



VISION MARKETING SERVICES – INTERMEDIA DE MEXICALI, SA DE CV

OBJECTIVES OF THE SHOW

- PROMOTE THE ACTIVITIES AND PROGRAMMS OF HEFFERNAN MEMORIAL HEALTHCARE DISTRICT
- ARISE CONSCIENSE ON THE NEED TO STAY PHYSICALLY, MENTALLY AND SOCIALLY HEALTHY
- ESTABLISH A BRIDGE OF COMMUNICATIONS BETWEEN HMHD AND THE CALEXICO COMMUNITY

LANGUAGE OF THE SHOW

- THE SHOW WILL BE CONDUCTED IN SPANISH SINCE 96.2% OF THE POPULATION OF CALEXICO SPEAKS SPANISH, THIS WILL ENSURE THE MESSAGE WILL BE UNDERSTOOD BY THE MAJORITY OF CALEXICO RESIDENTS.

FORMAT OF THE SHOW

- TV NEWS MAGAZINE



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ANCHOR OF SHOW

➤ NELSYN GARCIA

LENGTH OF SHOW

➤ 26 MINUTES

NUMBER OF SHOWS TO RECORD

➤ 24

SHOW SCHEDULE

➤ MONDAYS 17:30 TO 18:00

NUMBER OF SHOWS AIR

➤ 52