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## BUSTOS LAUNCHES PORTLAND'S ONLY LOCAL NEWSCAST

**Portland, Oregon (5/31/11)** – Bustos Media launched today NOTICIERO 1520. It is the only local radio newscast. The three minute newscast will air at the top of the hour from 6AM to 10 AM on **La GranD 1520 AM**. It will be focus on local news items affecting the Hispanic community.

Amador S. Bustos, President and CEO of Bustos Media said, *“We are very proud to bring Portland a local newscast. It is particularly significant because other than the Bustos Media Group, all other Spanish language stations take their morning drive programming from national syndicated networks which have little local content or relevance.”*

NOTICIERO 1520 will be anchored by Mr. Roger Rivero who has a long history broadcast and print journalism. Mr. Rivero said, *“I am pleased to join the Bustos Media team of professionals to fill, what in my view has been, a glaring void in the service to the Hispanic community in the Portland market.”*

Any news items may be sent to Mr. Rivero at: [Noticiero1520@bustosmedia.com](mailto:Noticiero1520@bustosmedia.com)

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### **About the company:**

Bustos Media is a privately-held company based in Portland, Oregon. It operates two FM and four AM stations. Besides Spanish, Bustos Media owns Portland's first full-time Russian language station (1010 AM).