



**Katz
Multicultural**

- Katz Multicultural is the industry's single largest multicultural offering in the audio space and is uniquely positioned to deliver both Hispanic and Black assets. With Katz's leading broadcast stations, Unidos and United digital networks, and culturally relevant marketing campaigns, Katz has the scale and resources to take any advertiser to market.
- Katz has had a long and proud commitment to multicultural marketing, dating back over 30 years. Today, with over 527 radio stations—237 of which are Spanish Language formatted—Katz represents some of the industry's premier minority owned and targeted broadcasters, including Univision, Spanish Broadcasting System (SBS), Entravision, Merulo Media, Radio One, and Norsan Broadcasting, among others.
- Katz Multicultural's Spanish Language and Urban radio stations represent nearly 22% of the KRG's 2021 first half billing.
- Local news and local TV content is very important to the viewers. Black Americans consume over 11 hours of news programming, Hispanic viewership is up 66% over the prior year, and Asian viewership is up over 86%.
- As multicultural marketing becomes increasingly more important to the advertising industry, Katz is perfectly positioned for continued future growth.

Content Club

- ▶ [Defining Latino: Young People Talk Identity, Belonging](#)
- ▶ [Mayim Bialik's Breakdown](#)
- ▶ [My Time Among the Whites: Notes from an Unfinished Education](#)

Staff Spotlight: Rick Ramos



Rick Ramos currently serves as the Senior VP of Multicultural Partnerships at Katz Multicultural. His extensive career includes NY Sales Manager of Katz Hispanic Media; VP Regional Sales Manager of HBC National Sales; VP of Univision National Sales; and SVP, Director of Sales for Business Development at Eastman Radio. Throughout his career, Rick has been nominated multiple times for the Marketer of

the Year Award, along with many other recognitions. He has worked with many of the top Hispanic radio companies including Univision Radio, SBS and Entravision. Outside of the office, Rick is an active member of the Hispanic Audio Coalition and the RAB Multicultural Committee. He enjoys spending time with his family at many of the parks, beaches, and boardwalks of the Garden State.

What's Happening

- President Biden recently announced plans to nominate three Latino Americans to serve on the federal judiciary. Nominees include Gabriel Sanchez, to serve on the U.S. Court of Appeals for the 9th Circuit; David Herrera Urias to serve on the U.S. District Court for the District of New Mexico; and Hernán Vera, to serve on the U.S. District Court for the Central District of California.

Let's Recognize

- This month marks the 20th anniversary of the September 11th terrorist attacks on the United States. Stronger Together remembers those who lost their lives, and honors the courage of the countless individuals who put their lives at risk in order to rescue, alleviate and bring solace to all in the aftermath.
- National Hispanic Heritage Month is September 15th to October 15th. The month-long observance celebrates the histories, cultures, and contributions of Americans whose heritage is rooted in all Latin American countries.
- September is National Suicide Awareness Month. September 5th–9th is National Suicide Prevention Week, and World Suicide Prevention Day is September 10th. This month is dedicated to raising awareness and opening the dialogue about suicide prevention.

DEI Toolkit

The diversity, equity and inclusion toolkit will serve as a resource corner for terms, definitions, training and information.

Latinx • adjective

A gender-neutral English neologism, sometimes used to refer to people of Latin American cultural or ethnic identity in the United States.

