

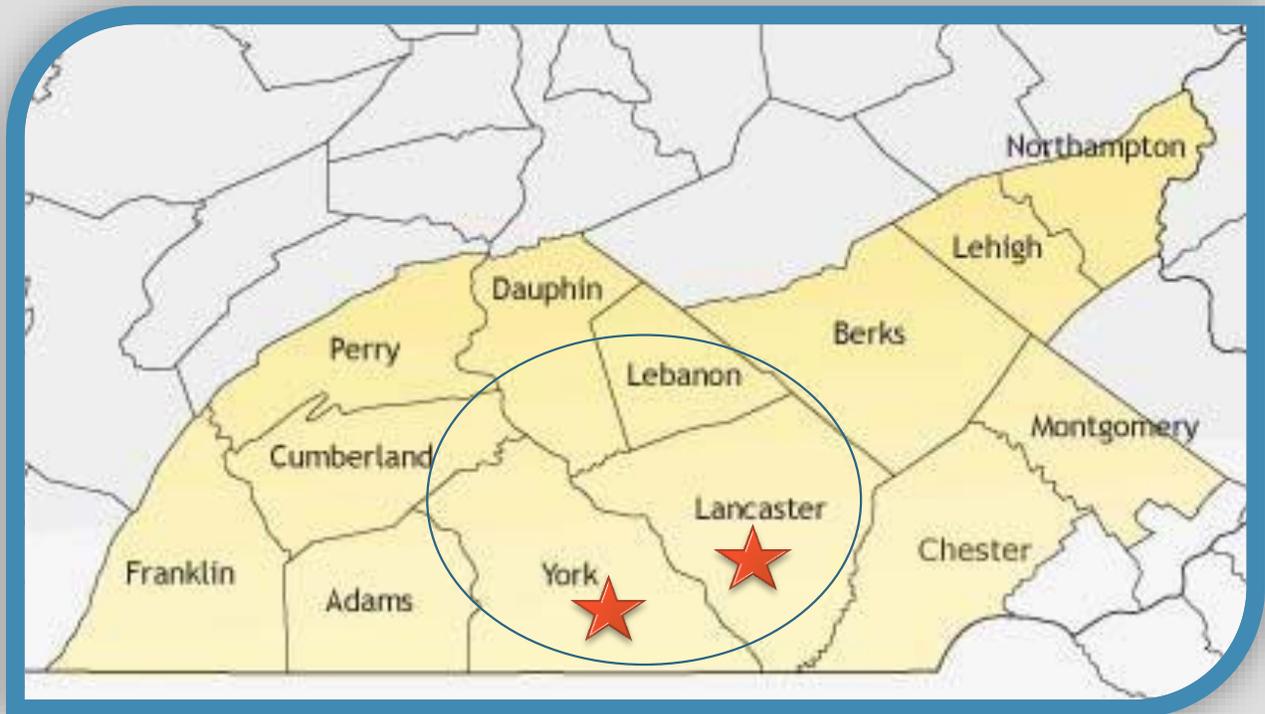


MEDIA KIT



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Reach one of the fastest-growing, diverse and upwardly-mobile Hispanic markets in the U.S. – *South Central Pennsylvania*



About WLCH Radio Centro/Tele Centro

WLCH began broadcasting on September 14, 1987 and has provided consistent programming for a quarter of a century. On August 2, 2005 we began broadcasting in the city of York on the 100.3 FM frequency.

WLCH Radio Centro is a program of a 501(c) 3 non-profit organization (Spanish American Civic Association). Being a non-commercial radio station, we rely on sponsorships and the underwriting of programs, fundraising and support from the community. We receive a grant from the Corporation of Public Broadcasting (CPB) to assist us in providing programming.

WLCH Radio Centro provides loyal listeners with many music programs that range from Alegre Despertar (Puerto Rican folk music), Mundofonias (world music) and Jazzarama (Jazz & Latin Jazz).



The community is able to receive a wide array of news and public affairs programming, such as: Café Con Leche (a daily news and public affairs program), Cita Con Su Salud (a weekly health education & prevention program) and Latino USA (a weekly national radio news magazine on Latino issues).

Tele Centro's cable access channel 949 Lancaster, simulcasts some of WLCH's programs and produces many its own cultural and public affairs programming. In 2015, we were able to make an arrangement with White Rose Community TV in York, PA, to simulcast on their cable TV signal our morning flagship program "Café Con Leche."

Our Hispanic Community of South Central Pennsylvania



There is continuous growth of the Latino population in South-Central Pennsylvania, for example:

- City of Lancaster, PA, Hispanic residents comprise 45% of the population
- City of York, PA, Hispanics residents comprise 40% of the population

The growth trend are also reflected in school districts:

- Lancaster School District has a 65% Hispanic student enrollment
- York City School District has a 45% Hispanic student enrollment



Many school districts outside of the cities have seen their Hispanic student enrollment rise from 10% to 20%.

The 2010 census (conducted 7 years ago), indicated that the following population levels Hispanic residents in the following counties:

- Lancaster – 44,944
- York – 24,397



Our Audience – Your Customer

Every day, WLCH reaches a highly-desirable and expanding market of Hispanic consumers throughout south central Pennsylvania. Our listeners and viewers are among the most loyal in any medium. The majority of our audience tunes in 6 or more days each week, they spend an average of 9.2 hours a day listening and has listened for more than 10 years – compared to 4 hours on other stations. More than three-quarters of listeners are in the 18-44 age demographic.

Our listeners, viewers and online audiences place a high value on their Hispanic heritage, and favor brands that understand this. When you underwrite WLCH and Tele Centro TV you have the daily opportunity to tell our listeners and viewers that you value programming that not only entertains, but also teaches, inspires and broadens horizons.

Supporting our programming communicates that your company sees the importance of supporting something the listeners value ... that a company with a presence on Hispanic public radio and television is a company that shares their values, and is a company with which they are more likely to do business. This “halo effect” is the ultimate connection between your company and our audience.

Let your message stand out in the uncluttered atmosphere of public media. We believe our underwriters are special - and our audience does, too.



Why Choose WLCH/Radio Centro And Tele Centro?

1. Deliver your message in an uncluttered environment
2. Partner with the region's only source for Latino music, community information and news
3. Support a highly effective Spanish-language broadcast media in a highly-desirable and expanding market of Hispanic consumers.
4. Raise your brand's credibility and top-of-mind-awareness among the most loyal listeners and viewers around
5. Provide your brand with a powerful public relations tool
6. Be a part of the solution that helps unite communities across ethnic, social, economic, cultural and linguistic differences

*For more information on becoming
a WLCH/Radio Centro and/or Tele
Centro sponsor, please contact
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