

For more information, contact:

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## El Paso for America™ Theme

It's not only the name of Hector's hometown of El Paso, but can also be translated as the BIG Step for America. The big step, the new big thought, new big strategies, and new leaders will emerge from communities like El Paso. Communities not traditionally thought to be beacons of thought and direction for the country, but now emerging as such. These communities have in an essential raw material in spades, the American Dream.

This show focuses on that very topic, the discussion of achieving new thought, new strategies, and new leadership in our communities. We talk about this with guests and callers from all over the Americas, the country, the state, and the very town of El Paso & those just like it giving the radio listener a chance to engage in the discussion with the individuals around the table.

### Hector H. Lopez, Radio Show Host



Hector H. Lopez, MA is a Texas native of the US border city of El Paso. Throughout his academic and professional career he has been strongly committed to service and community development by working with organizations dedicated to those very endeavors.

Passionate about community development, public policy and education, Hector has distinguished public service in these fields. As Industry Development Advisor and International Trade Liaison for the City of El Paso, he advised and represented the economic development interests of this US border city domestically as well as internationally. As a Public Policy Assistant for Generations United in Washington DC, he contributed to work in intergenerational policy for youth, family, and elders. As part of the international business faculty at Cathedral High School in El Paso, Texas Hector worked directly with students in education.

In July of 2004, Hector was named as the Northeast US Director of the National Hispanic Institute (NHI) whose northeast US operations are headquartered at Villanova University. Shortly thereafter he was named to be the institute's Associate Vice President for Government, Community, and Public Relations, where he now works with academic systems and institutions, community leaders, and educational organizations throughout the country to carry out the institute's mission and work.

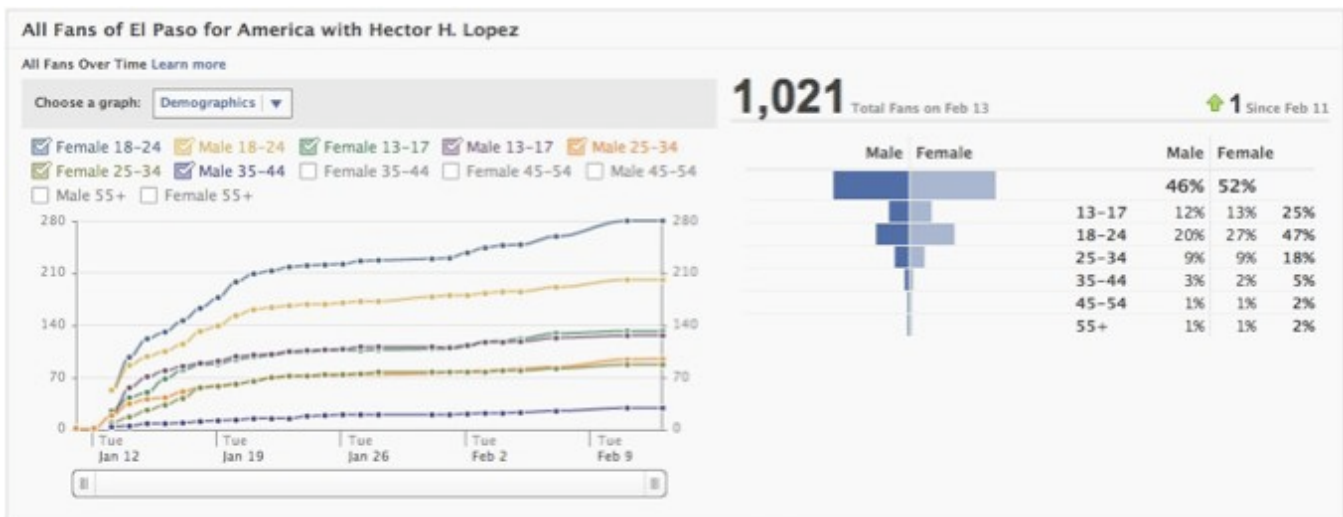
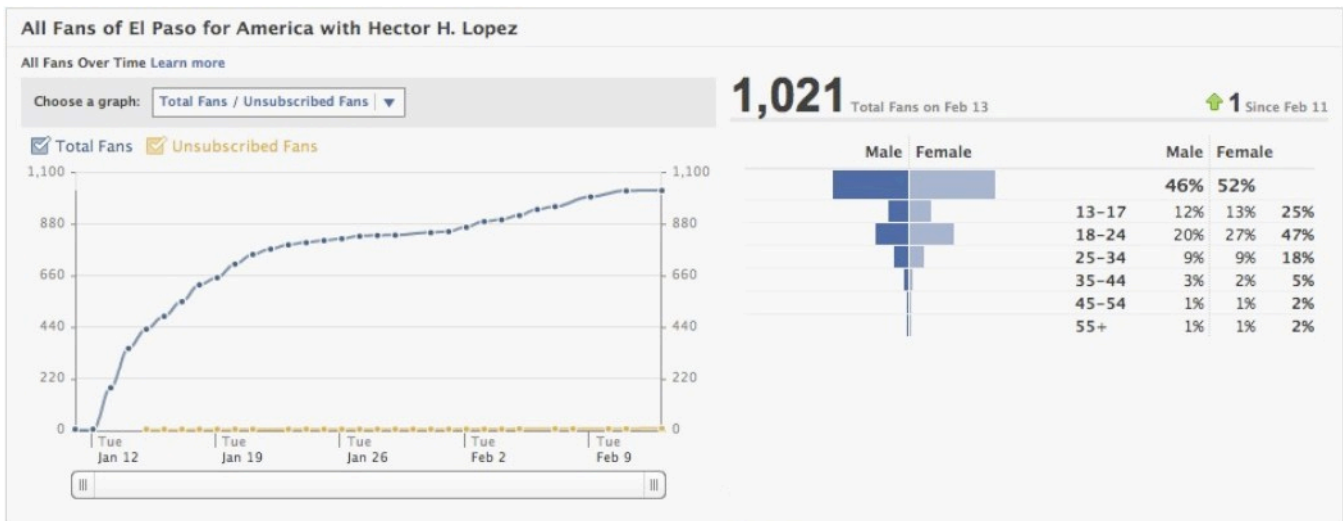
A graduate of the Edmund A. Walsh School of Foreign Service at Georgetown University in Washington DC, he holds a degree in International Politics with concentrations in International Law, Ethics and Organizations; a Certificate in Latin American Studies; and an additional field of focus in International Business Diplomacy. Additionally, he holds a Masters degree in Strategic Communication with a focus in Organizations, Business, and Politics from Villanova University in Philadelphia, Pennsylvania.

### National & International Potential

Given the extensive annual travel of our host that is now based out of El Paso, his international networks, his full command of English & Spanish, this show represents national and perhaps international potential, the show is currently broadcast from KHRO studios when our host is in El Paso and is easily broadcast from any community around the world that our host travels to on a regular basis. The cities include but are not limited to Washington DC, New York City, and Philadelphia on a monthly basis as well as cities throughout countries like Mexico, Panama, Puerto Rico, Costa Rica and the Dominican Republic. This represents the potential for the show to reign in international top tier guests as well as state and local guests. Most importantly, this show appeals to the young professional Latino demographic of 18 – 34 year of age based on his internet subscribers. Additionally, given Hector's capacity with NHI, his show enjoys the support of NHI alumni network all over the world of over 85,000 and of the communities in which NHI has conducted its work throughout its 30 year history all over the world.

## Internet Following for the Show

El Paso for America with Hector H. Lopez™ officially became part of the KHRO 1150 talk radio line-up after building a substantial international following in only two weeks. After 14 days on the air as a fill-in radio show in El Paso, TX, Hector H. Lopez and his show El Paso for America™ has generated national buzz and an international internet following. An Internet fan site was put up on Facebook at the request of a radio listener on January 15, 2010. In less than 24 hours the Facebook fan site for El Paso for America with Hector H. Lopez™ hit 200 subscribed fans from all over the continental United States, Mexico & Panama. In only 24 hours, Hector's Facebook following for his show broke the Facebook fan base of nationally syndicated Latino/Hispanic radio personality Mario Solis Marich and the Internet following of the local talk radio personalities. 48 hours later the show hit over 400 fans. Well-known national talk radio personalities such as Ron Reagan and Alan Colmes boast a Facebook fan base of 1,500 to 2,500. After only 5 weeks, the Facebook fan site for El Paso for America with Hector H. Lopez™ is over 1,000 subscribed fans from around the globe and the count increases daily.



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