



Alfredo Alonso

Senior Vice President, Hispanic Radio

Alfredo Alonso joined Clear Channel Radio in August 2004 as Senior Vice President - Hispanic Radio. He is responsible for leading Clear Channel Radio's Spanish-language radio initiatives, including expanding the availability of Spanish language programming into markets of all sizes.

Since the announcement CCR has converted over 30 stations in 25 markets. Additionally Alonso was the innovator of the (MEGA) bilingual/bicultural format, expanded La Preciosa Network to 21 affiliates and established Spanish formats for HD2 and Premium Choice applications. Many of the stations converted over the last 5 years have become format leaders in their respective markets while posting gains in overall revenue versus prior formats.

Prior to joining Clear Channel Radio, Alonso was Vice Chairman of Mega Communications, LLC from September 2002 to November 2003. He served as President and Chief Executive Officer/Limited Partner of the 20 Spanish radio group from November 1998 to September 2002.

Alonso founded Mega Broadcasting, LLC in August 1996 and served as President and Chief Executive Officer until selling the group in November 1998. The company owned and operated stations in Philadelphia, Hartford, Washington DC and Tampa.

Alonso served as Vice President and General Manager of Spanish Broadcasting System, Inc. from April 1993 to August 1996. Alonso managed daily operations for WSKQ-FM, WPAT-FM and WSKQ-AM in New York. He also created the "Mega" format concept and repositioned WSKQ into Mega 97.9, which became a top Arbitron ranked station. Prior to fulltime employment with Spanish Broadcasting, he consulted in the creation the "La X" format concept and consulted KLAX/Los Angeles during its run as the number one station in that market.

In addition, Alonso has extensive experience in reaching and serving the Hispanic radio industry over the years. He founded and operated the premiere Spanish language weekly radio trade newspaper, Radio Y Musica, serving as Publisher/President from January 1990 to March 2000. The company hosted annual industry conventions in Los Angeles and San Juan, Puerto Rico. In March 2000 Alonso sold the company to Radio & Records.

Alonso has held various sales, programming and management positions at numerous radio stations.