

**LATINO  
PUBLIC RADIO STATIONS**



**Latino**  
Public Radio Consortium

# A Brief History of Latino-controlled Public Radio

In assigning call letters to broadcast entities, the Federal Communications Commission designates K to stations west of the Mississippi and W to those east of the Mississippi. This river, for the most part, also served to demarcate the Latino populations – east of the Mississippi, with the exception of Chicago, lived Puerto Ricans, Cubans and those with Latin American heritage while Chicago and land west of the Mississippi were predominantly inhabited by Latinos of Mexican heritage. This geographic demarcation also defines the ethnic heritage of the audiences primarily served by the Latino-controlled public radio stations in those regions and clearly demonstrates that Latinos are not a homogenous community served by one format or even one language and dialect.

The Latino public radio stations east of the Mississippi includes one of the oldest and only Latino-controlled joint licensees. Operating from San Juan since 1949 the Puerto Rico Public Broadcasting Corporation controls two radio stations, Allegro 91.3 fm and 940 am, as well as two television stations, WIPR, Channels 6 & 43 and WIPM, Channels 3 & 36.

Cadena Radio Educacion consists of WRTU 89.7 fm (1980) San Juan and WRUO 88.3 fm Mayaguez is in Puerto Rico, WDNA 88.9 fm (1977) operates in Miami, Florida, WLCH 91.3 fm (1987) is in Lancaster, Pennsylvania and WRTE 90.5 fm (1992) is home in Chicago, Illinois. A low power station, WCIW 107.9 fm (2003) Radio Conciencia in Immokalee, Florida, was organized by farm workers.

In 1951 west of the Mississippi in Albuquerque, New Mexico the educational station licensed to the public school system incorporated Spanish-language programming into its schedule. KANW 89.1 fm now specializes in New Mexico music. In California the first Latino public radio stations served primarily Spanish-speaking Mexicans and Mexican Americans in rural areas. Control of the media was initially viewed as an organizing and service tool in the struggle for labor rights for Latino farm workers. Today, Latino stations in the Southwest represent a diversity of formats, languages and audiences.

In 1973, KBBF 89.1 fm went on the air in Santa Rosa, California followed by KDNA 91.9 fm (1979) in Yakima, Washington.

KSVJ 91.5 fm (1980) Fresno, CA is the flagship station in the Radio Bilingue Network that incorporates KMPO 88.7 fm (1984) in Modesto, CA, KUBO FREQUENCY (1981) in Salinas, CA, KHCD 90.9 fm (1987) serving Bakersfield-Calexico, CA, and KVUH 88.5 fm (2005) in Laytonville, CA. Radio Bilingue will have a station in Hurley, New Mexico and anticipates acquiring frequencies in Douglas, Arizona, and in South Texas at Eagle Pass, Crystal City and Zapata.

In 1983 the United Farmers Union founded KUFW 90.5 fm in Visalia, California and began the Radio Campesina Network (KCEC 104.5 fm, Yuma, Arizona; KMYX 92.5 fm & KBDS 103.9 fm, Bakersfield, California; KNAI 88.3 fm, Phoenix, Arizona; KRCW 96.5 fm, Pasco, Washington; KSEA 107.9 fm, Salinas, California) with a mix of commercial and non-commercial frequencies throughout the southwest.

Also in the Southwest United States are KRZA 88.7 fm (1985), Alamosa, Colorado, KUVO 89.3 fm (1985), Denver, Colorado, KERU 88.5 fm (1992) Blythe, California and low-power KPCN 95.9 fm (2006) Radio Movimiento in Woodburn, Oregon. Rio Grande City, Texas will also have a Latino-controlled station in the near future.

These twenty-eight Latino stations plus the five stations anticipated to begin broadcasting in the next few years, offer a diversity of formats, languages, musical genres and news and fully engaged with the segment of the Latino community to which they are directing their broadcasts. They have been serving Latino audiences since before the legislative inception of public radio. and represent the single greatest resource in the movement to develop larger Latino audiences for all formats in public radio.

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## **CADENA RADIO EDUCACIÓN**

### **WRTU 89.7FM (San Juan)**

### **WRUO 88.3FM (Mayaguez)**

Radio Universidad de Puerto Rico, Apartado 21305, San Juan, PR 00931-1305  
787-763-4699, [www.wrtu.pr](http://www.wrtu.pr)

- Eliseo Colón, Director, Escuela de Comunicación, [ecolon@wrtu.pr](mailto:ecolon@wrtu.pr)
- Yolanda Zabala, Coordinadora General, [yzabala@wrtu.pr](mailto:yzabala@wrtu.pr)
- Rosa Cardona, Secretaria, [rcardona@wrtu.pr](mailto:rcardona@wrtu.pr)
- María Colón, Oficial Administrativo, [mcolon@wrtu.pr](mailto:mcolon@wrtu.pr)
- Carlos Camuñas, Coordinador de Programación, [ccamunas@wrtu.pr](mailto:ccamunas@wrtu.pr)
- Sara Cruz, Tráfico y Continuidad, [scruz@wrtu.pr](mailto:scruz@wrtu.pr)
- Ezequiel Rodríguez, Coordinador de Producción/Operaciones Técnicas, [erodriguez@wrtu.pr](mailto:erodriguez@wrtu.pr)
- Iohann Rashi Vega, Promociones, [irashi@wrtu.pr](mailto:irashi@wrtu.pr)
- Luis Luna, Desarrollo, [lluna@wrtu.pr](mailto:lluna@wrtu.pr)
- Isabel Pichardo, Desarrollo, [ipichardo@wrtu.pr](mailto:ipichardo@wrtu.pr)

## **CORPORACIÓN DE PUERTO RICO PARA LA DIFUSIÓN PÚBLICA**

### **WIPR 940AM**

[940am@cprdp.gobierno.pr](mailto:940am@cprdp.gobierno.pr)  
[www.tutv.puertorico.pr/940am/main.php](http://www.tutv.puertorico.pr/940am/main.php)

### **Allegro 91.3FM**

[allegro@cprdp.gobierno.pr](mailto:allegro@cprdp.gobierno.pr)  
[www.tutv.puertorico.pr/allegro/main.php](http://www.tutv.puertorico.pr/allegro/main.php)

- Víctor J. Montilla Torres, Presidente
- Susanne Marte, Vicepresidenta Ejecutiva TUTV
- Juan José Valentín Merlo, Vicepresidente de Mercadeo y Recursos Externos
- Aníbal Arroyo Bolerín, CPA, Vicepresidente Auxiliar, Área de Administración
- Jennifer A. Blest Quiroz, Vicepresidenta Auxiliar de Recursos Humanos
- Rebecca Torres, Vicepresidenta Auxiliar de Operaciones y Producción
- Luz Evelyn Rivera, Vicepresidenta Auxiliar de Radio
- Nancy M. Piñero Vega, Directora de Asuntos Legales
- Edelmiro Torres Cruz, Director de Programación
- Eduardo Bado-Santana, Director, WIPM-TV, Canal 3, Mayagüez
- Ileana Rivera Santa, Directora de la Oficina de Planificación y Desarrollo
- Jorge E. González-Fonseca, P.E., Director de Ingeniería
- Luis A. Torres Negrón, Director del Departamento de Noticias de Televisión
- Sigfrido Díaz, Director de Sistemas de Información
- María de los Ángeles Próspero Andino, Ayudante del Presidente
- Ismael Mojica, Ayudante Especial del Área Administrativa
- Marietty Lasanta Berríos, Gerente de Relaciones Públicas

### **KANW 89.1FM**

2020 Coal Ave. SE, Albuquerque, NM 87106  
(505) 242-7163, [www.kanw.com](http://www.kanw.com)

- Michael Brasher, General Manager, [brasher@kanw.com](mailto:brasher@kanw.com)
- Judy Valdez, Operations Manager, [judy@kanw.com](mailto:judy@kanw.com)

- Kevin Otero, Program Specialist, kevin@kanw.com
- Diane López, Development Specialist, diane@kanw.com
- Charlene Valdez, Announcer, charlene@kanw.com
- Iván Diego, Announcer
- Alex López, Music Store Manager, lopez\_al@aps.edu

## **KBBF 89.1FM**

PO Box 7189, Santa Rosa, CA 95407

707 545-8833 [www.kbbf-radio.com](http://www.kbbf-radio.com)

- Joseph Díaz Slali, Interim General Manager
- Mónica Ivceovich, Executive Secretary, mivceovich@kbbf-radio.com
- María Eugenia Deveny, Contadora/Accounting, maponte@kbbf-radio.com

## **KDNA 91.9FM**

121 Sunnyside Ave., PO Box 800, Granger WA 98932

509 854-2222 [www.kdna.org](http://www.kdna.org)

- María Fernández, CEO, mfernandez@kdna.org
- Gabriel Martínez, Station Manager
- Jesús Sosa, Production Manager
- Saida Biruetta, Program Coordinator
- Francisco Ríos, News Director
- Ezequiel M Ramírez, Reporter/Announcer
- Miguel Balderas, Weekend Coordinator
- Manuel López, Part-time Evening Supervisor

## **KERU 88.5FM**

P.O.Box 910, Blythe, CA 92226, [www.radiobilingue.org](http://www.radiobilingue.org)

760-922-8485, 800-509-4772, (559) 455-5777

- María (Machi) Rivera, Station Manager 760-921-5430, mrivera@paloverde.edu

## **KMBH 88.9FM**

1701 Tennessee, Harlingen, TX 78550

956-421-4111, 800-839-6771, [kmbhkhid@aol.com](mailto:kmbhkhid@aol.com), [kmbh.org](http://kmbh.org)

- Fr. Pedro Briseño, General Manager
- Chris Maley, Program Director

## **KPCN 95.9 FM-LP**

300 Young Street, Woodburn, Oregon 97071

- Marlen Torres, Co-director 503-981-7286 x5, [mtorreskpcn@pcun.org](mailto:mtorreskpcn@pcun.org)

## **KRZA 88.7FM**

528 9th Street, Alamosa, CO 81101

719-589-8844 1-800-290-0887 [www.krza.org](http://www.krza.org)

- Kristine Taylor, General Manager [manager@krza.org](mailto:manager@krza.org)
- Andrea Márquez, Administrative Coordinator [office@krza.org](mailto:office@krza.org)
- Deb Nichols, Program Director [krzaradio@gmail.com](mailto:krzaradio@gmail.com)
- Mike Sisneros, Operations Coordinator [musicmankrza@yahoo.com](mailto:musicmankrza@yahoo.com)
- Dannette Jácquez-Avila, Spanish Program Director [spanishprogramming@krza.org](mailto:spanishprogramming@krza.org)
- Lisa Gail, Morning News Host 719-589-8844
- Michael Lawrence, Publicity Coordinator [psa@krza.org](mailto:psa@krza.org)

## **KUVO 89.3FM**

2900 Welton Street, Suite 200, Denver CO 80205

303-480-9272, 800-574-5886, www.kuvo.org

- Gene Craven, President/CEO 303-480-9272 x18 gene@kuvo.org
- Carlos Lando, COO & Program Director, 303-480-9272 x25 carlos@kuvo.org
- Mandy Kirby, Business Manager, 303-480-9272 x19 mandy@kuvo.org
- Tina Cartagena, Director of Marketing & Underwriting, 303-480-9272 x12, tina@kuvo.org
- Martha Griego, Underwriting Account Executive, 303-480-9272 x57, martha@kuvo.org
- Judi Williams, Membership Services, 303-480-9272 x13, judi@kuvo.org
- Susan Gatschet-Reese, Assistant Program Director, 303-480-9272 x26, susan@kuvo.org
- Arturo Gómez, Music Director, 303-480-9272 x17, arturo@kuvo.org
- Victor Cooper, Production Manager, 303-480-9272 x28, victor@kuvo.org

## **RADIO BILINGÜE NETWORK**

5005 Belmont Ave. Fresno, CA 93727

800-509-4772, (559) 455-5777 www.radiobilingue.org

### **KHDC 90.9FM**

161 Main St. Ste. 4, Salinas, CA 93901,  
831-757-8039

### **KMPO 88.7 FM**

Modesto, CA

### **KSJV 91.5 FM**

Fresno, CA

### **KTQX 90.1 FM**

Bakersfield, CA

### **KUBO 88.7 FM**

El Centro, CA

### **KVUH 88.5 FM**

Laytonville, CA

- Hugo Morales, Executive Director (559) 455-5757
- Ethel Meyer, Director's Assistant epaala@radiobilingue.org
- María Eraña, Broadcasting/Programming Maríax@radiobilingue.org
- Heriberto Meza, Broadcasting/Programming hmeza@radiobilingue.org
- Delia Saldivar, KHDC- Salinas, saldivard@radiobilingue.org
- María de Jesús Gómez, News and Information, chuya@radiobilingue.org
- Alma Martínez, Marketing almam@radiobilingue.org
- Sandra Velázquez, Events and Underwriting sandra@radiobilingue.org

## **RADIO CAMPESINA NETWORK**

6313 Schirra Court, Bakersfield, CA 93313

661-837-0745

- Anthony Chávez, Executive Vice-President, network@campesina.com
- Cesar Chávez, Program Director, cesar.chavez@campesina.com,
- Roberto Solorio, Educational Director, roberto.solorio@campesina.com
- Jeff Russinsky National Sales Manager, jruss@campesina.com

### **KCEC-FM 104.5**

670 East 32 St. Suite 12A, Yuma, AZ 85365, 928 782-5995

- Rosella López, General Manager, rosella.lopez@campesina.com

### **KMYX-FM 92.5/ KBDS-FM 103.9**

6313 Schirra Court, Bakersfield, CA 93313, 661 837-0745

- Salvador Cervantes, General Manager, salvado.cervantes@campesina.com

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### **KNAI-FM 88.3**

3602 W. Thomas St. Ste 6, Phoenix, AZ 85019, 602 269-3121

- Michael Nowakowski, General Manager, michaeln@campesina.com
- Bill Barquin, Sales Manager, bill.barquin@campesina.com

### **KRCW-FM 96.5**

508 West Lewis St., Pasco, WA 99301, 509 545-0700

- Armando Arrieta, General Manager, armando.arrieta@campesina.com

### **KSEA-FM 107.9**

229 Pajaro St. Suite 302D, Salinas, CA 93901, 831 754-1469

- Juan Zamora, General Manager, juan.zamora@campesina.com

### **KUFW-FM 90.5**

3106 S. Mooney Ave. Ste K, Visalia, CA 93227, 559 622-9401

- Jim Fernández, General Manager, jim.fernandez@campesina.com

### **WCIW 107.9FM-LP**

P.O. Box 603, Immokalee, FL 34143, 239-657-1776

- Lucas Benítez, Director lucas@ciw-online.org

### **WDNA 88.9FM**

2921 Coral Way, Miami, FL 33145

(305) 662-8889, info@wdna.org, www.wdna.org

- Margarita Pelleyá, General Manager
- Joe Cassara, Operations Manager
- Michael Valentine, Music Director
- Howard Duperly, Sales/Marketing
- Ron Streeter, Chief Engineer
- Frank Consola, Morning Show Host
- Mark Guardia, Producer/Board Op

### **WLCH 91.3FM**

SACA Broadcasting Corporation, 30 North Ann Street, Lancaster, PA 17602

717.295.7996, www.sacapa.org/saca\_broad.html

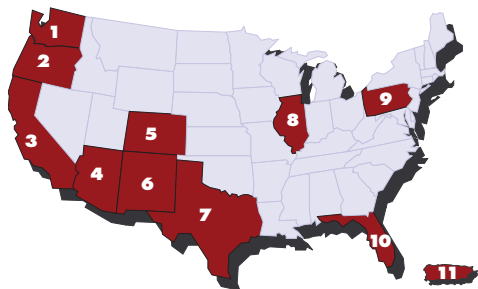
- Enid Vásquez-Pereira, radiocentr@aol.com

### **WRTE 90.5FM**

WRTE Radio Arte, 1401 W. 18th St., Chicago, IL 60608

312.455.9455, www.wrte.org/

- Silvia Rivera, General Manager, srivera@radioarte.org, 312.455.9455 x101
- Jessica Valdivia, Special Events Coordinator/Administrative Support, 312.455.9455 x103, jessica@radioarte.org
- Carlos Méndez, Program Director/Music Director, 312.455.9455 x201, carlos.mendez@radioarte.org
- Tania Unzueta, Director of Youth Training and Community Programming, 312.455.9455 x 203
- Dulce Mora, Director of News and Public Affairs, 312.455.9455 x 202, dmora@radioarte.org
- Naomi Echeandia, Development, 312-455-9455 ext 103



**1**

**KDNA 91.9FM**

Granger WA 98932

**RADIO CAMPESINA NETWORK**

**KRCW-FM 96.5**

Pasco, WA 99301

**2**

**KPCN 95.9 FM-LP**

Woodburn, Oregon 97071

**3**

**KBBF 89.1FM**

Santa Rosa, CA 95407

**KERU 88.5FM**

Blythe, CA 92226

**RADIO BILINGÜE NETWORK**

**KHDC 90.9FM**

Salinas, CA 93901

**KMPO 88.7 FM**

Modesto, CA

**KSJV 91.5 FM**

Fresno, CA

**KTQX 90.1 FM**

Bakersfield, CA

**KUBO 88.7 FM**

El Centro, CA

**KVUH 88.5 FM**

Laytonville, CA

**RADIO CAMPESINA NETWORK**

**KMYX-FM 92.5/ KBDS-FM 103.9**

Bakersfield, CA 93313

**KSEA-FM 107.9**

Salinas, CA 93901

**KUFW-FM 90.5**

Visalia, CA 93227

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**RADIO CAMPESINA NETWORK**

**KCEC-FM 104.5**

Yuma, AZ 85365

**KNAI-FM 88.3**

Phoenix, AZ 85019

**5**

**KRZA 88.7FM**

Alamosa, CO 81101

**KUVU 89.3FM**

Denver CO 80205

**6**

**KANW 89.1FM**

Albuquerque, NM 87106

**7**

**KMBH 88.9FM**

Harlingen, TX 78550

**8**

**WRTE 90.5 FM**

Chicago, IL 60608

**9**

**WLCH 91.3FM**

Lancaster, PA 17602

**10**

**WCIW 107.9FM-LP**

Immokalee, FL 34143

**WDNA 88.9FM**

Miami, FL 33145

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**CADENA RADIO EDUCACIÓN**

**WRTU 89.7FM**

San Juan, PR

**WRUO 88.3FM**

Mayaguez, PR

**CORPORACIÓN DE PUERTO RICO PARA LA DIFUSIÓN PÚBLICA**

**WIPR 940AM**

San Juan, PR

**Allegro 91.3FM**

San Juan, PR



## **Latino Public Radio Consortium**

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