



**OLIVEIRA**  
PUBLIC COMMUNICATIONS

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## **RON OLIVEIRA LAUNCHES PUBLIC COMMUNICATIONS FIRM**

*36-Year Veteran Newscaster to Focus on Broadcast and Spanish-language Media Relations and Online Content*

**AUSTIN, Texas** – October 21, 2013 – After more than three decades in the television news business, Ron Oliveira has launched his own firm, Oliveira Public Communications. He intends to focus on media relations, media interview training including Spanish language and production of online video content. In addition, Oliveira plans to continue serving as an emcee and producer of special events for clients around the state.

“Online content has opened up the news business, and that favors my skills in an exciting way,” said Ron Oliveira, president of the new company. “News rooms have far fewer producers and reporters than in the past, so I will be working on behalf of clients to help them package their stories for traditional broadcast, then show them how to program their own website-based broadcast channel to speak to the audiences they care about most.”

In addition to online broadcast production, Oliveira expects to devote considerable time providing clients media interview skills training for Spanish-language audiences, an underdeveloped market in Texas where the Spanish speaking population and Spanish TV news audiences are growing rapidly.

Oliveira will also continue to provide clients around the state with special event support and planning. In the past 12 months, Oliveira has served as master of ceremonies at more than 100 events ranging from nonprofit fundraisers to chamber galas to university honors banquets.

Oliveira added, “Oliveira Public Communications is open for business, and business is already good. I am reviewing proposals and have conversations underway with nearly a dozen prospective clients ranging from McAllen to El Paso to Lubbock and of course, here in Austin. While I’ll be careful in building the company, I am optimistic about the opportunity for growth.”

Oliveira recruited Jeff Hahn, owner and principal of Hahn Public Communications, as a partner in the venture. The two have agreed to develop services to complement Hahn Public’s client portfolio and propose work to new client prospects. “Our firm has a track record of collaborating and partnering with others and helping launch new ventures,” Hahn said. “Ron is one of the most respected and recognized journalists in the state. I’m thrilled to be able to support his vision for Oliveira Public Communications and am confident his talent, experience and enthusiasm will open up new opportunities for us both.”

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**About Oliveira Public Communications**

Oliveira Public Communications is led by Ron Oliveira, a 36-year broadcast veteran. In his three and a half decades as a reporter, anchor and television station manager and owner, Oliveira logged more than 50,000 hours on the air. He is a former co-owner of KNVA-TV, the CW affiliate in Austin and KTLM-TV, the Telemundo affiliate in McAllen, Texas. He is the recipient of several awards including the Edward R. Murrow award for excellence in journalism, "Best Newscast in Texas" and "Best Newscast in the U.S." He holds a bachelor's degree in radio-television-film from the University of Texas at Austin. For more information, please visit [www.oliveirapublic.com](http://www.oliveirapublic.com).

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