



NOW AIRING ON 35 STATIONS
(INCLUDING WXPB, KCSN, WTMD, WEXT, & WRUR)
AND IS GROWING FAST

***There Are 50 Million Hispanics Living In the US.
Plus Tens of Millions of Anglos Who Enjoy
Latin Rock, Funk, Hip-Hop & Electronica.
Is Your Station Overlooking
This Vital Public Radio Demographic?***

Launched in 2009 and Syndicated by WEXT Through PRX,
'The Latin Alternative' Is The First English-Hosted Public Radio Show
Dedicated to Latin Rock, Funk, Hip-Hop & Electronic Music.

Listen online at www.thelatinalternative.com

"When you're looking for a place to discover a broad range of Hispanic music, 'The Latin Alternative' is a great source of music discovery. For one hour each week, co-hosts Josh Norek and Ernesto Lechner curate an important music experience for listeners. We're excited to offer this show to our audience."

-Bruce Warren, Program Director of WXPB (Philadelphia)

"'The Latin Alternative' is a perfect match for KCSN. We're proud to serve our community and offer truly unique programming. We have no doubt that both Anglo and Hispanic listeners alike find this show to be stimulating and progressive. Josh Norek and Ernesto Lechner are two of the most musically knowledgeable experts in this genre that includes Latin rock, funk, hip-hop and electronic music."

-Sky Daniels, Program Director of KCSN (Los Angeles)

"As a Triple A station, WEXT has embraced artists like Manu Chao, Rodrigo y Gabriela and Ozomatli from the start. When we launched the station in 2007, we were surprised to discover that there was no syndicated Latin alternative public radio show we could pick up to air. So we thought 'why not create one ourselves?'"

-Chris Wienk, Program Director of WEXT (Albany, NY)

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