

Veronica Grauer Joins Forces With TLS Media

Former Television Anchor Will Lead Hispanic Initiatives for TLS Media En Español

St. Petersburg, FL September 14, 2006- TLS Media now provides news translation and custom story pitches to Spanish-speaking broadcast stations, newspapers and internet news services. Veronica Grauer will lead TLS Media *En Español* as director of Hispanic Initiatives.

“Grauer’s television experience at TVInforma, Univision and Telemundo gives her a unique understanding of the culture and needs of Latino consumers. While working in that capacity, she also saw many missed opportunities for organizations that didn’t communicate to Hispanics.” Tracey Locke, TLS Media principal said.

In Tampa Bay alone, the U.S. Census shows 97% population growth for Hispanics. According to Scarborough Research, there are 450,000 Spanish-speaking households regionally, who represent 7.2 billion dollars in buying power.



More on Veronica Grauer

Veronica Grauer comes to TLS Media after a high profile career as anchor of TVInforma. Grauer’s former Television career also took her to Univision, Bay News 9 Espanol and Telemundo as an anchor and reporter. Grauer has lived in the U.S. for twenty years. Her native country is Venezuela, where she earned a law degree from Universidad Santa Maria. Grauer also holds a Masters in Journalism from Florida International University and a public relations certificate from University of South Florida.

More on TLS Media

TLS Media’s mission to get our clients the media coverage they deserve. We are a full service public relations firm located in St. Petersburg, Florida. Our competencies include: message development, strategy, community relations programs, media training, spokesperson, special events, video & audio news releases, press kits, crisis communications, and grassroots advocacy.

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