TELEMUNDO STATION GROUP ANNOUNCES 25% INCREASE IN LOCAL NEWS AND PUBLIC AFFAIRS PROGRAMMING AT OWNED TV STATIONS

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Miami, FL – As part of its ongoing commitment to strengthen the local profile of its owned stations and better serve the Hispanic communities in which they operate, the Telemundo Station Group today announced that it will increase local news and public affairs programming at the stations by more than 25% in an expansion initiative to be completed by January, 2012. The initiative will involve the launch of morning news programs in Los Angeles and Houston; local weekend news programs in New York, Dallas, and Puerto Rico; weekday news programs in Denver; and local public affairs programs in Los Angeles, New York, Miami, Houston, Chicago, Dallas, Phoenix and Puerto Rico. These programs, all of which will be launched by the end of January 2012, will contribute more than 1,000 hours of additional news and public affairs offerings at the stations.

In addition to the programming expansion, the Telemundo Station Group is making a multi-million dollar investment in upgrading local technical infrastructure at its top Hispanic market stations to give them local high-definition news production capability.

“This expansion of local news and public affairs programming at the Telemundo owned stations reinforces our commitment to the communities we serve," said Ronald J. Gordon, President, Telemundo Station Group. "A focus on local service has been an ongoing priority at Telemundo, and we have made significant investments to enhance our local news programming, resulting in substantial ratings growth in our markets. The launch of more than one thousand additional hours of news and public affairs programming, coupled with an upgrade of the stations’ technical infrastructure, demonstrate our commitment to localism.”

The launch schedule for the new programming is as follows:

As of Monday, June 13th , "Buenos Dias Los Angeles" returned to KVEA at 6 am, anchored by Victor Cordero ("The Paparrush") and Elva Saray. The new hour-long program, which airs Monday through Friday, offers the latest local, national and world news, as well as weather and traffic reports, and features special segments tailored to the specific interests of Southern California’s Hispanic viewers.

Starting in September 2011, Telemundo will launch new public affairs programs in eight markets. These locally produced programs will air monthly in Los Angeles, New York, Miami, Houston, Chicago, Dallas and Phoenix and weekly in Puerto Rico. These programs will help audiences understand the key role played by Latinos in our country and, as the 2012 election season approaches, will underscore the importance of Latino participation in our nation’s political process.

In October 2011, our Denver station (KDEN) will launch new 30-minute locally produced newscasts airing at 6pm and 11pm Monday through Friday. The format will focus on local news, sports, weather and community news of particular interest to the Latino community in Denver.

By January, 2012, Houston (KTMD) will launch a local version of “Buenos Dias Houston” featuring a format modeled on “Buenos Dias Los Angeles,” including local, national and world news, weather and traffic reports and special segments tailored to the unique interests of Houston’s Latino community.

By January, 2012, new 30-minute local editions of weekend news will launch in New York (WNJU), Dallas (KXTX), Houston (KTMD), and Puerto Rico (WKAQ). These weekend news programs will air at 6pm and 11pm on Saturdays and Sundays and will offer local news, weather and sports.

About Telemundo:

Telemundo Communications Group, LLC & Subsidiaries ("Telemundo"), a division of NBCUniversal, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. Telemundo's multiple platforms include Telemundo, a Spanish-language television network featuring original productions, theatrical motion pictures, news and first-class sports events, reaching 94% of U.S. Hispanic viewers in 210 markets through its 14 owned stations, 1 independent station (WKAQ in Puerto Rico), 46 broadcast affiliates, and over 1,000 cable affiliates; mun2, the preeminent voice for bicultural Hispanics in the U.S., reaching over 35 million U.S. TV households nationwide on digital and analog cable, and satellite; Telemundo Digital Media, which leverages Telemundo's original content for distribution across digital and emerging platforms including mobile devices and www.telemundo.com and www.mun2.tv; and Telemundo Internacional, the company's international distribution arm which has positioned Telemundo as the second largest provider of Spanish-language content worldwide by syndicating content to more than 100 countries in over 35 languages.

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WHEN :	2011-08-08 11:40:22
WHERE :	

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