



“FIESTA ALEGRE”

SPANISH RADIO PROGRAM

For many years the Hispanic Community has, in a great way, contributed to the development of the United States and has greatly multiplied itself. The same is happening here in Jackson.

Fiesta Alegre has served Jackson, Michigan listeners for over 52 years. The growth of our Spanish station has been amazing. Not only do we offer a traditional radio airing, but our listeners now have more options. They can also enjoy their favorite Spanish music by streaming online or on our WKHM app while at home, work, and even while on vacation.

The Mexican Community has doubled in the last decade in Jackson County. WKHM, is the only station in Jackson County offering Ethnic programming every Sunday morning from 10:00 a.m. till noon. By Sponsoring “Fiesta Alegre,” we can assist you as an Advertiser by reaching the Spanish community. This offers a unique opportunity for the growth of your business and/or event.

Your commercials will be uniquely aired Bi-lingually, in both English and Spanish. Let’s schedule time to discuss the Sponsorship packages I am offering.

For more details, you can reach me at (517) 745-2305.

I am looking forward to assisting you.

Juan Rodriguez
Program Director

FIESTA ALEGRE: Over 52 years of service to the Hispanic Community

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