

MAXIMIZING HISPANIC OUTREACH

RADIO, SOCIAL MEDIA & EVENTS

***STRATEGIES TO LEVERAGE RESOURCES
FOR SUSTAINABLE GROWTH***

» PRESENTATION 2025

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**La
Pera
Radio
TV.com**



WASHINGTON IS LISTENING TO SPANISH RADIO LA PERA

EVERY CITY AND EVERY COUNTY IN THE STATE



MUSIC, NEWS AND TALK RADIO FORMAT

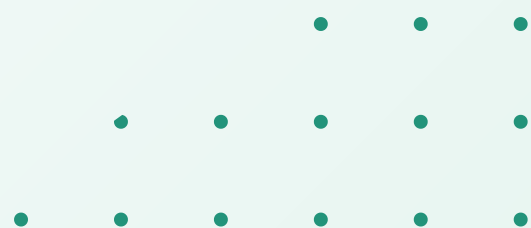
3 radio stations with different music to satisfy the listeners with their favorite music style. Local, regional, state and National News.

DIFFERENTIATION

We are 100% community oriented and we make an effort to keep our community informed with REAL NEWS FROM THE SOURCE NOT FAKE NEWS

FOCUS STRATEGIES

We have a perfect combination of radio recorded announcements with live mentions and live in studio interviews or via phone if is convenient. Social Media presence with bilingual/bicultural conection





RADIO ON LINE VS. FM



All fm radio stations have a limited coverage signal and large operation budget that makes the advertising fees higher than on line radio

On line radio has the capacity to reach evry state, wide audience and less chance of loosing signal with less static making it very cost effective

- ✓ **Live interviews anytime**
- ✓ **24/7 on air on line**
- ✓ **Live morning show**



RESOURCE ALLOCATION STRATEGY



» Aligning resources with business goals

We create a partnership focused on your organization with short, mid and long term goals. We make a plan and define the steps to take and review on a monthly basis or weekly if desired.

» How to decide where resources should be focused

Every organization has goals to accomplish and we concentrate and make sure we are all in the same page to define what is the next step to accomplish our goals

» Regular planning for optimizing resource use

We discuss with you and your team when is appropriate to make sure we have an understanding and that we are in to help and promote the messages, the ideas, the plans, the campaign with the same objective that is to do the best we can to get the results we are looking for



3 RADIO STATIONS TO SERVE BETTER



MUSICA TROPICAL

Dancing music our the morning show, high beat energy encouraging listeners to enjoy the morning drive to work and listen to our news segments or live interview 6am-10am Mon-Fri



MUSICA NORTEÑA

Connect with your traditional music, mariachi and some banda. Music and special reports, interviews and podcast with local or regional information. State wide entities and organizations



MUSICA ROMANTICA

Love songs and oldies but goodies, classic hits Empowerment conversations with experts, community leaders, entrepreneurs and people with a inspirational talk.



RADIO PERSONALITY DJ MORNING SHOW

✓ 6am to 10am Monday to Friday

Wake up to the dynamic voice and get up and dance to rhythm of TIO TONY spicy talk and news reporting with his own style and with special blend of spicy conversation.

✓ Special VIP guest in studio or via phone

Local guest with interviews sharing information to help improve quality of life in our community. Spanish language or bilingual guests representing local business or city , county or state entities

✓ Radio on line LIVE from your location

Traveling show, with a 3 hour live from any location , we can broadcast from you office or any restaurant in your area and invite other business owners or any organization with resources, for a great networking opportunity



SOCIAL MEDIA PRESENCE

- » Bilingual Fliers, posters, pictures
- » Video clips pre produced
- » All social media platforms

Posting daily, reposting, sharing and resharing with captive audience access to near 100k people. includes followers, members of groups, friends and relatives helping to create the traction and people to take action with the urgent message.



We have a person in charge of doing social media management to enhance our presence in all different platforms with activities on a daily basis to create traction with all our postings .

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COMMUNITY EVENTS AND PARTNERSHIPS

01 Radio with nonprofits

Most nonprofit agencies have a need to promote their services or resources and we are the perfect partner to develop that relationship with the people in the community

01 Local Community Events

Small work shops 20/50 people
Medium size events: Health Fairs, grand openings
Large: Cinco de Mayo, Mexican independence
2 to 3 day events with over 1,000 people per day

01 Leadership and alliance Development

Network and allied state agencies that help with business plans and business expansion are perfect examples to promote in our community



CALENDAR OF EVENTS

January 6th... Fiesta Rosca de Reyes

February 2nd.. Dia Nacional del Tamal

March 4th Sat...Kite fiesta Kids event

April 30thDia del niño Festival

May 5thor near Cinco de Mayo Fiesta

May 10thor near Dia de las Madres

June 3rd.Sunday Fathers Day Fiesta

July 4thor near USA Independence

August .6thor near Salvadoran Day pupusa festival

Sept 15thMexican Independence

Oct 31st or near Halloween Festival

Nov 1st & 2nd ...Day of the death altar displays

Dec 24th or prior POSADA DAYS 7 DAYS OF FIESTA

We can also plan an special event to make sure it allignes with your priorities





Live in the studio



Live in the community



Live in your location





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THANK YOU

FOR YOUR ATTENTION

» PRESENTATION 2025



More Information
www.HispanicMediaEvents.com
www.LaPeraRadioTV.com

