

WHY ADVERTISE?

TOP 15 REASONS

REASON 10: Advertise Because There is Always Business to Generate

Your doors are open. Salespeople are on the payroll. Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach.

REASON 9: Advertise to Keep a Healthy Positive Image

In a competitive market, rumors and bad news travel fast! Advertising corrects misleading gossip, punctures "overstated" bad news. Advertising that is vigorous and positive can bring shoppers into the marketplace, regardless of the economy.

REASON 8: Advertise to Maintain Employee Moral

When advertising and promotion are suddenly cut or canceled, salespeople may become alarmed and demoralized.

Next month, countdown continues...

"The Customers Always Write"

We are very pleased with the results of our advertising on your station. Our advertising program is now consistently yielding numerous new clients every month for our firm. It seems that the Hispanic community now thinks of our firm when they have suffered an unfortunate accident.

- Alejandro Fiol,
Fiol y Gomez, P.A.

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Hispanic Birth Rate Skyrockets

If it weren't for Hispanic births, the United States could be confronting long-term population declines similar to those in Germany, Japan, and other countries. Hispanics are the only ethnic group now producing more than two children per family, according to a Census Bureau report released this week. That's the number necessary to replace the mother and father and keep the population stable.

"The Hispanic population is growing; whites and Asians are not replacing themselves," said Jane Dye, the Census Bureau demographer who wrote the study. The average U.S. woman produces 1.9 children, but broken down by ethnicity, the numbers are 1.7 for Asian-Americans, 1.8 for

non-Hispanic whites, 2.0 for blacks and 2.3 for Hispanics. American Indians were not included in the report. The fertility rates are sufficient, combined with immigration, to keep the U.S. population growing.



"It's the Hispanic population that is keeping us above water in terms of growth, in terms of births," said William Frey, a demographer for the Brookings Institution, a policy research organization in Washington. "It used to be sort of expected that there was a phase of life where you had children, and a

lot of women aren't doing that now." said Dye. The high birthrates of Hispanic women should make policymakers reorder their spending, Frye said. "We need to focus a lot more than we have before on the education opportunities for immigrant children. This makes very clear that they are a big part of our future." To census researcher Dye's surprise, Hispanic birthrates did not fall consistently as the ethnic group assimilated into U.S. society. Instead, they dropped in the second generation but rose in the third. The Census Bureau used data from the American Community Survey and the Census's Current Population Survey.

Source: McClatchy Tribune, Aug 2008

TeleFutura delivers best Q1 daytime performance

After two years of being reported in the Nielsen Television Index (NTI), the TeleFutura Television Network has seen dramatic, mostly double-digit growth, across virtually all major demos and dayparts.

TeleFutura announced it has delivered its best performance ever for a first quarter in Daytime (M-F 10am-3pm). The



undisputed #2 Spanish-language network in the time period holds a +14% and +22% lead over closest competitor Telemundo in the

coveted demos of Adults 18-49 and 18-34, respectively. TeleFutura has been the #2 Spanish-language network in daytime among Adults, Men and Women 18-34 and 18-49 since 2004.

"Our success in the first quarter of 2008 confirms TeleFutura's position as the #2 Spanish-language network in daytime and fuels our growth momentum," said Bert Medina, senior vice president and operating manager, TeleFutura Network. "Original productions like 'Escándalo TV' and 'Veredicto Final' are audience favorites and we're proud of their enormous success as they continue to

break audience records across all demos."

"TeleFutura's continued growth is a testament to the success of our counter programming strategy," said Bert Medina, Senior Vice President and Operating Manager. "With double-digit increases in almost every single daypart and demo, TeleFutura's goal of aggressively competing with Telemundo is now a reality. This is a tremendous opportunity for advertisers looking to reach Hispanic consumers who are clearly looking for alternative viewing choices."

Source: NTI, Live+SD, 1007 (01/01/07-04/01/07), 1008 (12/31/07-03/30/08), 2004-2008 TD (NHTI & NTI 12/29/03-3/30/08), HispanicAd.com April 2008



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In the Community



On August 12, 2008 Noticias Univision Tampa held a Digital TV Transition phone-in helpline from 6pm–8pm. Over 600 calls from our viewers were answered and volunteer experts from Bright House Networks helped answer many calls.

QUE PASA In September

American Diabetes Expo
Saturday, September 13, 2008
Florida State Fairgrounds

This highly interactive event will host activities for people of all ages including a Youth Zone for children filled with exciting activities that promote healthy living, a screening area providing diabetes, cholesterol, blood pressure, obesity, and kidney disease screenings, cooking & fitness demonstrations, and expert speakers in diabetes care and healthy living.



Diabetes Expo provides the public with a unique opportunity to talk with health care experts and obtain important medical and nutritional information. This is the perfect opportunity to showcase your product or service to the Hispanic community.

CINEPLEX on TeleFutura
Saturdays and Sundays
2pm–7pm

Every weekend, Telefutur's *Cineplex* brings movie lovers the best matinees on Spanish-language television. Action, adventure, comedy, drama... some of the favorite films of all time, and every one is in Spanish. Some of the films featured in August are "Formula 51", "Jurassic Park", "101 Dalmatians", "Scream 3: The Mask of Death", and "Revenge".

Please contact your local Account Executive for more information on sponsorship opportunities for any of these events or on-air specials.

Festival del Sabor
Saturday, October 11, 2008
11am–6pm

Festival del Sabor returns to Centennial Park in Ybor City. There will be family entertainment, food, music, local artists, and a children's fun area. Recipe contests for amateur cooks will take place with prizes awarded. Expected attendance is between 5-7,000 people. Booths are available, so don't miss this chance to showcase your food, beverage, or service at Festival del Sabor.



Latin Grammy
Thursday, November 13, 2008
8:00pm–11pm

A magical, musical evening celebrating the rich heritage and diversity of Latin music's many forms, performed by some of the industry's biggest stars. Showcasing the multitude of rhythms and styles that make up the full spectrum of Latin music, some of today's most highly respected recording artists gave an intimate performance of their own and other legend's most famous and popular hits. A truly unforgettable night of the music and stars that live in the heart and soul of every Latin music lover.



NEWS *In the News*

"Mexico Lindo" *Beautiful Mexico*
Monday, September 15, 2008
6pm and 11pm



Noticias Univision Tampa producer, Sandra Juliana Gomez, travels to Mexico in honor of the country's independence. Her experiences will be highlighted in a week long series as she travels through some of Mexico's most beautiful and historical sights.



American Diabetes Assoc Health Segment
Monday, September 8, 2008
6pm and 11pm
Noticias Univision Tampa will air a special

health segment on diabetes prevention and treatment the week of the local Diabetes Expo. Noticias Univision Tampa will also have onsite coverage and anchor presence the day of the Expo.

