




# Los Santos En Español

The Saints In Spanish



# New Orleans Saints Announce Multi-year Agreement for Spanish Radio

May 6, 2016, the New Orleans Saints and the Louisiana Spanish Network (LASN) announced they have entered into a multi-year agreement for all Saints preseason, regular season and playoff games to become the official Spanish radio broadcast partner of the Saints. All games will air on WGSO 990 AM as part of the agreement with the Saints and the Louisiana Spanish Network.



*“The New Orleans Saints are proud to honor a great tradition of providing the Gulf Coast region’s Hispanic football fans with an outstanding broadcast team and high quality radio capabilities over an exceptionally strong radio bandwidth and a strong audience reach,” said Ben Hales, the New Orleans Saints Senior Vice President of Marketing and Business Development. “This agreement will certainly enhance our fans’ experience and is a true benefit to the community.”*

Ben Hales

New Orleans Saints

SVP, Marketing and Business Development



*“Through our radio signal on WGSO 990 AM, thousands of Spanish speaking fans will be able to follow the excitement of Saints football. Our goal is to continue to attract new fans season after season and provide them with an unparalleled listening experience, thus continuing and contributing to the growth of the Spanish speaking football base through our programming and promotions.”*

Juan Carlos Ramos

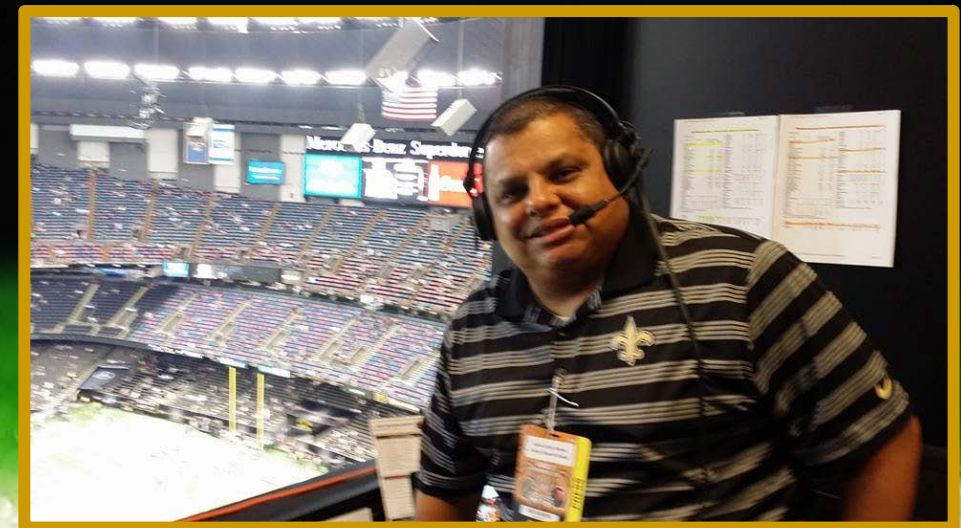
LASN Partner

# Calling the Action



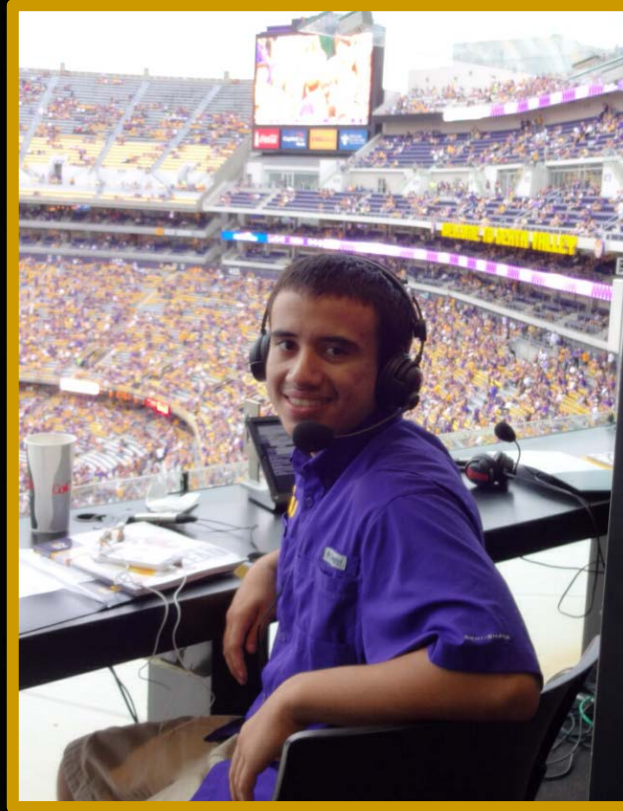
Expert play-by-play action provided by Marco Antonio Garcia –  
*the Jim Henderson of Spanish Football*

Color Analysis by Juan Carlos Ramos




# Introducing

The Spanish voice of the Tigers for the last four years is now part of the NFL! Welcome Mario Jerez.



Joining him is the Tiger with all the state...  
Camille Amadeo has honed her...  
broadcasting skills as part of the LSU Tiger...  
Spanish broadcast...





# Gameday on LASN

In addition to the action of the game, Louisiana Spanish Network airs a pregame show preceding the game action, as well as a halftime show and postgame show.



# Gameday Opportunities

Regular spot schedules

Customized segments are available from pre to post game

Translation and production services

Additional reach through *El Tiempo* and Metroscan Networks