

# La Nueva 106.5 KLVN-FM San Diego's Top-Rated Regional Mexican Station



**La Nueva 106.5** counts icons such as Vicente Fernández, Los Tigres del Norte, Banda El Recodo and El Coyote as core artists.

This traditional Mexican music is surrounded by a fresh, fun and young station style that the San Diego Hispanic community has heartily embraced.

**La Nueva 106.5** dominates with a full 50,000-watt signal located in central San Diego. This type of coverage allows Hispanics throughout the San Diego area to be a part of the **La Nueva 106.5** family of listeners.



**KLVN-FM** is also home to "Piolín Por la Mañana," the country's #1 morning show - led by the enigmatic Eddie "Piolín" Sotelo.

Widely regarded as a groundbreaking radio personality, "Piolín" shows tremendous drive by creating a dynamic show that features exclusive celebrity interviews, star-studded "on-the-street activity" and radio "reality" shows.

The show also manages to take on many of the issues that affect the community such as immigration, marital and family problems, as well as health and medical issues.