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Multimedia Mogul Raúl Alarcón Joins MMTC Board of Directors

WASHINGTON, D.C. (April 25, 2019): The Multicultural Media, Telecom and Internet Council (MMTC) announced today that Raúl Alarcón, Chairman and CEO of Spanish Broadcasting System (SBS), has been elected to serve on MMTC's Board of Directors. For over three decades, Mr. Alarcón has championed Hispanic media ownership and demonstrated an unwavering commitment to fostering and promoting Latino talent and artistry. SBS is a publicly-traded multimedia and entertainment owner/operator/provider serving Latino audiences and advertisers throughout the U.S. and Puerto Rico.

Mr. Alarcón's success story symbolizes the tenacity of an entrepreneur who transformed a single AM radio station in 1983 to a portfolio of media assets across all platforms. SBS's portfolio includes a radio division comprised of heritage FM outlets (including America's most-listened-to Latino station, WSKQ-FM in New York City) operating in the top Hispanic markets of New York, Los Angeles, Miami, Chicago, Houston, San Francisco, and Puerto Rico; the 250+ affiliate AIRE Radio Networks; Mega TV, a network television operation with over-the-air, cable, and satellite distribution; SBS Entertainment, the largest independent producer/promoter of Hispanic concerts and events; and LaMusica, a music and video streaming mobile app catering to Hispanic Millennials.

"Raúl Alarcón is an invaluable addition to MMTC's Board of Directors," stated MMTC Board Chair and Treasurer Ronald Johnson. "His vision, ideals, and commitment to his community align perfectly with MMTC's stated mission and goals of creating opportunities for communities of color in media, telecom, and tech. I look forward with alacrity to working with Director Alarcón on the values we both share for diversity, inclusion, and advocacy. Undoubtedly, his presence will help to foster and continue collaboration with MMTC's partners and supporters – cornerstones of our success."

"Raúl's demonstrated success from radio, to TV, to music, to a mobile app targeted to Hispanic Millennials reveals his passion for uplifting Latino voices and are a testament to MMTC's cause," stated MMTC President and CEO Maurita Coley. "We are very excited to count him among our most trusted advisors."

"I have worked with MMTC for many years, and I am honored to serve as a member of its Board of Directors," stated Alarcón. "I recognize the importance of providing the proper tools for the next generation of voices and leaders in order to succeed, especially to those within minority communities. MMTC's core values and mission of providing advocacy and opportunities for those communities is one that I am personally committed to, and I look forward to seeing the great work we will accomplish together."

Mr. Alarcón has previously served on MMTC's Board of Advisors and delivered opening remarks at MMTC's recent Broadband and Social Justice Summit. A video of the session that includes Mr. Alarcón's remarks is available [here](#).

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About MMTC:

The Multicultural Media, Telecom and Internet Council (MMTC) is a non-partisan, national nonprofit organization dedicated to promoting and preserving equal opportunity in the mass media, telecom and broadband industries, and closing the digital divide. MMTC is generally recognized as the nation's leading advocate for multicultural advancement in communications.