

WVEA's Highlights for February 2006 Sweep

- Out of the Top 10 rated Novela Finales in WVEA, "Contra Viento y Marea" was #2, "Piel de Otoño" was #4 and "La Esposa Virgen" was #10.
- "Despierta America" M-F 7-10am, is Tampa Hispanics favorite way to start the day, ranking #4 among Women 18-34.
- "Rebelde" M-F 3-4p, is a hit in the afternoon ranking #4 among Women 18-49.
- "El Gordo y La Flaca" M-F 4-5p, is a success among all key Women demos!
- "Noticias Univision Tampa" M-F 6-6:30p, ranked #3 among Adults and Men 18-49 in a local news comparison.
- In a national news comparison, "Noticiero Univision" M-F 6:30-7p ranked #2 among Women 18-49 and also #2 in all Men key demos, second only to NBC!
- "Piel de Otoño" M-F 7-8p, ranked #2 among Adults 18-49 and its grand finale was WVEA's 4th highest rated Novela!
- "Alborada" M-F 9-10p, ranked #5 or better in every key demo!

Source: NSI February 2006

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National and Local Promotion Winners will Travel to the 2006 FIFA World Cup



McDonald's^(R) launched a national sweepstakes that will give 11 children the opportunity of a lifetime to meet and escort international soccer players during the semi final and final matches of the 2006 FIFA World Cup (TM) in Germany. The program, which runs through April 9th, is in partnership with Univision Communications.

"We know that soccer is the favorite sport of many of our Hispanic customers, and we are happy to be a part of the excitement by serving as one of the exclusive global sponsors of the 2006 FIFA World Cup (TM) and of the FIFA World Cup Player Escort Program," said Rick Marroquin, director of

marketing, McDonald's USA. "McDonald's is all about nurturing the dreams and aspirations of our youth, and we want to do our part to assure that they have opportunities like this to fulfill their dreams, whether it's on the soccer field, on stage or in the classroom."

Through the national sweepstakes, up to 11 children will be selected as the official winners and will have an opportunity to attend a semi-final or final FIFA World Cup (TM) game in July, where the children will escort the players onto the field. The winners will also receive a package that includes an official uniform, game tickets, travel and accommodations, meals and sightseeing tours. The program is being promoted on Univision television properties

and on Univision.com. Parents can log onto <http://www.univision.com>, Uniclave: McDonald's to learn more about the sweepstakes and to enter. The last day to enter this promotion is April 9th.



World Cup Sponsorships available on Univision and Telefutura:

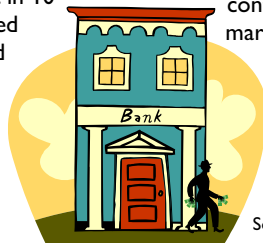
- Finals Viewing Party: a traffic builder designed to invite Hispanics to an auto dealership, test drive a new vehicle and receive a prize.
- World Cup Sponsorships: there is still time to promote your business/service in the only true World Championship. Contact your local Account Executive for details on Gold and Silver sponsorship opportunities.

Hispanics, an Invaluable Marker for Banks

Hispanic consumers may cash checks in branches, but they purchase few other services from a bank, credit union or savings institution, according to a new report released by Synergistics Research Corp.

The study, "Hispanic Market Monitor 2005," is based on 1,000 telephone interviews with self-identified Hispanics consumers ages 18 and up. While about four in 10 Hispanic respondents said they had a steady relationship with a bank or savings institution, more than eight in 10 of those surveyed reported limited branch usage.

But that makes them a ripe target for banks!



"Hispanics are a key target market for financial services providers," said Genie Driskell, chief operating officer and senior vice president of research at Atlanta based Synergistics.

"To nab business among Hispanics, the work begins at the branch," she said. The factors behind the trend are language and degree of assimilation in the U.S. society, according to the study.

"Clearly, the branch is a key contact point for the Hispanic market," and it may be as simple as having Hispanic staff members and displaying product material in Spanish, Ms. Driskill added.

Source: InvestmentNews.com

Around the Cubicle



WVEA-TV Ch. 62 & WFTT-TV Ch. 50 would like to welcome the newest addition to our sales team

Mark Timpson
WVEA Account Executive

On behalf of Univision and Telefutura Tampa

WELCOME!

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WVEA DTV Signal Launches from New Location

By: William Mierisch, Chief Engineer

Formerly transmitting DTV at low power in our city of license—Venice, WVEA has just completed the installation of its new high



Que Pasa?

In April



PUERTO RICO CULTURAL PARADE OF FLORIDA and FOLKLORE FESTIVAL April 30th, 2006

Held annually in the Historic Landmark District of Ybor City, the parade attracts large and enthusiastic crowds that has grown steadily over the years. It was estimated that about 45,000 people attended the 2005 event and a significant increase in attendance is projected for 2006. Admission and participation in the parade are free.



Sponsorship opportunities are still available. Please contact your local Account Executive for more details.

Stay tuned to WVEA Univision Channel 62's special programming in April:

Sunday, April 2nd (3-5pm) "Selena Inolvidable"

Sunday, April 2nd (12-1am) "Una Diva Inmortal: Maria Felix"

Friday, April 14th (8-11pm) Cine Especial "La Vida de Nuestro Señor Jesucristo"

Sunday, April 16th (6-7am) Misa de Pascua (Easter Mass)

Soccer Fanatic Joke

A man had great tickets for the World Cup Finals and as he sits down, another man asks if anyone is sitting in the empty seat next to him.



"No," he says. "The seat is empty."

"This is incredible!" says the other man. "Who in their right mind would have a seat like this for the World Cup Final, the biggest sporting event, and not use it?"

"Well, actually, the seat belongs to me. My wife was supposed to come with me, but she passed away. This is the first World Cup Final we haven't been to together since we got married."

"Oh. I'm sorry to hear that. That's terrible. But couldn't you find someone else, a friend or relative, or even a neighbor to take the seat?"

The man shakes his head. "No. They're all at the funeral."

70 Days left



70 days left for the opening of the 2006 World Cup.

NUTS and Bolts

power DTV antenna system in Riverview, FL. Our Venice transmitter was relocated to the Riverview site, home of our analog transmitter, and brought to life on Friday, March 10th.

Although still transmitting at low power, the new antenna system yields dramatically increased coverage over the Venice site and antenna. Testing will be done shortly to determine the range of our coverage.

We are transmitting on Channel 25, a relatively low frequency channel assigned by the FCC, that affords better range than higher UHF channels. On DTV receivers and set top boxes we can be found on Channel 62-1 digital.

Work continues on the installation of the WVEA high power DTV transmitter which is expected to be completed and on air by July 1.



Starting in spring and ending in summer, Noticias Univision Tampa will be reporting weather and sports from outside the station's studio and around the bay area. Look for our sports anchor on Mondays and weather anchor on Fridays. They may just be reporting from your neck of the woods!

Noticias Univision Tampa is currently working on a Hurricane special. More details to come in our next Outbox.