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For Immediate Release:

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Isabel “Isa” González Joins Cali 93.9! Veteran Programmer Named Content and Brand Director

(Cali 93.9 KLLI - Los Angeles) Meruelo Media is proud to announce that veteran programmer Isabel “Isa” González has joined the company as Content and Brand Director for Spanish CHR station “CALI 93.9” KLLI-FM Los Ángeles. Isabel was most recently at Univision Radio where she was Sr. Content Director and Music Specialist for KLVE, KRCD and a group of other Spanish language stations for the past 9 years.

“Isa is a proven winner in one of the country’s most competitive markets,” stated Otto Padrón, Meruelo Media President and CEO. “Her talent, leadership and exceptional cultural insights will be instrumental in shaping the sound, image and unique brand position of the new CALI 93.9, home of the hottest music today!”

Isabel “Isa” Gonzalez is a tested radio veteran with a long career that expands more than 25 years. She began at 16 years old as a weather and traffic reporter in KLVE and KNTQ in Los Angeles. Her passion for music and special ability to build consensus led her on a programming path where her creative direction, talent development and content strategy forged a winning record. As such, in 2017 and 2018, Isabel was recognized as one of America’s best program directors. Isabel has worked the full spectrum of radio formats from talk to regional Mexican and Spanish pop. Her vision and management style, has allowed her to guide multiple winning radio teams through the most demanding situations and performance environments.

Born and raised in Los Angeles with strong family roots in México, Isabel is fully bilingual and uniquely bi-cultural. “CALI 93.9 is the perfect fit for me, because it reflects my duality” remarked Isabel, “The opportunity to work alongside veteran Power 106 PD, Emmanuel ‘E-man’ Coquia is a professional blessing.” continued Isabel, “The responsibility to lead the amazing staff of the new CALI 93.9 is a privilege - ¡vamos con todo!”

About Meruelo Media

Cali 93.9 FM (KLLI-FM) is a Bi-lingual Rhythmic formatted radio station, playing Reggaeton y Más! Cali 93.9’s core artists include Daddy Yankee, Bad Bunny, Karol G, Natti Natasha, Nicky Jam and Becky G. Cali 93.9 is designed for Southern California Latinos, by Southern California Latinos. The station debuted at July 18, 2019.

Meruelo Media, an affiliate of the Meruelo Group, is the largest and fastest growing minority-owned media company in California. Meruelo Media operates Los Angeles television stations KWHY-TV,

channel 22, and KBEH, channel 63, and Los Angeles market radio stations 95.5 KLOS, KPWR 105.9 "Power 106," 93.5 KDAY, Riverside/San Bernardino station 93.5 KDEY-FM, and 93.9 KLLI "CALI 93.9".