

Programming Highlights



Univision

“Barrera de Amor”
M-F 9-10p. A matador who finds that life outside the ring can be just as perilous and dramatic when he finds himself caught between the love of two women. “Barrera de Amor” premiered on March 21st at 9p with the second highest 18-34 rating among all broadcast networks that night, second only to Fox’s “American Idol.”

“La Fea Mas Bella”
M-F 8-9p. Lety is a sweet girl; shy, romantic and very intelligent, but hardly attractive. “The Prettiest Ugly Girl” is a breath of fresh air with her optimism and determination to succeed.

“Chiquitibum” Sundays 7:30-8p. A new comedy that features parodies of great soccer players.



TeleFutura

“Maria la del Barrio”
M-F 4-5p. With Thalia as the main character, this classic novela will keep you hooked!

“Pablo y Andrea”
M-F 6-7p. A tale of wonder, magic and mystery, but above all it will be a tale out of this world!

“La Familia P. Luche”
Sundays 10-11p. This new family sitcom keeps us laughing nonstop with a plethora of hilarious adventures.

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The World will be Watching the 2006 World Cup



Every so often there is an event, in which the hopes and inspirations of millions are at stake.

The fleeting moments of victory. The excruciating pangs of defeat. The blood, sweat and tears of years of preparations played out on a single reflex of a human muscle.

What sporting event can captivate and enthrall the whole globe?

The World Series? The SuperBowl? The Stanley Cup? The answer is a thunderous no. While those are truly amazing games, every nation does not

participate. The correct answer is the World Cup.

In this event, a simple ball spins on a grassy field, taking away the breathe of so many and giving life to the dreams of so many more.

The World Cup teams may have odd nicknames as “El Tri” (Mexico), Forza Azzuri (Italy), Ches or Albicelestes (Argentina). Les Bleus (France), Os Canarinhos (Brazil), or La Fúria Roja (Spain). However they play with all the grit and glory of their country’s pride.

This is the year to see if underdogs as Angola, United States, Ecuador or Ghana have a chance at the cup. Will these teams marvel tenacious teams like Spain, Mexico, Poland or Korea, or will the powerhouses

battle it out as Brazil, Italy, England or Argentina.

You will see ageless players as Cafu for Brazil or Luis Figo of Portugal, bring in the great tradition of World Cup’s past. In addition, you will see Ronaldhio (Brazil) or Lionel Messi (Argentina) who are teammates for Club Barcelona light up the field with their breathtaking skill for their respective countries. Many may not understand the game, but all understand its power and attraction.

Here in Tampa, there are only two stations to see the energy, and joyous celebration that is World Cup, regardless of language. All soccer fans will be watching Univision and TeleFutura Tampa this June and July.

Car Dealerships Operating In A Bilingual Market

Sé habla Español? Are you ready for an additional market? The Spanish-speaking community represents a huge opportunity for those who can communicate with, market to, and conduct business for Hispanic consumers in an environment that makes them feel welcome and comfortable.

Can you imagine how confusing it must be to purchase a vehicle in a new country? Different countries have different customs and different disclosure laws. We must remember that what is normal for us is not necessarily the norm for others.

To accommodate the growing nationwide market for Hispanic consumers, most U.S. states now mandate that dealerships provide

a Spanish-language version of the Federal Trade Commission (FTC) Used Car Buyer’s Guide, as well as the installment contract. The Spanish version of the installment contract is for comparison and translation purposes only; it is not to be signed.

While English is the standard language of business, it just makes good business sense to make it easier for those who are new to our country to understand their business transactions so that they can build a positive credit history. As a result, lenders will enjoy reduced repossession rates and dealers will broaden their customer base and build referral business.

Source: www.dealermarkclicks.com

Around the Cubicle



Univision and TeleFutura Tampa would like to welcome our youngest family member

Cristina Isabella Hernandez Verbel

She was born on March 27th at 9:30 am and weighed 8 pounds.

Congratulations to our 11pm news anchor, Jorge Hernandez, and his wife Ines

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World Cup

The excitement is building up, only 40 days left and Hispanic America will be riveted to Univision and TeleFutura Tampa as we broadcast all of the 64 games - unparalleled confrontations between the best soccer teams and players from around world.

2006 World Cup coverage

56 LIVE games from Germany

**8 exclusive matches and
replay of 25 matches in primetime**

Replay of 39 matches in primetime

**40
Days left**



Just 40 days are left for
the 2006 World Cup



Drive the Car: Wear the Jersey

The promotion invites customers to come and test drive a vehicle at the dealership and receive one free replica jersey from a choice of various teams participating in this year's World Cup. Through our internal network, we will facilitate contacts and organizations that will produce jerseys, replica and official, at a reasonable cost. This portion of the promotion will be further enhanced by offering official World Cup 2006 jerseys to anyone who actually purchases a vehicle from your dealership.

Bracket & Pocket Promotion

The soccer fervor is in the air and Hispanics will be following every move with the 2006 World Cup Bracket and Pocket promotion. The World Cup Pocket is an easy to carry item with all the information a soccer fanatic needs: teams, schedules, and a bracket. The World Cup Bracket invites fans to predict what teams will go to the semi finals and finals before the World Cup begins. If the bracket is filled out accurately, the customer receives a winning prize. Limited inventory is available during World Cup, so contact your Local Account Executive today for more information.



**WE TOLD THE DEALER
\$33 BILLION WAS
OUR FINAL OFFER**

This year Hispanics will spend more than \$760 billion on things like cars, clothes and electronics.

In 2005, Tampa Hispanics spent \$363 million on new cars and trucks, \$82 million on used cars and trucks, \$318 million on gasoline and motor oil and \$354 million on other vehicle expenses.

With more than a billion spent on automotive in the Tampa Bay area, are you getting your share?



Keep growing. We are.

Source: Global Insight, 2005 Hispanic Market Monitor. Nielsen 2003 Custom Phone Survey HA 14-65. Subject to qualifications available upon request. © 2006 Univision Communications Inc.