



Press Release

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MMTC SELLS WDTW (AM) TO FIRST HISPANIC BROADCASTER SERVING ENTIRE DETROIT MARKET

WASHINGTON, D.C. (October 30, 2014): The Minority Media and Telecommunications Council (MMTC) yesterday closed on the sale of Detroit radio station WDTW (AM) to Hispanic entrepreneur Pedro Zamora, making him the first full market Hispanic broadcaster serving all of Detroit and its suburbs.

Other radio station transactions MMTC closed this year include KFXN (AM) in Minneapolis to Asian American Broadcasting LLC, making possible the first station serving the area's local Hmong (Laotian) community, and KWOD (now KZZD AM) in Salem, Oregon, to Hispanic entrepreneur Ed Distell providing the Salem market with its first Hispanic station.

Regarding the recent Detroit sale, MMTC Broadcasting and Brokerage Operations Director Suzanne Gougherty stated, “Selling WDTW 1310 is most gratifying simply because I grew up in Detroit and listened to Keener 13 in the 1960s. It’s an honor to be involved in a transaction that brings another diverse entrepreneur to an area near and dear to my heart that has seen so much economic struggle in recent years.”

Transactions such as these are made possible by donations of stations by media companies to MMTC from media companies such as [Entercom](#), [Trinity Broadcasting](#), and [Clear Channel](#) (now iHeartMedia, Inc). MMTC is proud of the significant role it has taken in promoting minority and women entrepreneurship in broadcasting and appreciates that it would not have had such a remarkable level of success without such generous donations. MMTC encourages interested donors to visit our brokerage [website](#) for more information.

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About MMTC:

The Minority Media and Telecommunications Council (MMTC) is a non-partisan, national nonprofit organization dedicated to promoting and preserving equal opportunity and civil rights in the mass media, telecommunications and broadband industries, and closing the digital divide. MMTC is generally recognized as the nation's leading advocate for minority advancement in communications.