

Hispanic Media Company “La Mega Media, Inc.” Makes Radio Programming Changes

For immediate release

- La Mega Media, Inc. is pleased to announce its recent hire of Gustavo Aguilar as the new Programming Director. Aguilar will spearhead programming changes within the company’s three (3) La Mega radio stations, effective on Wednesday, May 1, 2019.

Columbus, OH (May 1, 2019)

La Mega Media, Inc. announced Gustavo Aguilar as its new Programming Director. He will lead programming changes at the company’s three (3) radio stations — La Mega 103.1 FM Columbus, La Mega 97.7 FM Cincinnati, and La Mega 87.7 Cleveland. Aguilar has over 24 years of radio experience. He worked as Program Director and an on-air personality at Norsan Media in Charlotte, North Carolina for 12 years. While there he programmed the La Raza Radio stations and launched the Latina Radio networks. Aguilar has extensive experience in the Regional Mexican format as well as Pop, Tropical & Urban Latin formats.

Aguilar’s experience, dedication and inspiration have already begun reshaping the radio stations to better fulfill the current and changing trends of the market. *“We will incorporate a more extensive music database, increasing the variety of Latin music styles and introduce new programs that offer a wide range of content beyond music,”* Aguilar remarked.

The music programming changes will take effect Wednesday, May 1st. Employing a completely innovative style, Aguilar aims to attract a diverse audience through a broader music database, integrated production platforms, exclusive promotions and content. *“We firmly believe the audience will embrace the new sound and production, designed to connect with a more diverse Latin community,”* said Aguilar, who will also engage the audience as an on-air radio personality and participate in La Mega concerts and special events.

About:

La Mega Media, Inc., is the largest Hispanic media platform in the state of Ohio. It operates three (3) radio stations in Columbus, Cleveland and Cincinnati and publishes four (4) newspapers, spanning the state of Ohio and reaching Pittsburgh and Northern Kentucky readers. La Mega Media provides music, news, information, entertainment and education for the Hispanic market and through its advising and consulting services, provides a bridge for clients to connect with the ever-expanding Spanish-speaking population.

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