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WISH-TV LAUNCHES LATINX TO EXTEND LOCAL TELEVISION NEWS TO THE LATINO COMMUNITY

WISH-TV'S LATINX WILL EXPAND NEWS TO ALL INDIANA LATINO COMMUNITIES

For Immediate Release

Contact: Erik Tobias (317) 956-8530 | Erik.Tobias@WISHTV.com

INDIANAPOLIS – March 25, 2021 – **DuJuan McCoy, Owner, President, and CEO of Circle City Broadcasting** (parent company of [WISH-TV](#) and [MyINDY-TV 23](#)), today announced the creation of WISH-TV Latinx, a digital extension of news content specifically created for the growing Latino communities in Indianapolis.



[WISH-TV Latinx](#) Facebook page will be the first Spanish-language television news social media page for Indianapolis, and part of WISH-TV's efforts to expand local and state news to Indiana's diverse Latino communities. Separate from televised news programming, Latinx will primarily be digital news content focused on health, education, community, politics, and business, and made available on [Facebook](#) and [WISHTV.com](#)

"There is a growing demand for trusted, premium journalism in Spanish and we are committed to providing exceptional news content to Indiana's diverse Latino communities," said McCoy. "WISH-TV Latinx digital content is one of many steps we are taking to build strong relationships and provide a valuable resource to all diverse communities in the Hoosier State."

Mr. McCoy recently announced the launch of the Multicultural News Network (MNN), a non-partisan, national news network that will be based in Indianapolis and will bring an unbiased national forum for the voices of America's underserved multicultural communities. MNN will produce live, daily news and other programming serving multicultural communities including, but not limited to: Blacks, Hispanics, LGBTQ communities, Asians, Native Americans, people of Middle Eastern descent, and others. Much of MNN's content will be produced and delivered by its respective multicultural community to ensure their authentic voice is being heard on a regular and national basis. MNN is set to launch in the second half of 2021.

"The Latino communities have been greatly underserved with local Spanish-language news," said Al Carl, WISH-TV's News Director. "We continue to diversify our team of professional journalists who understand these communities and are dedicated to providing more Spanish-language news content on all available platforms."

Camila Fernandez joined WISH-TV as a reporter in January and will assist in managing the digital content by translating news stories, posting vital information, and creating unique, on-demand content for the Spanish-speaking audience. Camila will provide additional content in a weekly podcast to be available on the [All Indiana Podcast Network](#) starting May 2021

Indianapolis is home to the largest number of Latinos in the state with just over 90,000 residents, or around 10 percent of the total metro population. There are approximately 461,000 Latinos in the state of Indiana, or around 7 percent of the total state population.



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WISH-TV has set the standard for television excellence in Central Indiana since 1954. The station has been honored as “Television Station of the Year” by the Indiana Broadcasters Association, for its “Overall Excellence” by the Edward R. Murrow Awards, and as “Outstanding News Operation,” “Outstanding Weather Operation,” “Best Newscast,” and “Best Website” by the Indiana Associated Press Broadcast Association. WISH-TV offers viewers 77 hours per week of local news and local programming and provides around-the-clock information on its digital platforms. WISH-TV is locally owned and operated by [Circle City Broadcasting](#), and is an affiliate of [The CW](#) network. The station serves more than one million households.