culture of each Hispanic group.

Many of the radios that have been identified as bilingual do not have segregated spaces for each language in their programming, but alternate languages because they are aware that “the audience feels comfortable in both languages” (Rinn 1996). Spanish-language radio in the United States is also a reflection of the “Americanization” of Latino immigrants and this is why it will broadcasts in both languages (Rinn 1996). Within this study, broadcasters that were categorized as bilingual, have been perceived that the lexicon used by Spanish-language broadcasters contains certain words that could hardly be understood outside the United States, and are a direct translation into Spanish of English words, such as the “inspiracional” (inspirational) program *La Tremenda* (KUNO-AM) in Corpus Christi, Texas, by Alex “El inspirador.”

31

If we look at the data from the latest surveys, we can see that the best way to reach these groups is through the new technologies. 83% of Hispanics in the United States have a smartphone (Nielsen 2015). In addition, audio and video consumption has increased exponentially in the last eight years: 24% more in audio consumption and 49% in video over the Internet. Every day, more and more broadcasters join the digital adventure by adapting their content to a format compatible with listening through an app. This is the case of *La Música* (WMFM-FM) in Key West, Florida; *Radio Noticias 92.0* (KYST-AM) in Texas City, Texas; *Super 1640* (KBJA-AM) in Sandy, Utah; and *Radio Impacto* (KGWP-FM) in Pittsburg, Texas. All of these are characterized by having a mobile application that is downloaded on the phone and facilitates listening anywhere.

Undoubtedly, and despite the fact that the aforementioned stations, with the exception of *Super 1640*, do not have an intuitive website or a streaming service through the Internet, they manage to reach their audience through smartphones. Another advantage of these devices is the ability to listen to a podcast, which is a previously recorded program that is available to listeners to download or listen to online. Although these formats were not considered within the study, they do attract a considerable volume of users, with approximately “60 million listeners every month” (Villafañe 2016). Among the most prominent Spanish podcasts is the popular *Radio Ambulante*, a long-form podcast that deals with topics related to the Latino community both inside and outside the United States (NPR 2016). Its creator, the Peruvian-American novelist Daniel Alarcón, has been awarded with numerous prizes for his work with Radio Ambulante. In addition to elaborating his audios in Spanish thanks to the collaboration of correspondents in Latin America, he offers transcriptions in English for the rest of users (NPR 2016).

32

On the other hand, the Hispanic public is generally very faithful to the contents: if it identifies with one of the stations, it stays loyal to its programming (Franquet y Ribes 2007). As can be seen in the database, the problem appears with the excessive competition that is generated among the minority radio groups for creating a strategy of differentiation, so that they end up competing with each other for the same audience. By definition, Spanish-language radios in the United States broadcast mainly programming in this language to compete with similar



stations by the same listeners (Chambers 2006). However, recent studies show that, in addition, these stations also share their audience with other radios that do not broadcast in Spanish (Chambers 2006).

It is not a problem that big companies such as Univision or Comcast continue to grow at a good pace with their presence in the media. However, the owners of these corporations are not in direct contact with the audience or, at least, not as much as the local radio stations. Its marketing strategy ends up turning the radios of its brand into mere repeaters that clone the programming in diverse points of the American geography. Failures of regulation by the government in its attempt to promote the small proprietor or groups belonging to minorities suggest that there is no fair representation of the ethnic diversity in the country's media, especially on the radio (Albarran y Moellinger 2015).

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In other words, Spanish-language radio in the United States is full of life and is optimistic for growth. American radio waves have a wide variety of content and spaces that seek to meet the needs of Hispanic groups within a “hyperlocal” radius that accompanies the population on a day-to-day basis. The main obstacles to overcome, besides the difficulties in introducing new technologies to the more technical aspects or formats, are mainly in the maintenance of an original and individual identity that does not merge with the large macro-enterprises that seem to coalesce to the population under two or three musical styles. In this aspect, the government should lend a hand to minority owners or

family businesses, facilitating aspects that are more bureaucratic and protecting the small business of broadcasting to a certain extent against the multimedia giants.

## Appendix A

**Table 1.** Spanish-language radio stations.

Station	Owner	City	State	Genre
(KEFE-FM) 97.9	Rios de Agua Viva Church of God	Lakeville	MN	Spanish Christian
Activa 103.9 (WOLI-AM)	Tblc Greenville Stations, LLC	Spartanburg	SC	Regional Mexican
Activa 1480 (WTOX-AM)	Tblc Virginia Holdings, LLC	Glen Allen	VA	Regional Mexican
Actualidad 1020 (WURN-AM)	Actualidad Licensee 1020AM, LLC	Kendall	FL	Spanish News/Talk
AM 1130 (KTMR-AM)	Siga Broadcasting Corporation	Converse	TX	Spanish Christian
AM 1310 (WRVP-AM)	Radio Vision Cristiana Management	Mount Kisco	NY	Spanish Christian
AM 1380 (WBTK-AM)	Mount Rich Media, LLC	Richmond	VA	Spanish Christian
Amistad Cristiana 1560 (KIQS-AM)	Tom F. Huth	Willows	CA	Spanish Christian
Amor 106.7 (WPPN-FM)	Univision Radio License Corporation	Des Plaines	IL	Spanish Pop - Contemporary
Amor 107.5 La Radio Amor (WAMR-FM)	Univision Radio License Corporation (formerly Wqba-FM License Corp.)	Miami	FL	Spanish Pop - Contemporary
Amor 93.1 (WPAT-FM)	Wpat Licensing, Inc.	Paterson	NJ	Spanish Pop - Contemporary
Amor Celestial 1270 AM (KFLC)	Univision Communications Inc.	Benbrook	TX	Spanish Christian
Amor Celestial 1530 (KGBT-AM)	Tichenor License Corporation	Harligen	TX	Spanish Christian
Cadena Radial Nueva Vida 1220 (WDYT-AM)	Iglesia Nueva Vida of High Point	Kings Mountain	NC	Spanish Christian
Cadena Radio La Nueva Vida 670 (WRJR-AM)	Iglesia Nueva Vida of High Point	Claremont	VA	Spanish Christian
Caliente 97.9 (WJTI-AM)	El Sol Broadcasting, LLC	West Allis	WI	Regional Mexican
Concierto 96.5 (KPSL-FM)	Lotus Bakersfield Corp.	Bakersfield	CA	Spanish Pop - Contemporary
Digital 94.9 (KQUR-FM)	Border Broadcasters, Inc.	Laredo	TX	Spanish Pop - Contemporary
El Gallito 1010 AM (KCHJ-AM)	Lotus Broadcasting Corp.	Delano	CA	Spanish Oldies
El Gallito 92.1 FM (KCHJ-FM)	Lotus Broadcasting Corp.	Bakersfield	CA	Spanish Oldies
El Nuevo Zol 106.7 (WXDJ-FM)	Wrma Licensing, Inc.	Miami	FL	Spanish Tropical (Salsa/ Merengue)
El Patrón Radio 1460 AM (KRRS-AM)	California Broadcasting Company, LLC (formerly Moon Broadcasting Incorporated)	Santa Rosa	CA	Regional Mexican
El Rey 93.1 (KRYP-FM)	Salem Media of Oregon, Inc.	Gladstone	OR	Regional Mexican
El Sabor 1520 (KFZ-AM)	Delta Media Corporation	Lafayette	LA	Spanish Variety (News, Sports, Tropical, etc.)
El Sembrador 1240 (KNSN-AM)	Multicultural Radio Broadcasting Licensee, LLC	San Diego	CA	Spanish Christian
El Sembrador Radio (KRXA-AM)	El Sembrador Ministries	Carmel Valley	CA	Spanish Christian
El Sembrador Radio 1460 (KTYM-AM)	El Sembrador Ministries	Inglewood	CA	Spanish Christian
El Sembrador Radio 540 (KRXA-AM)	El Sembrador Ministries	Carmel Valley	CA	Spanish Christian
El Zol 1340 (WHAT-AM)	Aztec Capital Partners, Inc.	Philadelphia	PA	Spanish Tropical (Salsa/ Merengue)
En Familia 740 AM (KIDR-AM)	En Familia, Inc.	Phoenix	AZ	Spanish Christian
ESNE Radio 1040 (KURS-AM)	Quetzal Bilingual Communications Inc	San Diego	CA	Spanish Christian
ESNE Radio El Sembrador 1430 (KWST-AM)	Entravision Holdings, LLC	El Centro	CA	Spanish Christian
ESPN 1450 (KRZY-AM)	Entravision Holdings, LLC	Albuquerque	NM	Sports
ESPN 1570 (KCVR-FM)	Entravision Holdings, LLC	Sacramento	CA	Sports
ESPN 1650 (KSVE-AM)	Entravision Holdings, LLC	El Paso	TX	Sports
ESPN Deportes (WKRS-AM)	ESPN (formerly Nm License, LLC)	Waukegan	IL	Sports
ESPN Deportes 103.1 FM (KHHL)	ESPN (formerly Alpha Media Licensee LLC)	Karnes City	TX	Sports
ESPN Deportes 1180 AM (KGOL)	Entravision Holdings, LLC (as Deportes Media LLC in the website)	Houston	TX	Sports

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Station	Owner	City	State	Genre
ESPN Deportes 1600 AM (KGST)	ESPN (formerly Lotus Broadcasting Corp.)	Fresno	CA	Sports
ESPN Deportes 710 (KBMB-AM)	Entravision Holdings, LLC	Black Canyon City	AZ	Sports
ESPN Deportes Houston	Entravision Holdings, LLC	Humble	TX	Sports
ESPNDeportes 1460 (KBZO-AM)	Entravision Holdings, LLC (formerly B. S. Benavides)	Lubbock	TX	Sports
Estéreo Única 101.1 (KFUR-FM)	Latinos Unidos Broadcasting	Saint George	UT	Regional Mexican
Éxitos 107.1 (KHIT-FM)	Lotus Fresno Corp.	Madera	CA	Regional Mexican
Éxitos 1590 (WNYS-AM)	Continental Broadcast Group, LLC	Beech Grove	IN	Spanish Pop - Contemporary
Explosiva 1480 (WSDS-AM)	Vazquez Broadcasting Corporation	Salem Township	MI	Spanish Variety (News, Sports, Tropical, etc.)
Familia FM 93.7 (KLSY-FM)	Centro Familiar Cristiano	Montesano	WA	Spanish Christian
Familia FM 93.7 (KLSY-FM)	Centro Familiar Cristiano	Montesano	WA	Spanish Christian
Fierro 106.1 (KPZE-FM)	Pecos Valley Broadcasting Company	Carlsbad	NM	Regional Mexican
FM 104.9 (KYXE-FM)	Centro Familiar Cristiano	Union Gap	WA	Spanish Christian
FM 107.9 (KYRF-FM)	Tabernaculo de la Fe	Yakima	WA	Spanish Christian
FM 89.3 (WSGG-FM)	Revival Christian Ministries, Inc.	Norfolk	CT	Spanish Christian
FM 98.3 (KJLC-FM)	Centro de Milagros Congregation	Crystal City	TX	Spanish Christian
FM 98.5 (WRPE-FM)	Amor Y Misericordia la Estacion	Jacksonville	FL	Spanish Christian
Genesis 680	Zgs Broadcasting of Tampa	Saint Petersburg	FL	Spanish Christian
Genesis 680 (WGES-AM)	Vision Communications Network, Inc.	Saint Petersburg	FL	Spanish Christian
Hot Latino Mix (KSLO-FM)	Delta Media Corporation	Simmesport	LA	Regional Mexican
I 95.7 (WRMA FM)	Spanish Broadcasting System, Inc.	Miami	FL	Spanish Tropical (Salsa/ Merengue)
Impacto 1490 AM (WCEC-AM)	Costa-Eagle Radio Ventures, LP	Haverhill	MA	Spanish News/Talk
Jose 103.1 (KDLD-FM)	Entravision Holdings, LLC	Santa Monica	CA	Spanish Pop - Contemporary
Jose 103.1 (KDLE-FM)	Entravision Holdings, LLC	Los Angeles	CA	Spanish Pop - Contemporary
José 106.9 (KDVA-FM)	Entravision Holdings, LLC	Phoenix	AZ	Spanish Pop - Contemporary
José 107.1 (KSES-FM)	Entravision Holdings, LLC	Monterey	CA	Spanish Pop - Contemporary
Jose 107.1 (KVVA-FM)	Entravision Holdings, LLC	Phoenix	AZ	Spanish Pop - Contemporary
Jose 91.7 (KTSE-FM)	Entravision Holdings, LLC	Modesto	CA	Spanish Pop - Contemporary
Jose 92.1 (KJMN-FM)	Entravision Holdings, LLC (formerly Denver Hispanic Radio)	Castle Rock	CO	Spanish Pop - Contemporary
José 92.1 (KJMN-FM)	Entravision Holdings, LLC	Denver	CO	Spanish Pop - Contemporary
Jose 93.9 (KINT-FM)	Entravision Holdings, LLC	El Paso	TX	Spanish Pop - Contemporary
José 94.7 (KLOB-FM)	Entravision Holdings, LLC	Palm Springs	CA	Spanish Pop - Contemporary
Jose 97.5 (KLYY-FM)	Entravision Holdings, LLC	Riverside	CA	Spanish Pop - Contemporary
Jose FM 101.1 (KNVO-FM)	Entravision Holdings, LLC	McAllen	TX	Spanish Pop - Contemporary
K-Love 96.3 (KRNQ-FM)	Educational Media Foundation	Keokuk	IA	Spanish Christian
K-ROB 1510 AM (KROB-AM)	Claro Communications LTD	Robstown	TX	Spanish Oldies
K107 La Grande (KSJT-FM)	La Unica Broadcasting Co.	San Angelo	TX	Regional Mexican
KATD 990 (KATD-AM)	Multicultural Radio Broadcasting, Inc. (MRBI)	Pittsburg	CA	Spanish Variety (News, Sports, Tropical, etc.)
KSAB-FM	Capstar TX Limited Partnership (Clear Channel Group) (formerly KDOS Ltd.)	Corpus Christi	TX	Tejano
La Buena 101.9 (KLBN-FM)	Lotus Broadcasting Corp.	Las Vegas	NV	Regional Mexican
La Buena 105.1 (KIDI-FM)	Emerald Wave Media	Lompoc	CA	Regional Mexican
La Caliente 92.1 (KCMT-FM)	Arizona Lotus Corp.	Green Valley	AZ	Regional Mexican
La Caliente 94.7 (KGRW)	Bmp 100.5 FM, LP	Friona	TX	Regional Mexican
La Caliente 96.9 (KEBT-FM)	Agm California, Inc.	Lost Hills	CA	Regional Mexican
La Campesina Y No Más 104.5 (KCEC-FM)	Farmworker Educational Radio Network, Inc.	Yuma	AZ	Regional Mexican

Station	Owner	City	State	Genre
La Campesina Y No Más 107.9 (KSEA-FM)	Farmworker Educational Radio Network, Inc.	Salinas	CA	Regional Mexican
La Campesina Y No Más 88.3 (KNAI-FM)	Farmworker Educational Radio Network, Inc.	Phoenix	AZ	Regional Mexican
La Campesina Y No Más 90.5 (KUFW-FM)	Farmworker Educational Radio Network, Inc.	Visalia	CA	Regional Mexican
La Campesina Y No Más 92.5 (KMYX-FM)	Farmworker Educational Radio Network, Inc.	Bakersfield	CA	Regional Mexican
La Campesina Y No Más 96.3 (KRCW-FM)	Farmworker Educational Radio Network, Inc.	Tri-Cities	WA	Regional Mexican
La Estacion de Familia 1480 (KNTB-AM)	Iglesia Pentecostal Vispera del Fin	Lakewood	WA	Spanish Christian
La Estacion de Familia 91.5 (KEJI-FM)	Iglesia Pentecostal Vispera del Fin	Darrington	WA	Spanish Christian
La Estacion De La Familia	Centro Familiar Cristiano	Burbank	WA	Spanish Christian
La Estacion De La Familia 1230 (KDYM-AM)	Centro Familiar Cristiano	Sunnyside	WA	Spanish Christian
La Estacion De La Familia 90.9 (WJVI-FM)	Centro Comunitario Juvenil Mahanaim, Inc.	Wilson	LA	Spanish Christian
La Estacion de la Familia Raio 1400 (KRSC-AM)	Centro Familiar Cristiano	Othello	WA	Spanish Christian
La Estacion Del Pueblo 1160 (WIWA-AM)	Radio Luz, Inc.	Saint Cloud	FL	Spanish Christian
La Estrella 1470 (WMGG-AM)	Genesis Communications of Tampa Bay, Inc.	Tampa	FL	Spanish Pop - Contemporary
La Explosiva 940 (WCND-AM)	Pedro C. Arce	Shelbyville	KY	Regional Mexican
La Famalia 1280 (KLDY-AM)	Iglesia Pentecostal Vispera del Fin	Lacey	WA	Spanish Christian
La Famalia 1490 (KBRO-AM)	Iglesia Pentecostal Vispera del Fin	Bremerton	WA	Spanish Christian
La Familia 1280 AM (KLDY)	Iglesia Pentecostal Vispera del Fin	Lacey	WA	Spanish Christian
La Fiesta (WBON-FM)	Jvc Media, LLC	Westhampton	NY	Spanish Tropical (Salsa/ Merengue)
La Gigante Radio (WKIQ-AM)	Unity Broadcasting LLC (formerly J&V Communications, Inc)	Eustis	FL	Regional Mexican
La Gigante Radio 1240 (WKIQ-AM)	Unity Broadcasting LLC	Eustis	FL	Spanish Christian
La Gran D 93.5 (KGDD-AM)	Bustos Media Holdings, LLC	Portland	OR	Regional Mexican
La Gran D 99.3 (KDD5-FM)	Bustos Media Holdings, LLC	Elma	WA	Regional Mexican
La Hora Zero (WLHZ-LPFM)	La Hora Ministerio	Springfield	MA	Spanish Christian
La Jefa 1220 (WAYE-AM)	Rivera Communications, LLC	Birmingham	AL	Regional Mexican
La Jefa 94.9 FM & 1070 AM	Redemption Strategies Broadcasting, LLC	Sans Souci	SC	Spanish Pop - Contemporary
La Jefa 98.5 (KGBT-FM)	Tichenor License Corporation	McAllen	TX	Regional Mexican
La Jefa 98.5 (KGBT-FM)	Univision Communications Inc.	McAllen	TX	Regional Mexican
La Jefa 99.1 (KFZO-FM)	Univision (formerly Khck-FM License Corp)	Denton	TX	Regional Mexican
La Joya (KQLB-FM)	Vlb Broadcasting, Inc.	Los Banos	CA	Regional Mexican
La Ley (KRQK-FM)	Agm California Inc. (formerly Central Coast Communications)	Lompoc	CA	Regional Mexican
La Ley 100.5 (KBDR-FM)	R Communications, LLC	Laredo	TX	Regional Mexican
La Ley 101.1 (WYMY-FM)	Carolina Radio Group, Inc.	Burlington	NC	Regional Mexican
La Ley 107.9 FM (WLEY)	Spanish Broadcasting System, Incorporated	Chicago	IL	Regional Mexican
La Ley 92.7 (KESO-FM)	Mbm Texas Valley LLC	South Padre Island	TX	Regional Mexican
La Líder 93.5 (WKZX-FM)	Bp Broadcasters, LLC	Lenoir City	TN	Regional Mexican
La Ligera FM (KBQF-FM)	Jab Broadcasting, LLC	McFarland	CA	Spanish Pop - Contemporary
La Más Grande (KQMO-FM)	Falcon Broadcasting, Inc.	Shell Knob	MO	Regional Mexican
La Más Grande 92.7 (WAUN-FM)	Magnum Communications, Inc.	Kewaunee	WI	Regional Mexican
La Mega 103.1 (WVKO-FM)	Tsj Radio, LLC	Johnstown	OH	Regional Mexican
La Mega 1160 (KCTO-AM)	Alpine Broadcasting Corporation	Cleveland	MO	Regional Mexican
La Mega 1310 AM (WTIK-AM)	Davidson Media Station Wemg Licensee, LLC	Camden	NJ	Regional Mexican
La Mega 97.7 (WOXY-FM)	Tsj Radio, LLC	Mason	OH	Regional Mexican

Station	Owner	City	State	Genre
La Mejor (KSMY-FM)	Lazer Licenses, LLC	Lompoc	CA	Spanish Pop - Contemporary
La Mejor (KSUN-AM)	Fiesta Radio Inc.	Phoenix	AZ	Regional Mexican
La Mejor 103.5 (KEWP-FM)	Jose Antonio Aguilar	Trent	TX	Regional Mexican
La Mexicana (KSBQ-AM)	Lacer Licenses LLC (formerly Central Coast Communications Inc.)	Santa Maria	CA	Regional Mexican
La Nueva 103.5 (KISF-FM)	Univision Radio License Corporation	Las Vegas	NV	Regional Mexican
La Nueva 106.3 (WRAZ-FM)	South Broadcasting System, Inc.	Leisure City	FL	Spanish Variety (News, Sports, Tropical, etc.)
La Nueva 99.5 (KKPS-FM)	Entravision Holdings, LLC	McAllen	TX	Regional Mexican
La Nueva 990 (WDYZ-AM)	Pennsylvania Media Associates, Inc.	Orlando	FL	Spanish Christian
La Nueva Mix (KQSE-FM)	Alwaysmountaintime, LLC	Gypsum	CO	Spanish Variety (News, Sports, Tropical, etc.)
La Poderosa 96.7 (KESQ-FM)	Gulf-California Broadcast Company	Palm Desert	CA	Regional Mexican
La Preciosa (KFSO-FM)	Capstar TX Limited Partnership (Clear Channel Group)	Visalia	CA	Spanish Pop - Contemporary
La Preciosa (KIZS-FM)	Clear Channel Broadcasting Licenses, Inc.	Collinsville	OK	Regional Mexican
La Preciosa (KPRC-FM)	CC Licenses, LLC	Salinas	CA	Spanish Pop - Contemporary
La Preciosa 105.3 (KBFP-FM)	CC Licenses, LLC	Delano	CA	Spanish Pop - Contemporary
La Preciosa 1290 (KKDD-AM)	Amfm Radio Licenses, LLC	San Bernardino	CA	Regional Mexican
La Preciosa 1450 (KTZR-AM)	CC Licenses, LLC	Tucson	AZ	Spanish Pop - Contemporary
La Preciosa 1470 (KWSL-AM)	Amfm Radio Licenses, LLC	Sioux City	IA	Regional Mexican
La Primera (WPSP-AM)	Q Broadcasting Corporation	Palm Beach	FL	Spanish Pop - Contemporary
La Que Buena 105.5 FM (KBUE-FM)	Lbi Radio License LLC	Long Beach	CA	Regional Mexican
La Que Buena 1310 (WAUC-AM)	Marvina Enterprises (formerly Hardee Broadcasting)	Wauchula	FL	Spanish Pop - Contemporary
La Qué Buena 94.1 (KLNO-FM)	Univision Radio License Corporation	Fort Worth	TX	Regional Mexican
La Que Buena 94.3 FM (KBUA-FM)	Lbi Radio License LLC	San Fernando	CA	Regional Mexican
La Que Buena 94.3 FM (KEBN-FM)	Lbi Radio License LLC	Garden Groove	CA	Regional Mexican
La Que Más Se Escucha 1010 (KIQI-AM)	Multicultural Radio Broadcasting Licensee, LLC	San Francisco	CA	Spanish Variety (News, Sports, Tropical, etc.)
La Radio de la Familia	Bustos Media Holdings, LLC	Gresham	OR	Spanish Christian
La Ranchera 106.7 (KZMP-AM)	Lieberman Broadcasting of Dallas License LLC	University Park	TX	Regional Mexican
La Ranchera 88.0 (WMDB-AM)	Golden Door Broadcasting, LLC	Nashville	TN	Regional Mexican
La Raza 107.1 (KEGH-FM)	Sic Divestiture Trust li (Jim Burgoyne, Trustee)	Woodruff	UT	Regional Mexican
La Raza 1400 (KMNV-AM)	Santamaria Broadcasting, Inc.	Saint Paul	MN	Regional Mexican
La Raza 1470 (KMNQ-AM)	Santamaria Broadcasting, Inc.	Brooklyn Park	MN	Regional Mexican
La Raza 93.3 (KRZZ FM)	Spanish Broadcasting System, Incorporated	San Francisco	CA	Regional Mexican
La Raza 97.9 (KLAX FM)	Spanish Broadcasting System, Incorporated	Los Angeles	CA	Regional Mexican (Ranchero)
La Raza 99.7 (KHLT-FM)	La Raza, LLC	Belle Plaine	KS	Regional Mexican
La Redencion 103.5 (KRHM-FM)	Pentecostal Church of God, I.M. Iorpca	Bakersfield	CA	Spanish Christian
La Tremenda (KUNO-AM)	Capstar TX Limited Partnership (Clear Channel Group) (formerly KDOS Ltd.)	Corpus Christi	TX	Regional Mexican
La Tricolor 100.9 (KMIX-FM)	Entravision Holdings, LLC	Modesto	CA	Regional Mexican
La Tricolor 102.1(KRNV-FM)	Entravision Holdings, LLC	Reno	NV	Regional Mexican
La Tricolor 103.5 (KLNZ-FM)	Entravision Holdings, LLC	Phoenix	AZ	Regional Mexican
La Tricolor 103.5 (KPST-FM)	Entravision Holdings, LLC	Palm Springs	CA	Regional Mexican
La Tricolor 105.1 (KQRT-FM)	Entravision Holdings, LLC	Las Vegas	NV	Regional Mexican
La Tricolor 107.1 (KPVV-FM)	Entravision Holdings, LLC	Aspen	CO	Regional Mexican
La Tricolor 94.7 (KYSE-FM)	Entravision Holdings, LLC	El Paso	TX	Regional Mexican
La Tricolor 95.5 (KAIQ-FM)	Entravision Holdings, LLC	Lubbock	TX	Regional Mexican

Station	Owner	City	State	Genre
La Tricolor 96.5 (KXPK-FM)	Entravision Holdings, LLC	Denver	CO	Regional Mexican
La Tricolor 99.3 (KMXX-FM)	Entravision Holdings, LLC	El Centro	CA	Regional Mexican
La Tricolor 99.5 (KLOK-FM)	Entravision Holdings, LLC	Monterey	CA	Regional Mexican
La Tricolor 99.9 (KRXX-FM)	Entravision Holdings, LLC	Sacramento	CA	Regional Mexican
La Voz 1360 AM (KMNY)	Multicultural Radio Broadcasting Licensee, LLC	Hurst	TX	Spanish Christian
La Voz de Miami (WQBA-AM)	Univision Radio License Corporation (formerly Wqba-AM License Corp.)	Miami	FL	Spanish Pop - Contemporary
La Zeta 94.3 (KZZR-FM)	Bustos Media Holdings, LLC	Government Camp	OR	Regional Mexican
Latina 100.3 (WKKB-FM)	Davidson Media Carolinas Stations, LLC	Middletown	RI	Spanish Tropical (Salsa/ Merengue)
Latino Mix 100.3 (KHOV-FM)	Univision Radio License Corporation	Wickenburg	AZ	Spanish Pop - Contemporary
Latino Mix 104.9 (KAMA-FM)	Tichenor License Corporation	Deer Park	TX	Spanish Pop - Contemporary
Latino Mix 107.9 (KDXX-FM)	Univision (formerly Kec-FM License Corporation)	Lewisville	TX	Spanish Pop - Contemporary
Latino Mix 107.9 (KLLE-FM)	Univision Radio License Corporation	Fresno	TX	Regional Mexican
Latino Mix 99.3 (KRGT-FM)	Univision Radio License Corporation	Indian Springs	NV	Spanish Pop - Contemporary
Manantial FM 89.5 (KEPX-FM)	World Radio Network, Inc.	Eagle Pass	TX	Spanish Christian
Mas Variedad 100.3 (KBRG-FM)	Univision Radio License Corporation	San Jose	CA	Spanish Pop - Contemporary
Mas Variedad 106.5 (KOVE-FM)	Univision Radio License Corporation	Galveston	TX	Spanish Pop - Contemporary
Mas Variedad 107.5 (KRDA-FM)	Univision Radio License Corporation	Hanford	CA	Spanish Pop - Contemporary
Maxima 103.1 & 93.5 (WVIV-FM)	Univision Radio License Corporation	Highland Park	IL	Spanish Pop - Contemporary
Maxima 95.3 (WKDB-FM)	Great Scott Broadcasting	Laurel	DE	Spanish Pop - Contemporary
Maxima 99.1 (KUVN)	Univision Radio License Corporation	Denton	TX	Spanish Pop - Contemporary
Maxima FM 92.5 (WYUU-FM)	Wqam License Limited Partnership	Safety Harbor	FL	Spanish Pop - Contemporary
Mega 1310 (WORC-AM)	Gois Broadcasting LLC	Worcester	MA	Spanish Variety (News, Sports, Tropical, etc.)
Mega 890 Boston (WAMG-AM)	Gois Broadcasting Boston LLC	Dedham	MA	Spanish Variety (News, Sports, Tropical, etc.)
Mega 94.9 (WMGE-FM)	Clear Channel Broadcasting Licenses, Inc.	Miami Beach	FL	Spanish Pop - Contemporary
Mega 96.3 (KXOL FM)	Spanish Broadcasting System, Incorporated	Los Angeles	CA	Spanish Pop - Contemporary
Mega 97.9 (WSKQ FM)	Spanish Broadcasting System, Incorporated	New York	NY	Spanish Tropical (Salsa/ Merengue)
Mega 99.3 (KAPW-FM)	Reynolds Radio, Inc.	White Oak	TX	Regional Mexican
Mia 92.1 (WRLX-FM)	Capstar TX Limited Partnership (Clear Channel Group)	West Palm Beach	FL	Spanish Pop - Contemporary
Mix 98.3 FM (WRTO-FM)	Univision Radio License Corporation	Goulds	FL	Spanish Pop - Contemporary
Noticias de Nueva York (WADO-AM)	Wado-AM License Corp.	New York	NY	Spanish News/Talk
Nueva Vida (WPJF-AM)	Iglesia Nueva Vida of High Point	Greenville	SC	Spanish Christian
Nueva Vida Hoy 1190 (KXKS-AM)	Wild West Radio Corporation (formerly Continental Broadcasting)	Albuquerque	NM	Spanish Christian
Ondas DaVida 89.1 (KODV-FM)	Ondas de Vida Network, Inc.	Barstow	CA	Spanish Christian
Ondas De Vida 102.3 (KGBZ-FM)	Central Oregon Educational Radio Corporation	Madras	OR	Spanish Christian
Poder 1110 (WPMZ-AM)	Video Mundo Broadcasting Co., LLC	East Providence	RI	Spanish Tropical (Salsa/ Merengue)
Power (KESJ-FM)	Barton Broadcasting Corporation	Lubbock	TX	Tejano
Power 1030 the Word (WWGB-AM)	Good Body Media, LLC	Indian Head	MD	Spanish Christian
Power 800 (WNNW-AM)	Costa-Eagle Radio Ventures, LP	Lawrence	MA	Spanish Tropical (Salsa/ Merengue)
Pura Palabra Radio 89.1 (WLAZ-FM)	Caguas Educational TV, Inc.	Kissimmee	FL	Spanish Christian
Qué Buena 100.3 (KCXR-AM)	Key Plus Broadcasting, LLC	Tulsa	OK	Regional Mexican
Qué Buena 105.9 (KHOT-FM)	Univision Radio License Corporation	Paradise Valley	AZ	Regional Mexican
Qué Buena 106.7 (KCHX-FM)	Ica Radio, Ltd.	Midland	TX	Regional Mexican
Qué Buena 1530 (KXTD-AM)	Key Plus Broadcasting, LLC	Wagoner	OK	Regional Mexican

Station	Owner	City	State	Genre
Que Suave 980 (KDBV-AM)	Centro Cristiano Vida Abundante, Inc.	Salinas	CA	Spanish Christian
Radio Activa Charlotte 1030 (WNOW-AM)	Tblc Charlotte Stations, LLC	Mint Hill	NC	Regional Mexican
Radio Adonai 540 (WLIE-AM)	Long Island Multimedia, LLC	Islip	NY	Spanish Christian
Radio Adoracion (WSGH-AM)	Davidson Media Station Whow Licensee, LLC	Mint Hill	NC	Spanish Christian
Radio Adoracion 1500 (WSMX-AM)	Truth Broadcasting Corporation	Winston-Salem	NC	Spanish Christian
Radio Alabanza 810 (KXOI-FM)	Hispanic Outreach Ministries, Inc.	Crane	TX	Spanish Christian
Radio Aleliyah 980 (KQUE-AM)	Daij Media, LLC	Rosenburg-Richmond	TX	Spanish Christian
Radio Aleluya 105.9 (KUZN-FM)	Aleluya Broadcasting Network	Centerville	TX	Spanish Christian
Radio Aleluya 1460 (KBRZ-AM)	Daij Media, LLC	Missouri City	TX	Spanish Christian
Radio Aleluya 88.1 AM (KQUE-FM)	Aleluya Broadcasting Network	Bar City	TX	Spanish Christian
Radio Aleluya 88.1 FM (KFTG)	Aleluya Broadcasting Network	Pasadena	TX	Spanish Christian
Radio Aleluya 880 (KJOZ-AM)	Daij Media, LLC	Conroe	TX	Spanish Christian
Radio Aleluya 89.3 (KBRZ-FM)	Aleluya Broadcasting Network	Victoria	TX	Spanish Christian
Radio Aleluya 89.7 (KTYR-FM)	Aleluya Broadcasting Network	Trinity	TX	Spanish Christian
Radio Aleluya 90.3 (KABA-FM)	Aleluya Broadcasting Network	Louise	TX	Spanish Christian
Radio Aleluya 98.0 AM (KQUE-AM)	Daij Media, LLC	Rosenburg	TX	Spanish Christian
Radio Amistad (KHKV-FM)	Houston Christian Broadcasters, Inc	Kerrville	TX	Spanish Christian
Radio Amistad 105.1 (KMAT-FM)	Cordell Communications, Inc.	Speadrift	TX	Spanish Christian
Radio Amistad 1400 (KHCB-AM)	Houston Christian Broadcasters, Inc.	League City	TX	Spanish Christian
Radio Amistad 91.1 (KHKV-FM)	Houston Christian Broadcasters, Inc.	Kerrville	TX	Spanish Christian
Radio Amor 91.9 (WWRA-FM)	Victory Harvest Church	Clinton	LA	Spanish Christian
Radio Cadena Vida 980 (WULR-AM)	Iglesia Nueva Vida of High Point	York	SC	Spanish Christian
Radio Cantico Nuevo 103.9 (WPDI-FM)	Cantico Nuevo Ministry, Inc.	Hazlet	NJ	Spanish Christian
Radio Cantico Nuevo 1440 (WNYG-AM)	Radio Cantico Nuevo, Inc.	Medford	NY	Spanish Christian
Radio Cantico Nuevo 1530 (WJDM-AM)	Multicultural Radio Broadcasting Licensee, LLC	Elizabeth	NJ	Spanish Christian
Radio Cantico Nuevo 740 (WNYH-AM)	Win Radio Broadcasting Corporation	Huntington	NY	Spanish Christian
Radio Catolica (KMBX-AM)	Entravision Holdings, LLC	Soledad	CA	Spanish Christian
Radio Catolica 700 (KMBX-FM)	Entravision Holdings, LLC	Soledad	CA	Spanish Christian
Radio Catolica Lawrence 98.1 (WGUA-FM)	St. Patrick Parish Lawrence Educational Radio Association	Lawrence	MA	Spanish Christian
Radio Cristiana 88.1 (WDNJ-FM)	Youngshine Media, Inc.	Hopatcong	NJ	Spanish Christian
Radio Esne 1670 (KHPY-AM)	El Sembrador Ministries	Moreno Valley	CA	Spanish Christian
Radio Esperanza 1280 (WIPC-AM)	Super W Media Group, Inc.	Lake Wales	FL	Spanish Christian
Radio Esperanza 88.5 (KOIR-FM)	Rio Grande Bible Institute, Inc.	Edinburg	TX	Spanish Christian
Radio Esperanza 910 (KRIO-AM)	Rio Grande Bible Institute, Inc.	Mcallen	TX	Spanish Christian
Radio Familiar 1230 (KRYN-AM)	Bustos Media Holdings, LLC	Gresham	OR	Spanish Christian
Radio Fe 1500 (KMXO-AM)	Zacarias Serrato	Merkel	TX	Spanish Christian
Radio Fe 94.5 (KBFE-LPFM)	Palabra de Fe	Bakersfield	CA	Spanish Christian
Radio Fortaleza Internacional (KZRF-FM)	Templo de Dios Inc. 1	Sulphur Springs	TX	Spanish Christian
Radio Fortaleza Internacional 88.9 FM (KYCL-FM)	Templo de Dios, Inc. 1	Clarendon	TX	Spanish Christian
Radio Imagen 1580 (KIRT-AM)	Bravo Broadcasting Company	Mission	TX	Spanish Christian
Radio José (KVVA-FM)	Entravision Communication (formerly Z Spanish Radio Network)	Phoenix	AZ	Spanish Pop - Contemporary
Radio Jose 105.9 (KRZY-FM)	Entravision Holdings, LLC	Albuquerque	NM	Spanish Pop - Contemporary
Radio K-Love 107.5 (KLVE-FM)	Univision Radio License Corporation (formerly Tichenor License Corporation)	Houston	TX	Spanish Pop - Contemporary



Station	Owner	City	State	Genre
Radio K-Love 107.5 (KLVE-FM)	Univision? (formerly Klve-FM License Corp.)	Los Angeles	CA	Spanish Pop - Contemporary
Radio Lazer 102.9 (KXLM-FM)	Lazer Licenses, LLC	Oxnard	CA	Regional Mexican
Radio Lazer 104.5 (KBTW-FM)	Lazer Licenses, LLC	Lenwood	CA	Regional Mexican
Radio Lobo (KIWI-FM)	Lotus Broadcasting Corp	McFarland	CA	Regional Mexican
Radio Lobo (KLOQ-FM)	Mapleton License of Merced, LLC (formerly TGR Broadcasting)	Winton	CA	Regional Mexican
Radio Lobo 106.5 (KYQQ-FM)	Scripps Broadcasting Holdings LLC	Arkansas City	KS	Regional Mexican
Radio Lobo 97.7 (KBBX-FM)	Flood Communications of Omaha, LLC	Nebraska City	NE	Regional Mexican
Radio Lobo 97.7 (KLVO-FM)	Agm Nevada, LLC	Belen	NM	Regional Mexican
Radio Luz (KBJD-AM)	Salem Media Group, LLC	Denver	CO	Spanish Christian
Radio Luz (KRDY-AM)	South Texas Broadcasting, Inc.	San Antonio	TX	Spanish Christian
Radio Luz (WLCC-AM)	South Texas Broadcasting, Inc.	Brandon	FL	Spanish Christian
Radio Luz 1680 AM (KNTS-AM)	Inspiration Media, Inc.	Seattle	WA	Spanish Christian
Radio Luz 760 (WLCC-AM)	South Texas Broadcasting, Inc.	Brandon	FL	Spanish Christian
Radio Luz 900 AM (WKDA-AM)	Wilson County Broadcasting, Inc.	Lebanon	TN	Spanish Christian
Radio Luz Boston (WWDJ-AM)	Pennsylvania Media Associates, Inc.	Boston	MA	Spanish Christian
Radio Mambi la Grande (WAQI-AM)	Univision Radio License Corporation	Miami	FL	Spanish Pop - Contemporary
Radio Manantial (KBNR-FM)	World Radio Network, Inc.	Brownsville	TX	Spanish Christian
Radio Manantial (KVER-FM)	World Radio Network, Inc.	El Paso	TX	Spanish Christian
Radio Manantial 88.3 (KBNR-FM)	World Radio Network, Inc.	Brownsville	TX	Spanish Christian
Radio Manantial 88.9 (KRUC-FM)	World Radio Network, Inc.	Las Cruces	NM	Spanish Christian
Radio Manantial 89.9 (KBNL-FM)	World Radio Network, Inc.	Laredo	TX	Spanish Christian
Radio Manantial 91.1 (KVER-FM)	World Radio Network, Inc.	El Paso	TX	Spanish Christian
Radio México La Gran X 97.7 (KHHZ-FM)	Deer Creek Broadcasting, LLC	Gridley	CA	Regional Mexican
Radio Miami 1450 (WOCN-AM)	Salem Media Group (formerly Union Radio Inc.)	Miami	FL	Spanish News/Talk
Radio Mishkan 100.5 (WIML-FM)	Iglesia Mishkan Lugar de Adoracion	Lebanon	TN	Spanish Christian
Radio Moody 960 (WDLM-AM)	The Moody Bible Institute of Chicago	East Moline	IL	Spanish Christian
Radio Movimiento 95.9 LPFM (KPCN)	Pineros Y Campesinos Unidos del Noroeste	Woodburn	OR	Spanish Oldies
Radio Nueva Vida (KMRO-FM)	Educational Media Foundation	Redding	CA	Spanish Christian
Radio Nueva Vida (KMRO-FM)	The Association For Community Education, Inc.	King City	CA	Spanish Christian
Radio Nueva Vida 1130 (KSOD-AM)	Hi-Favor Broadcasting, LLC	San Diego	CA	Spanish Christian
Radio Nueva Vida 1240 (KEZY-AM)	Hi-Favor Broadcasting, LLC	San Bernardino	CA	Spanish Christian
Radio Nueva Vida 1550 (KXTO-AM)	Christian Ministries of the Valley, Inc.	Reno	NV	Spanish Christian
Radio Nueva Vida 89.5 (WQRP-FM)	Educational Media Foundation	Dayton	OH	Spanish Christian
Radio Nueva Vida 90.3 (KMRO-FM)	The Association For Community Education, Inc.	Camarillo	CA	Spanish Christian
Radio Nueva Vida 90.3 (KXPC-FM)	Educational Media Foundation	Welches	OR	Spanish Christian
Radio Nueva Vida 90.5 (WGNC-FM)	Educational Media Foundation	Nashville	GA	Spanish Christian
Radio Nueva Vida 90.9 (KGZO-FM)	The Association For Community Education, Inc.	Shafter	CA	Spanish Christian
Radio Nueva Vida 91.1 (KNVE-FM)	Educational Media Foundation	Perris	CA	Spanish Christian
Radio Nueva Vida 91.1 (KQGC-FM)	Carlos Arana Ministries, Inc.	Belen	NM	Spanish Christian
Radio Nueva Vida 91.1 (WKNV-FM)	Educational Media Foundation	Norco	LA	Spanish Christian
Radio Nueva Vida 91.3 (KDRH-FM)	The Association For Community Education, Inc.	King City	CA	Spanish Christian
Radio Nueva Vida 91.7 (KGCN-FM)	Educational Media Foundation	Roswell	NM	Spanish Christian
Radio Nueva Vida 98.5 (WLVO-FM)	Educational Media Foundation	San Carlos Park	FL	Spanish Christian

Station	Owner	City	State	Genre
Radio Nueva Vida 980 (KEYQ-AM)	The Association For Community Education, Inc.	Fresno	CA	Spanish Christian
Radio Oasis (KYRQ-FM)	St. Jude Broadcasting	Natalia	TX	Spanish Christian
Radio Ondas de Amor 88.3 (WBIY-FM)	Oscar Aguero Ministry, Inc.	La Belle	FL	Spanish Christian
Radio Poder (WWGB-AM)	Good Body Media, LLC	Indian Head	MD	Spanish Christian
Radio Poderosa 89.9 (KZIC-FM)	Centro Cristiano de Vida Eterna	Hondo	TX	Spanish Christian
Radio Portaleza Internacional 104.1 (KEJC-FM)	Templo de Dios, Org. 2	Dallas	TX	Spanish Christian
Radio Renacer Ri (WIGV-LPFM)	Casa de Oracion Getsemani	Providence	RI	Spanish Christian
Radio Resplandecer 90.3 (KCTZ-FM)	Iglesia de Jesucristo, in King City, Ca., Inc.	San Lucas	CA	Spanish Christian
Radio Rey (WREY-AM)	630 Radio, Incorporated	Saint Paul	MN	Regional Mexican
Radio Sabor Latino 93.5 (WSBL-LPFM)	South Bend Council 5001, Inc.	South Bend	IN	Spanish Variety (News, Sports, Tropical, etc.)
Radio Salvacion (WPHE-AM)	Salvation Broadcasting Co.	Phoenixville	PA	Spanish Christian
Radio Salvacion 690 (WPHE-AM)	Salvation Broadcasting Co.	Phoenixville	PA	Spanish Christian
Radio Santisimo Sacramento (KCVV-AM)	Radio Santisimo Sacramento, Inc.	Oroville	CA	Spanish Christian
Radio Santisimo Sacramento 1340 (KPYV-AM)	Radio Santisimo Sacramento, Inc.	Oroville	CA	Spanish Christian
Radio Santisimo Sacramento 1240 (KCVV-AM)	Radio Santisimo Sacramento, Inc.	Sacramento	CA	Spanish Christian
Radio Torrente de Vida 89.3 (WCDV-FM)	Iglesia Christiana Torrente de Cedron	Lynn	MA	Spanish Christian
Radio Tropical Caliente (KDDK-FM)	Radio & Investments, Inc.	Addis	LA	Spanish Pop - Contemporary
Radio Tropical Caliente (KGLA-AM)	Crocodile Broadcasting Corp.	Gretna	LA	Spanish Pop - Contemporary
Radio Única 1320 (KSCR-AM)	Cumulus Licensing LLC	Eugene	OR	Regional Mexican
Radio Vida (KRVP-FM)	Christian Ministries of the Valley, Inc.	Falfurrias	TX	Spanish Christian
Radio Vida 101.5 (KRJY-FM)	Radio Revista Nuevo Amanecer Ministries, Inc.	Yuma	AZ	Spanish Christian
Radio Vida 104.7 (KERG-FM)	Christian Ministries of the Valley, Inc.	Escobares	TX	Spanish Christian
Radio Vida 105.5 (KCMZ-FM)	Christian Ministries of the Valley, Inc.	Ozona	TX	Spanish Christian
Radio Vida 105.7 (KBIC-FM)	Christian Ministries of the Valley	Raymondville	TX	Spanish Christian
Radio Vida 1130 (WYXE-AM)	Iglesia Hispana de Nashville, Inc.	Gallatin	TN	Spanish Christian
Radio Vida 1290 (KRGE-AM)	Christian Ministries of the Valley	Welasco	TX	Spanish Christian
Radio Vida 1380 AM (KRCM-AM)	Daij Media, LLC	Shenandoah	TX	Spanish Christian
Radio Vida 1390 (KLTX-AM)	Hi-Favor Broadcasting, LLC	Long Beach	CA	Spanish Christian
Radio Vida 89.7 (KLTB-FM)	Christian Ministries of the Valley, Inc.	Brownsville	TX	Spanish Christian
Radio Vida 89.9 (KSJM-FM)	Christian Ministries of the Valley, Inc.	Saint James	MN	Spanish Christian
Radio Vida 910 (WMRB-AM)	Iglesia Hispana de Nashville, Inc.	Columbia	TN	Spanish Christian
Radio Vida Abundante (KJDJ-AM)	Centro Cristiano Vida Abundante Inc. (formerly Central Coast Communications, Inc.)	San Luis Obispo	CA	Spanish Jewish
Radio Vida Abundante 1030 (KJDJ-AM)	Centro Cristiano Vida Abundante, Inc.	San Luis Obispo	CA	Spanish Christian
Radio Vida Abundante 1350 (KLHC-AM)	Centro Cristiano Vida Abundante, Inc.	Bakersfield	CA	Spanish Christian
Radio Vida Abundante 1510 AM (KIRV)	Centro Cristiano Vida Abundante, Inc.	Fresno	CA	Spanish Christian
Radio Vida Abundante 980 AM (KDVB)	Centro Cristiano Vida Abundante, Inc.	Salinas	CA	Spanish Christian
Radio Vida New Life Radio (KTNO-AM)	Inspiration Media of Texas, LLC	University Park	TX	Spanish Christian
Radio Vision Cristiana 1020 (KCKN-AM)	Radio Vision Cristiana Subsidiary Corp.	Roswell	NM	Spanish Christian
Radio Viva Radio Victoria 1340 (KVIV-AM)	El Paso Y Juarez Companerismo-Cristiano	El Paso	TX	Spanish Christian
Radio Zion 660 (KXOR-AM)	Iglesia de Cristo Ministerio Llamada Final, Inc.	Junction City	OR	Spanish Christian

Station	Owner	City	State	Genre
Recuerdo 103.9 (KRCD-FM)	Univision Radio License Corporation	Inglewood	CA	Spanish Pop - Contemporary
Recuerdo 106.5 (KKMR-FM)	Univision Radio License Corporation	Arizona City	AZ	Spanish Pop - Contemporary
Recuerdo 870 AM (KLSQ-AM)	Klsq-AM License Corporation	Whitney	NV	Spanish Pop - Contemporary
Recuerdo Mas Variedad 96.1 (KBTQ-FM)	Tichenor License Corporation	Harlingen	TX	Spanish Pop - Contemporary
Ritmo 102.5 (KRQP-LPFM)	Texas Youth Organization	Colleyville	TX	Spanish Tropical (Salsa/ Merengue)
Rumba 1340 (WRAW-AM)	Clear Channel Broadcasting Licenses, Inc.	Reading	PA	Spanish Pop - Contemporary
Rumba 1390 (WLAN-AM)	Clear Channel Broadcasting Licenses, Inc.	Lancaster	PA	Spanish Pop - Contemporary
Salsa 98.1 (WNUF-FM)	Entravision Holdings, LLC	Orlando	FL	Spanish Tropical (Salsa/ Merengue)
Salt & Light Radio 1490 (KCID-AM)	Salt & Light Radio, Inc.	Caldwell	ID	Spanish Christian
Salvacion Radio 93.9 (KWDW-FM)	Jesucristo ES Mi Fortaleza Church Inc	Oklahoma City	OK	Spanish Christian
Stereo Manantial 89.3 (W207BF)	World Radio Network, Inc.	Goshen	IN	Spanish Christian
Stereo Manantial 91.7 (KNOG-FM)	World Radio Network, Inc.	Nogales	AZ	Spanish Christian
Super 1640 AM (KBJA)	United Broadcasting Company, Inc	Sandy	UT	Spanish Variety (News, Sports, Tropical, etc.)
Super Estrella (KRRN-FM)	Entravision Holdings, LLC	Las Vegas	NV	Spanish Pop - Contemporary
Super Estrella 107.1 (KMXA-FM)	Entravision Holdings, LLC	Denver	CO	Spanish Pop - Contemporary
Super Estrella 107.1 (KSSC-FM)	Entravision Holdings, LLC	Ventura	CA	Spanish Pop - Contemporary
Super Estrella 107.1 (KSSD-FM)	Entravision Holdings, LLC	Los Angeles	CA	Spanish Pop - Contemporary
Super Estrella 107.1 (KSSE-FM)	Entravision Holdings, LLC	Los Angeles	CA	Spanish Pop - Contemporary
Super Estrella 98.9 (KCVR-AM)	Entravision Holdings, LLC	Sacramento	CA	Spanish Pop - Contemporary
Super M 96.5 (KLMA-FM)	Ojeda Broadcasting, Inc.	Hobbs	NM	Regional Mexican
Tejano and Proud 293 (KJBZ-FM)	Encarnacion A. Guerra (Guerra Enterprises)	Laredo	TX	Tejano
Transformacion Radio 1360 (WTOC-AM)	Centro Biblico of Nj, Inc.	Newton	NJ	Spanish Christian
Universo 1420 (WDJA-AM)	Radio Cristo Mi Redentor Universo 1420AM Inc.	Delray Beach	FL	Spanish Christian
Vida 1010 (WTZA-AM)	K & Z Broadcasting, LLC	Atlanta	GA	Spanish Christian
Vida Abundante 94.3 (KJVA-FM)	Vida Abundante	San Bernardino	CA	Spanish Christian
Vision 540 (WETC-AM)	Sanchez Broadcasting Corporation	Wendell-Zebulon	NC	Spanish Christian
Viva 102.9 (KLQV-FM)	Univision Radio License Corporation	San Diego	CA	Spanish Pop - Contemporary
Vive 92.1 (KMJE-FM)	Lotus Sacramento Corp.	Placerville	CA	Spanish Pop - Contemporary
X 96.3 (WXNY)	Wado-AM License Corp.	New York	NY	Spanish Pop - Contemporary
Zeta 92.3 (WCMQ-FM)	Spanish Broadcasting System, Inc. (formerly Wcmq Licensing, Inc.)	Hialeah	FL	Spanish Pop - Contemporary

**Table 2. Bilingual radio stations.**

Station	Owner	City	State	Genre
Exa FM 94.5 (KXLI-FM)	Radio Activo Broadcasting License, LLC	Moapa	NV	Spanish Pop - Contemporary
La Poderosa 100.7 (KXZY-FM)	Primera Asamblea de Dios	Waco	TX	Spanish Christian
La Poderosa 100.7 (KXZY-LPFM)	Primera Asamblea de Dios	Waco	TX	Spanish Christian
Magic 93.7 (KXTQ-FM)	Ramar Communications, Inc.	Lubbock	TX	Tejano
Maxima FM 99.1 (KOFH-FM)	Felix Corporation	Nogales	AZ	Spanish Pop - Contemporary
Qué Dice (KDCE-AM)	Richard L. Garcia Broadcasting, Inc.	Espanola	NM	Spanish Pop - Contemporary

Station	Owner	City	State	Genre
Radio Bilingüe 88.1 (KQTO-FM)	Radio Bilingüe, Inc.	Hurley	NM	Spanish Variety
Radio Bilingüe 88.1 (KREE-FM)	Radio Bilingüe, Inc.	Pirtleville	AZ	Spanish Variety
Radio Bilingüe 88.5 (KVUH-FM)	Radio Bilingüe, Inc.	Laytonville	CA	Spanish Variety
Radio Bilingüe 88.7 (KMPO-FM)	Radio Bilingüe, Inc (12-15 stations)	Modesto	CA	Spanish Variety
Radio Bilingüe 88.7 (KUBO-FM)	Radio Bilingüe, Inc.	Calexico	CA	Spanish Variety
Radio Bilingüe 88.9 (KVMG-FM)	Radio Bilingüe, Inc.	Raton	NM	Spanish Variety
Radio Bilingüe 89.1 (KHUI-FM)	Radio Bilingüe, Inc.	Alamosa	CO	Spanish Variety
Radio Bilingüe 90.1 (KTQX-FM)	Radio Bilingüe, Inc.	Bakersfield	CA	Spanish Variety
Radio Bilingüe 90.7 (KRZU-FM)	Radio Bilingüe, Inc.	Batesville	TX	Spanish Variety
Radio Bilingüe 90.9 (KHDC-FM)	Radio Bilingüe, Inc.	Chualar	CA	Spanish Variety
Radio Bilingüe 91.5 (KSJV-FM)	Radio Bilingüe, Inc.	Fresno	CA	Spanish Variety
Radio Bilingüe 91.7 (KYOL-FM)	Radio Bilingüe, Inc.	Chama	NM	Spanish Variety
Radio KLMA (KLMA-FM)	Ojeda Broadcasting, Inc.	Hobbs	NM	Spanish Variety
Radio Libertad (KDAE-AM )	The Worship Center of Kingsville	Premont	TX	Spanish Christian
Radio Libertad 88.1 FM (KLBD)	The Worship Center of Kingsville	Premont	TX	Spanish Christian
Radio Libertad 89.1 (KBTD-FM)	The Worship Center of Kingsville	Freer	TX	Spanish Christian
Radio Libertad 89.9 (KTLZ-FM)	The Worship Center of Kingsville	Cuero	TX	Spanish Christian
Super Tejano (KZSP-FM)	Mbm Texas Valley LLC	Raymondville	TX	Tejano
Tejano 99.9 (KSAB-FM)	Capstar TX Limited Partnership (Clear Channel Group)	Robstown	TX	Tejano
Tejano and Proud (KXTN-FM)	Tichenor License Corporation	San Antonio	TX	Tejano
Tejano y Mas 1270 (KEPS-AM)	Mbm Radio Laredo LLC	Carrizo Springs	TX	Tejano
Tejano y Más 1270 AM (KEPS-AM)	Mbm Radio Eagle Pass LLC	Eagle Pass	TX	Tejano
Voz De la Verdad 104.9 (WVDV-FM)	Ministerio Radial Cristiano de Sebring, Inc.	Sebring	FL	Spanish Christian
WRCA 1330	Beasley Media Group, LLC	Watertown	MA	Spanish Variety

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