



## MEDIA ALERT

# “Don Cheto” Secures #1 Position Among Spanish-Language Morning Radio Shows in Austin

### *Beats Univision’s “Piolin”*

**WHAT:** Liberman Broadcasting’s (LBI Media) popular Hispanic morning drive radio program, “El Show de Don Cheto,” has climbed to the top of the ratings charts on Emmis Communications’ new Regional Mexican radio station in Austin, KLZT-FM, 107.1 La Z.

According to Arbitron’s Winter 2010 ratings, from Monday to Friday, 6:00 a.m. to 12:00 p.m. CT among adults 18-49, “Don Cheto” scored a 4.7 share – #1 among Spanish-language radio stations in the market and #7 overall. Austin is a highly competitive Hispanic media market and Univision’s “Piolin” had previously been the top show until Don Cheto’s debut in December 2009.

**HOW:** “El Show de Don Cheto” delivers humor and insight to issues that are relevant to Hispanics living in the U.S. on topics such as immigration and unemployment. Hosted by 29-year-old Juan Razo, who portrays a 63-year-old wise uncle, “Don Cheto” serves the generations of Mexican-Americans living in the U.S. The six-hour live daily show entertains all members of the U.S. Hispanic family, targeting different generations and demographics, including first generation and bilingual Hispanics.

“Don Cheto” has certainly resonated with Austin’s growing Hispanic community, illustrating the show’s ability to impart laughter, music, fun and infinite wisdom to KLZT’s listeners.

**WHO:** Liberman Broadcasting, the largest privately-held, minority-owned Spanish-language broadcaster in the U.S.

**WHERE:** Emmis Austin Radio’s KLZT-FM, 107.1 La Z

**WHEN:** Monday to Friday from 6:00 a.m. to 12:00 p.m. CT

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