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Did You Know?

Nielsen Estimates 2007

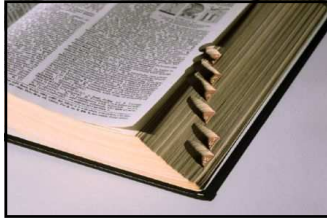
- In the 2007 Nielsen Estimates, Tampa remains the #12 largest DMA (designated market area) with 1,755,750 TV homes. This is 45,000 more than in 2006.
- In Hispanic households, Tampa continues to rank #19 with 161,630 Hispanic TV homes.
- Of the 161,000 Hispanic TV homes, 76,000 have a child in the household.
- The median age of persons 2+ in Hispanic TV homes is 28 years old and 44 years old in non-Hispanic TV homes.
- Nielsen reports that 489,000 Hispanics 2+ live in the Tampa-St. Petersburg DMA. This is 72% higher than in 2000.

Source: 2007 Nielsen Universe Estimates

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The Role of *Language* in Hispanic Marketing



English, Spanish, or both? It depends.

Hispanic consumers come in different colors, shapes, and sizes. They also come with varying levels of language. Some speak only Spanish, some speak only English, and yet some eat and breathe 'Spanglish.'

According to a study conducted by Aida Levitan, PhD, president of Association of Hispanic Advertising Agencies, "more

than half of Hispanic 18-34 year olds (68%) are Spanish-dominant or bilingual. 18-34 year olds are consuming Spanish and English broadcast media at nearly equal rates, with Spanish-language television and radio outpacing English-language television and radio."

What does this imply then? It implies that Hispanic marketers' efforts to advertise to this group of consumers in Spanish are not a wasted effort. It does not imply, however, that Spanish is the only language to be used to do so, although "18-34 year old Hispanic consumers are more persuaded by advertising in Spanish and are more loyal to companies

with ads in Spanish." Again, not a wasted effort. This last statistic could be so due to a number of reasons. For example, it is possible that the Spanish language among this group represents strong ties with their culture as it may be the language spoken at home. The products and/or services they consume may be similar to those of their parents. After all, the apple does not fall far from the tree. Brand loyalty starts at home. Ultimately, it is extremely important for marketers to discern what language Hispanic consumers in various age groups feel most comfortable with.

Source: HispanicAd.com October 19th, 2006

Latin Grammy Awards Show Rocks the Ratings!



The Latin Grammy Awards show out rated both Fox and the CW broadcast networks nationwide in households and viewers in the all important 18-49 year old demographic.

Locally, the Latin Grammy's drew a 3.1 household rating

on the Nielsen Galaxy Overnights, making it one of the more successful specials of the year. Additionally, the show leading into the Latin Grammys, "Noche de Estrellas" drew a 2.9 household rating, a 45% increase from 2005.

Across the nation, the Latin Grammy's took home 1st place in the 18-34 demographic in Chicago, New York, Dallas and San Francisco, and in Miami it was #1 in Households.

Special event programming on Univision continues to receive high ratings throughout the year. Don't miss out on the chance to be a part of our next big special:



Feliz Año Nuevo 2007. Contact your local account executive to learn more!

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**Entravision
Communications
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QUE PASA

In December

Holiday Greeting Card

Now is your opportunity to reach out to the growing Hispanic community with a "Christmas Greeting Card" on behalf of your business and staff.

The Univision and TeleFutura Tampa "Christmas Greeting Card" is a holiday greeting customized with your logo and personal salutation via an exclusive local program integration message.



**Feliz 2007
Sunday,
December
31st, 2006
from 10pm-
1:30am**

The hottest New Year's celebration in the Spanish-speaking world takes place right here on Univision. Hosted by Don Francisco and Raul de Molina in Times Square, Feliz 2007 is the liveliest, most celebrity-filled party of the New Year.

Please contact your local Account Executive for more information on sponsorship opportunities.



**Escándalo
de Año Nuevo
Sunday,
December 31st,
2006
from 12n-7pm**

TeleFutura's hit daytime show gets all dressed up on New Year's Eve for a special 7-hour live broadcast filled with fun and nonstop entertainment. With performances by famous Latin music artists, comedy skits, a recap of the year's juiciest celebrity gossip, *Escándalo de Año Nuevo* will feature feeds from Miami, Times Square, Los Angeles, San Antonio and Mexico City.



**Premio Lo
Nuestro
February 2007**

Premio Lo Nuestro is THE most prestigious award ceremony in the Latin music industry, invariably ranking as one of Univision's highest rated specials airing in February 2007.

Around the Cubicle

Univision and TeleFutura Tampa would like to congratulate the following staff for their promotion

Eddie Jimenez

WVEA Senior Account Executive
Emeline Fines
WFTT Account Executive

Also, we welcome the newest addition to our team

Jennifer Kimmel
Sales Coordinator

Congratulations!

NEWS In the News Legal Helps Community



From left: Maritere Rodriguez, Spanish Coordinator; Carlos A. Pazos, Esq; María del Pilar Ortiz, News Director; Vivan E. Yates, Esq; Gilberto E. Sanchez, Esq. Ivonne L. Fernandez, Esq; B. Lee Elam, Esq.

The Hillsborough County Bar Association and Noticias Univision Tampa have joined efforts to help Spanish-language viewers get answers to their legal questions through a live help line established in November.

The overwhelming response to this free help line led station management and the Hillsborough County Bar Association to agree to host a help line with Univision Tampa's news department.

Starting in January 2007 viewers can expect the legal help line every third Thursday of the month. The first one of the New Year will air on January 18th.