

# Entravision Radio Network's Shoboy Show Expands Coast to Coast Coverage with Four New Affiliates

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SANTA MONICA, Calif.--(BUSINESS WIRE)-- **Entravision** (NYSE: EVC), a leading global advertising solutions, media and technology company, announced today that the Shoboy Show hosted by Edgar "Shoboy" Sotelo is now being syndicated by four new affiliate stations including: Jacksonville, FL on WYKB-FM, Bakersfield, CA on KBQF-FM, Atlantic City, NJ on WSJO-FM and Scranton, PA on WGGY-FM.

The Shoboy Show is a feel-good entertainment experience that's real, relatable and fun. The program is the only bilingual Latino radio show that airs Monday through Friday throughout the daytime listening lineup and is now being syndicated in nine states ranging from California to Florida. Since the show's inception in 2020, Entravision has had an exclusive sales agreement to represent the Shoboy Show nationally on a network basis and continues to expand the program's market base each year.

Starting in August 2020, the Shoboy Show launched in McAllen, TX (KKPS 99.5 FM), Sacramento, CA (KHHM 101.9 FM) and Stockton-Modesto, CA (KCVR 98.9 FM); followed by Albuquerque, New Mexico (KJFA 102.9 AM-FM) in October and in Salt Lake City, UT (KBMG 106.3 FM) in November.

In the show's second year of airing, the Shoboy Show debuted in six more markets, including Santa Barbara-Santa Maria, CA (KRTO 97.1 FM) in January 2021, followed by Las Vegas, NV (KRRN 92.7 FM) and Palm Springs, CA (KPST 103.5 FM) in March, San Diego, CA (XRST 107.7 FM) and Houston, TX (KLOL 101.1 FM) in June and Washington, DC (WLZL 107.9 FM) in November.

With the additions of the Jacksonville, Bakersfield, Atlantic City and Scranton markets, 15 stations now syndicate the award-winning program.

## WHERE:

FLOW, 105.3, WYKB-FM, Jacksonville FL

Kalor, 104.3, KBQF-FM, Bakersfield, CA

PLAY, 93.9, WSJO-FM, Atlantic City, NJ

La Mega, 94.9, WGGY-FM, Scranton, PA

"We are very excited to continue the expansion of the Shoboy Show, which has consistently driven instant engagement with listeners," said Nestor Rocha, Entravision Radio's Vice President of Programming. "The Shoboy Show is part of the biggest music and lifestyle movement in the world. It's bilingual, trendy, and personality-driven and a fast rising radio show."

"What a great opportunity to welcome even more listeners to our familia," said Edgar "Shoboy" Sotelo. "As we continue to expand our reach across the US, it is clear that listeners are searching for representation of their bicultural Latino lifestyle on the radio. I am so happy that the Shoboy Show can provide that exact opportunity, and I am grateful to all of our program directors for continuing to provide us with amazing opportunities to connect with listeners across the nation."

In addition, Mr. Sotelo will be co-hosting the annual Radio Ink Hispanic Conference that begins on Wednesday, June 22, 2022. Mr. Sotelo has been nominated for Radio Ink's Syndicated/Personality of the Year. In addition to hosting the event, Mr. Sotelo will also speak on a panel on Thursday, June 23 at 11:30 am ET. Alongside his fellow panelists, Mr. Sotelo will discuss the topic of "Content is King," and how to expertly drive listeners to the air waves. Prior to the panel, Entravision will be sponsoring a breakfast for all event attendees. For more information on the conference and to view the full agenda, please visit [hispanicradioconference.com](https://hispanicradioconference.com).

## About Entravision Communications Corporation

Entravision is a leading global advertising solutions, media and technology company connecting brands to consumers. Our dynamic portfolio includes digital, television and audio offerings. Digital, our largest revenue segment, is comprised of four business units: our digital sales representation business; Smadex, our programmatic ad purchasing platform; our branding and mobile performance solutions business; and our digital audio business. Through our digital sales representation business, we connect global media companies such as Meta, Twitter, TikTok and Spotify with advertisers in primarily emerging growth markets worldwide. Smadex is our mobile-first demand side platform, enabling advertisers to execute performance campaigns using machine learning. We also offer a branding and mobile performance solutions business, which provides managed services to advertisers looking to connect with global consumers, primarily on mobile devices, and our digital audio business provides digital audio advertising solutions for advertisers in the Americas. In addition to digital, Entravision has 49 television

stations and is the largest affiliate group of the Univision and UniMás television networks. Entravision also manages 46 primarily Spanish-language radio stations that feature nationally recognized, Emmy award-winning talent. Shares of Entravision Class A Common Stock trade on The New York Stock Exchange under the ticker symbol: EVC. Learn more about all of our media, marketing and technology offerings at [entravision.com](http://entravision.com) or connect with us on **LinkedIn** and **Facebook**.

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