



FOR IMMEDIATE RELEASE
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TAMPA -- Orlando Nieves has been named General Manager of Hispanic Initiatives for the Florida Communications Group, a division of Media General that oversees operations of The Tampa Tribune, WFLA News Channel 8, TBO.com and several other community newspapers in west central Florida.

In this newly created executive position, Nieves will lead and direct several new Spanish language print, broadcast and online media products currently in development at The News Center, which is known throughout the media industry for its multi-media approach to serving customers.

“Hispanic household growth in the Tampa Bay area has been extraordinary, and we are making a long-term and significant commitment to serve and reflect our Tampa Bay community”, said Ron Redfern, president of the Florida Communications Group. “We are delighted that Orlando Nieves will be joining us. He brings tremendous expertise in developing and marketing consumer products for the Hispanic market. His appointment to this important leadership role at The News Center is just the first step demonstrating the commitment we are making to this vital, growing community.” Redfern added that numerous meetings with community leaders and the company’s involvement in the National Association of Hispanic Journalists Parity Project have provided insights on how to best serve our Spanish-speaking residents and those whose heritage is rooted in the Latin community.

Prior to this appointment, Nieves held key marketing and advertising leadership positions with national consumer packaged goods companies including Unilever-Bestfoods and Procter & Gamble, to develop multi-cultural strategies throughout the Caribbean and much of the United States. For the past 10 years, Nieves also has represented several Hispanic community organizations dealing with hunger/nutrition and family educational development. He is a graduate of the University of Puerto Rico.

About Media General

Media General is a diversified communications company operating leading newspapers, television stations and online enterprises, primarily in the Southeastern United States. The company’s publishing assets include three metropolitan newspapers, *The Tampa Tribune*, the *Richmond Times-Dispatch*, the *Winston-Salem Journal*; 22 daily community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; and more than 100 weekly newspapers and other publications. The company’s broadcasting assets include 26 network-affiliated television stations that reach more than 30 percent of the television households in the Southeast and nearly 8 percent of those in the United States. The company’s interactive media assets include more than 50 online enterprises that are associated with its newspapers and television stations. Media General also owns a 33 percent interest in SP Newsprint Company.