VOCALO ANNOUNCES
NEW HOSTS AND EXPANDED SPANISH-LANGUAGE
SUNDAY PROGRAMMING
JESÚS ECHEVERRÍA AND ROCÍO SANTOS ON SUNDAYS, NOON-8 PM, STARTING AUGUST 18

(August 13, 2013) Chicago Public Media welcomes new hosts Jesús Echeverría and Rocío Santos, who will host expanded Spanish-language music and talk blocks on Vocalo 89.5 FM & 90.7 FM beginning this Sunday, August 18. This augments the Vocalo en Español initiative to make all-day Sundays a destination for Spanish-language programming. The new programming block follows La Hora del Son hosted by Juan Rivera at 10 a.m. and Beat Latino hosted by Catalina Maria Johnson at 11 a.m. From noon until 8 p.m., Echeverría and Santos will curate an eclectic mix of Latin Alternative music, stories and conversation with local community members and local media. Echeverría hosts from 12-4 p.m. followed by Santos, 4-8 p.m.

“We’re hoping to introduce the public radio brand to Spanish language audiences,” says managing director Silvia Rivera. “Our goal is to create a new model for Spanish language public radio in the spirit of what Radio Arte did for many years. We’re programming music you won’t hear on the commercial radio dial. Once in, we want to engage Latino communities by featuring community narratives that are rarely celebrated in the media.”

Both new hosts have a history with Radio Arte and WRTE, the signal that was acquired by Chicago Public Media in 2012. Santos was involved with Radio Arte’s training program and Echeverría served as program director for WRTE.

In 1997, Jesús “Jesse” Echeverría became one of the first young people selected to design the youth-media training program, “Radio Arte,” an initiative that created programming for WRTE 90.5 FM. Jesús went on to serve as Program Director for WRTE (1997-2003), where he instituted a pioneering bilingual music format, specializing in Latin Alternative. During his tenure, Jesús helped co-produce live music shows featuring then emerging and now internationally recognized artists, such as: Gustavo Cerati, Nortec Collective, Santa Sabina, Julieta Venegas and Ely Guerra. Since 2004, Jesús has worked for Univision Radio as an entertainment and news talk show producer. He’s also the current co-host & producer of Rock
**Sin Anestesia**, the longest running Latin Alternative music show in the U.S., airing on WLUW 88.7 FM, Loyola’s University college station in Chicago.

**Rocío Santos** began her radio career in 2004 when she joined Radio Arte’s training program. After receiving training in radio and audio production, Rocío went on to produce several audio documentaries for WRTE 90.5 FM, including a weekly Spanish-language arts-and-culture program called *Audiofilia*. She also created a weekly two-hour Latin Alternative music show called *Laverinto*. Since 2006, Rocío has co-hosted & produced *Rock Sin Anestesia*, and recently participated in Vocalo’s Storytelling workshop.

Confirmed guests for Sunday, August 18 include **Dos Santos Anti-Beat Orchestra** (Cumbia music), **Contratiempo** publishing and writing center, local Son Jarocho musicians **Jaime Garza** and **Diana Hinojosa** (organizers of Encuentro de Jaraneros of the Midwest), dance artist **Xenia Rubinos** and author **Raul Dorante** (*De zorros y erizos*).

“I’m looking forward to joining Vocalo in promoting the diversity of Latino music and to connecting audiences to the rich artistic and social movements happening in these communities,” says Echeverría.

“Vocalo is embarking on a great new phase. The Latino community can look forward to Vocalo becoming a destination for quality Spanish-language programming with a fresh mix of music, stories and conversation,” Santos says.

**Vocalo.org** is a next-generation public media service that connects with younger, culturally diverse audiences through music and stories. It was established in June 2007 as an initiative of Chicago Public Media to make public radio more open to the public at large.

**Chicago Public Media** is an institution that creates award-winning content for people seeking to learn more about the issues and ideas that affect our community, our nation and our world. Chicago Public Media produces programs such as *This American Life*, *Sound Opinions*, *Wait, Wait...Don’t Tell Me!* (a co-production with NPR), *The Morning Shift*, *The Afternoon Shift*, *Worldview* and *Radio M*. It operates WBEZ 91.5 FM, one of the country’s premiere public radio stations, along with Vocalo 89.5 FM and 90.7 FM.

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