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FOR IMMEDIATE RELEASE

Selecta 1050 WVXX Makes Broadcasting History

For the first time in the 76-year history of the Virginia Association of Broadcasters Awards, a Spanish station has captured a top prize. Those involved say the win by Norfolk-based Selecta 1050 WVXX radio reflects Virginia's changing demographics and the commitment of Spanish-language broadcast outlets to serving the community.

Selecta 1050 won in the Best Public Service/Community Event large-market category for "Aprendiendo Inglés con La Gringa (Learning English with La Gringa)," a segment that teaches English phrases to the audience. It is aired live at 8:30 a.m. Mondays through Fridays during the morning show co-hosted by Ricardo Alegria and La Gringa, who conducts the segment. Alegria is a native of El Salvador and United States citizen; La Gringa is non-Hispanic American who learned Spanish several years ago.

"We congratulate Selecta 1050 on this historic win," said Douglas Easter, executive director of the Virginia Association of Broadcasters. He noted Selecta 1050 also made history last year by taking second place in the same category. It was the first time a Hispanic broadcaster had won any award in the competition. "The achievement by Selecta 1050 demonstrates its high quality and dedication to listener service. It also illustrates the impact of Virginia's growing Hispanic population."

The number of Hispanics in Virginia nearly doubled in the most recent U.S. Census and they represent one-third of the state's new residents, mainly through births rather than immigration. The median age of Virginia Hispanics is 26.

"We are very proud to receive this honor," said Andy Hindlin, president of Hindlin Broadcasting, which operates Selecta 1050. "We know our listeners rely

on us for information that is important to their daily lives and their families. Providing this service has been at our core since our founding eight years ago.”

Research demonstrates the impact of Hispanic radio. It reaches 97% of all Hispanics age 12 and over each week and on average, listeners tune in for 20 hours weekly – statistics that far exceed those of English-language radio.

“We thank all who have made it possible for us to achieve this distinction – our sponsors and advertisers, community leadership, and of course, our listeners,” Hindlin said.

Selecta 1050 WVXX broadcasts at 1050 AM and streams live at www.Selecta1050.com. Its terrestrial signal covers Hampton Roads, the Eastern Shore, and northeastern North Carolina. The station offers music, news and informational programming and hosts a variety of annual community events, including a job fair, two music festivals and a fundraiser for St. Jude’s Children’s Research Hospital. Its studios are located at 700 Monticello Ave., Suite 301, Norfolk.

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