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## **Radio Station Makes Virginia Broadcasting History**

For the first time in the Virginia Broadcasting Awards' 75-year history, a Spanish-language station has captured honors. La Selecta 1050 WVXX radio, based in Norfolk, won second place in the "Best Public Service" category in the large-market division of the competition, which is held each year by the Virginia Association of Broadcasters to recognize outstanding achievement by radio and television stations statewide. Never before has a Hispanic broadcasting outlet earned an award in the program.

La Selecta won for "Aprendiendo Inglés con La Gringa / Learning English with La Gringa," a Monday-through-Friday morning segment that teaches listeners English phrases. It is taught by co-host La Gringa, a non-Hispanic who learned Spanish as an adult and works alongside morning show host Ricardo Alegria.

"La Selecta should take great pride in winning this award because it demonstrates excellence in what radio does best, which is serving its community," said Virginia Association of Broadcasters executive director Douglas Easter. "This honor demonstrates that as the Hispanic population in Virginia has grown, La Selecta is committed to providing true service to its listeners."

The number of Hispanics in Hampton Roads nearly doubled between 2000 and 2010, according to the United States Census. Statewide, the demographic rose by 92 percent during that time. Hampton Roads is home to about 2,300 Hispanic-owned businesses, according to a 2007 study.

Olga Torres serves on the board of directors for the Hampton Roads Hispanic Chamber of Commerce. "This prestigious award represents the growing impact and presence of the Hispanic culture within the greater Hampton Roads community, and we are extremely proud of this achievement as it is an historic event," she said. "As a an active member of the local Hispanic

community, I truly value La Selecta's programming because it encompasses entertainment, education, news and the opportunity for local and national companies and organizations to reach their listeners."

La Selecta 1050 WVXX began broadcasting in 2005, offering a mix of Spanish-language news, information and music. The station's signal is 1050 AM and it streams live from [www.selecta1050.com](http://www.selecta1050.com). Its studios are located at 700 Monticello Ave., Norfolk.

"We are very proud to win in the Virginia Broadcasting Awards and to be the first-ever Spanish-language station honored," said Andy Hindlin, president and owner of Hindlin Broadcasting, which owns and operates La Selecta 1050 WVXX. "From our start, we have been dedicated to serving as a listener resource and excellent corporate citizen both within the Hispanic community and the entire Hampton Roads community."

The award-winning feature, "Aprendiendo Inglés con La Gringa / Learning English with La Gring," was launched in response to audience request.

"The station had been receiving many calls from listeners asking that it help the community by offering English lessons on the air," said La Gringa. "The segment is designed to assist our audience succeed in their daily lives by teaching phrases useful at work and in the greater community. Many listeners have told us the lessons have helped them immensely."

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