

UNIVISION RADIO ON-AIR PERSONALITIES



El Caballero Azteca

("The Aztec Gentleman") is the charismatic leader of the Piolin Street Team 5am-10am



Piolin and La Nueva cover the streets of San Diego every single weekday morning - connecting and interacting with listeners at the wildly popular appearances.

Turn out for these exclusive station appearances is impressive! It allows clients and the station unfettered access to **dedicated, active and passionate Hispanic consumers.**

Ask us about how a Piolin Street appearance can help drive traffic to your retail location, increase brand awareness and drive ROI at your points of sale.



Monica Hernandez

La Nueva 106.5 FM 10am-3pm



Monica Hernandez “La Chula” is La Nueva 106.5 FM’s On-Air Personality. Her 11AM-3PM timeslot Monday through Saturday, is between the extremely successful “Piolin por la Mañana” morning show and the “El Jarocho” afternoon show.

“**La Chula**” has established herself as one of the border region’s most recognizable radio personas. Prior to joining La Nueva 106.5 FM, she hosted a number of popular shows on Regional Mexican stations, including a successful morning show on a competing radio station.

Apart from her radio career, “**La Chula**” is also an established television host and a dynamic singer. She is currently working on her second full-length CD as a solo artist, is a devoted mother of two and extremely active in the San Diego Hispanic community with her Cafesitos forums.



El Jarocho

La Nueva 106.5 FM 3pm-7pm



Milton Andrade, better known to La Nueva 106.5 listeners as “**El Jarocho**” is now in charge of the coveted 3-7PM daypart on **La Nueva 106.5 KLVN-FM**. The veteran radio host has been a constant presence in the border region for the past 20 years and has helmed successful shows in all major dayparts for various broadcasters.

Andrade was raised in Veracruz, where he acquired his nickname of “**Jarocho**” reserved for people from the southern Mexican state. He began his broadcasting career in Baja California hosting a number of successful shows.

He was quickly embraced by **La Nueva’s** audience when he joined in 2007 thanks to his dynamic personality behind the mic and his energetic live appearances that frequently include clowns and tremendous prize giveaways.



Juan Cedeño

La Nueva 106.5 FM 7pm- Midnight



Juan Cedeño is KLNK's Image Producer and is a longtime station personality. Juan is far from being a stranger to KLNK. For over six years he was a part of the "El Gallo y La Bola" morning show, and worked as a weekend DJ as well as the station's creative and image producer. He is currently KLNK's fulltime Image Producer and continues to serve as a station personality. Prior to joining KLNK in 1999, Juan had already gained significant experience in radio through his tenure at different Baja California and Tijuana radio groups.

Juan Cedeño's love for radio lays in the human interaction he can have during station appearances and on-air shifts, along with the creativity he can exercise while working behind the scenes.



Alejandro Navarro (“Ojitos”)

La Nueva 106.5 FM Saturdays 7pm-12midnight



Ojitos is KLNv’s young and talented mega mixer personality. Alejandro is far from being a stranger to KLNv. For years he was a part of the promotions street team and continues to host van hits along with “El Caballero Azteca” at each *Piolimobil* location every single morning. He also works as a weekend DJ, is the KLNv’s fresh face! His fun personality as well as live radio mixes, capture a vast audience.

He is 25 years old from Baja California, Tijuana and is an avid Xolos soccer fanatic. Alejandro’s love for radio lies in the human interaction he has with his audience, along with the creativity he can exercise while working behind the scenes.



Jorge Galaz

La Nueva 106.5 FM (*Piolin Por La Mañana Local Host*) 5am- 10am



Jorge Galaz is our local host for #1 Piolin por la Manana Show! In addition to his on-air presence Jorge is one of our top draws for onsite client promotions and major events creating excitement and listener participation at retail activations! Jorge is a family man who profoundly enjoys the quality of life San Diego offers its residents. He is an avid bike rider constantly competing and riding through several San Diego trails and peninsula of Baja California.



5-10AM
Piolin



Juan Carlos Munguia

Recuerdo 102.9 FM 6am-10am



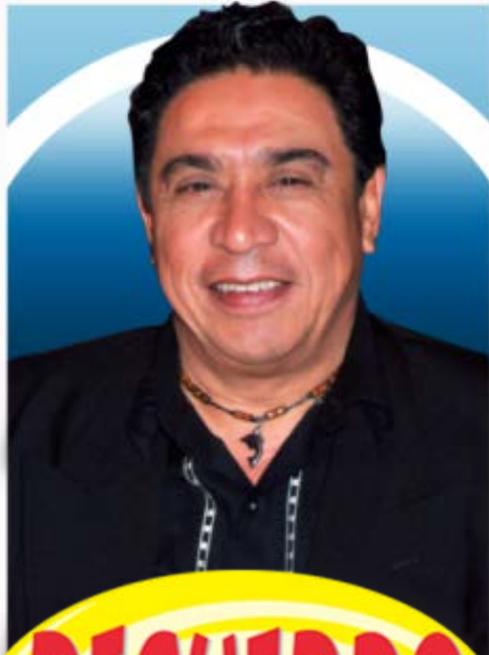
Juan Carlos “JC” Munguia was born in Guadalajara, Mexico, raised in Michoacán and later lived in Mexico City for several years. JC started his career as a DJ in a small radio station in Calexico, California. He then moved from station to station, from city to city, and from state to state until he became experienced enough to move to “the major leagues.” JC worked in a radio station in Los Angeles for seven years before he decided to move to San Diego and 102.9 in 2003. He was an on-air personality for several years before becoming Recuerdo’s fulltime programming director, as well as the interface for Recuerdo’s morning show. JC can often be found entertaining large crowds with his incredible sense of humor at various station events and appearances.

Juan Carlos considers himself a classic “Tapatio,” romantic, easy going and a little bit of a dreamer. He enjoys swimming, running, playing tennis and physical fitness. His major hobby? Living life to the fullest!



Luis Antonio Barton

Recuerdo 102.9 FM 3-7pm



RECUERDO
102.9 FM

Luis has been on Univision Radio Airwaves for over 10 years and counting. With his sophisticated voice and appealing demeanor, Luis Barton is a perfect fit for the Recuerdo format. A past recipient of a San Diego Radio Broadcasters award, Luis is one of the most seasoned Spanish-Language voices in Southern California. Prior to coming to San Diego, Luis was heard over the airwaves in Los Angeles and throughout Texas. Luis hosts the evening drive on Recuerdo and is one the station's most sought after personalities, often attracting crowds to various events and appearances.

Luis is a family man who profoundly enjoys the quality of life San Diego offers its residents. He is a seasoned world traveler and participates in various cultural events year round. He is a lover of the culinary arts and prides himself on dining in some of the finest restaurants San Diego has to offer.



Silvia Tapia

Recuerdo 102.9 FM Mid-day *Weekends*



Host of the popular weekend mid day show, **Silvia Tapia** continues to build a loyal audience. Born in Tijuana, Baja California, Silvia came to the United States at the age of three. As an adult, Silvia has become a significant part of San Diego Radio. With her soft, classy voice and sophisticated style, Silvia Tapia is a perfect fit for Recuerdo 102.9FM. Silvia has become a favorite among listeners throughout her many years with Univision Radio! Off the air, Silvia is involved in client and station promotions, always drawing a crowd of fans keeping them by her side for hours! Silvia is a hardworking, professional woman that pursues her day with incredible energy and enthusiasm.



Felipe Castañeda

Recuerdo 102.9 FM



Born in Los Angeles, but he made his name in the San Diego area throughout the past two decades thanks to his distinguished on-air career.

Castañeda made his first foray into radio at the age of 23 and has held a number of positions within prominent Radio and TV groups throughout California including Hispanic Broadcasting, Azteca America and Univision Radio. Castañeda is a multiple San Diego Radio EAR Award winner and is known for his deep, resonant and impactful voice. Felipe enjoys playing guitar and traveling. He's a passionate music fan and counts Soda Stereo, Pearl Jam, The Kinks and Jane's Addiction among his favorites. He also believes that music has the power to transform lives.

