

Thanks for the Support!

JANUARY 3, 2012

To My Supporters from Mario Solis Marich

First of all thanks! Over the last four weeks I have received thousands of Facebook and Twitter posts and over nine hundred email and direct messages of support. The response has been moving and humbling. I am very grateful for it. It is impossible to be upset or discouraged while I constantly heard from you. Gracias.

What Happened: I had received an email from Clear Channel's Dan Mandis earlier that week requesting a phone meeting for the morning of December 1st. When I called into that conference call I was told that my show had been cancelled. The call was about five minutes long. I was told that the decision was "financial". That was the last time I spoke to Mr. Mandis. It was the entirety of the explanation given to me.

In fairness everyone has watched Clear Channel lay off many talk show hosts throughout the last two years and every talker understands the environment at Clear Channel and in the media business in general. If I have a complaint it is in the way that AM Operations Manager Greg Foster through his subordinate, Program Manager Dan Mandis, handled the dismissal. They in fact put all of us under a higher level of pressure than was necessary by trying to move forward in a way that was more effective for [radio](#) station managers in the 1990's than in today's vibrant Social Media environment. The [radio](#) industry has openly admitted that they are not yet fully grasping the new media environment but it is always a shock to me when old school methods are still applied.

I also have known that Norman Goldman had wanted the 4 PM to 7PM slot at AM 760 for at least two years. Goldman had approached then AM 760 program manager Kris Olinger while he was in town supporting an event for his media partner and guru Ed Schultz and asked her for the slot. According to Olinger Goldman told her that he could do a much better job for her than I was doing. According to Olinger she refused him at that time. Apparently Goldman and Schultz continued to press the station.

Now about the future: I am continuing to look for ways to have a media presence in [Denver](#). I am open to all possibilities. I know that a number of people are working on ways to bring the program back in one form or another. I think that the next iteration of the radio program will be better just because of what we learned this time around. Later this week I will be announcing a public appearance in the [Denver](#) Metro area where I will share my views on [politics](#), media, and answering questions from the audience.

On ethnic diversity: Racial and ethnic diversity is important to the progressive movement because it is important to the country. In the last few years it has become readily apparent that even "progressive" [radio](#) stakeholders do not understand that. Whether it is by me or another [Latino](#) or Latina (and hopefully it is not limited to one or two broadcasters) the [radio](#) airwaves need to broadcast the Hispanic community's perspective. The fact that there are less than four (if that many) English language Latino hosts on the [radio](#) is appalling. Latinos

represent over a trillion dollars a year in U.S. purchasing power. Latinos are critical in Presidential elections and have a huge impact on the balance of power in the U.S. Senate. Latinos are the fastest growing segment of online information and [radio](#) consumers. Over the last decade survey after survey has indicated that Latinos prefer their news and information in English. Plus, as I have seen in comment after comment over the last month, non-Latinos want to hear the perspectives of Latinos. America is certainly exposed to broadcasters that build audiences and make money bashing Latinos. Latinos deserve that the platform offer ways for us to fight back.

Our show was an attempt to provide a forum for progressive debate while providing Latinos a firm over the air platform. Because of my incredible team it was an award winning effort. But if the belief is that my show cannot make “enough money” than the decision makers do have a responsibility to the community and their shareholders to find a show for the Latino demographic that can. This is not meant as disparagement to any single company but is a statement about the industry as a whole. Progressive investors, progressive hosts, major media conglomerates, conservative talkers, and both political parties – there is enough blame to go around.

Over the last three years our show found itself in the middle of some of Colorado’s biggest political news stories. I was the first broadcaster to take on Morgan Carroll for leading the fight among Colorado Democrats against tuition equity. Our show was a large part of the Romanoff vs Bennet debate. Our show was a constant source of discomfort to Tom Tancredo and his supporters. I am even proud to say that soon to be ex-Congressman Mike Coffman has complained about me on at least two occasions that I know of.

I am proud to say that our show has been relentless in providing an unprecedented and unparalleled forum for DREAM students. Our show proudly supported local [Latino](#) organizing efforts and I can humbly say that on one or two occasions we helped to inspired them.

I will continue to work to create forums for accurate criticism and passionate support for issues confronting all of us. Over the next two weeks our team will be solidifying some of those platforms and of course we will let you know as soon as we can announce. And yes there will be regular podcast y mucho mas!

Once again thank you for all of your support.

Mario

Note: Help bring Mario back to talk show radio by doing the following:

1. Go to this website and sign the petition: **www.bringmarioback.com**.
2. Email a letter re your support of Mario to **sylviajtrujillo@yahoo.com**. Address the letter to: John Hogan, President & CEO, Radio, Clear Channel, 200 E. Basse Rd., San Antonio, TX 78209, and Dan Mandis, Program Director, 4695 So. Monaco St, Denver, CO 80237
3. Attend a community meeting at **6pm on Monday, Jan. 16th, at the Mile High GI Forum Hall, 1717 Federal Blvd., Denver, CO.**