

Univision provides programming for Hispanic market

By **KARLA SANTOS**
@KARLASANTOSNBH

HARTFORD — Univision, the Spanish language television station, will start a reality show with a new concept in the fall.

The show will empower women to find beauty with-

out focusing on their physical image.

“The new idea is to find real beauty in every woman,” Vanessa Rivera, Univision’s production manager said.

“Now is not so much how old they are, there’s no age requirements anymore, there’s no body types, anyone can audition. They really want to find someone that has talent and that represents the beauty of the Latino women.”

In addition, a political segment about elections and new candidates has been airing every Tuesday to inform the audience about the local elections.

Univision is a television station that operates three networks – Univision Hartford, UniMás Hartford, and Univision Springfield.

“We are a station that primarily reaches the Hispanic market and the market is very diverse in representing many countries, but we also know that there are many non-Latino viewers that do tune into our stations,” Sulma Avenancio, senior vice president of the station, said.

“They are interested in

learning Spanish and they also have become passionate with our programming, particularly, the soap operas, which air every evening from 7-11 p.m.”

Avenancio added that the news programs are also very important because they connect, inform and update the viewers. The programming also incorporates a morning talk show and a dancing competition on Sunday evenings.

“We always like to have fun, entertainment is key, we have a lot of great programming for entertainment,” Avenancio said.

The content provided by the station is family-centered.

Univision partners with its clients to be able to reach the growing market in the state of Connecticut.

“Right now the Hispanic market in Connecticut represents almost 15 percent of the population and that doesn’t take into account the number of new families that have arrived from Puerto Rico since hurricane Maria,” Avenancio said.

The Hartford-based station helps viewers make wise

decisions about purchasing homes, and vehicles.

These services are provided in partnership with Univision’s clients.

The company is very sales oriented.

Part of the team meets with clients to provide customized business plans and connect them with viewers to increase their market share.

The production team conducts interviews and segments to support the perception of each client.

“We are bringing to life a client’s vision for how they want to brand their businesses and reach our viewers in different ways, whether it is a TV spot or a segment, that’s going to bring information to the viewers,” Rivera said.

Rivera added that part of the station’s role is to connect the community with events by providing coverage to all the local activities and to bring a happy medium between the viewers, clients and the sales department.

In addition, Univision has a master control team, which makes sure that the signal is broadcast and that program-

ming and commercials are airing.

Univision airs on channel 18. For more information about its services call 860-278-1818.

Karla Santos can be reached at 860-801-5079.



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