



OUTBOX

• WVEA 62 & WFTT 50 Newsletter •



Did You Know?

Nielsen Station Index
November 2006

- Men and women in the Tampa Bay area begin their day with “Despierta América” M-F 7a-10a ranking #3 in Adults and Men 25-54.
- Univision’s daytime M-F 12-4pm which included “Mi Vida Eres Tú”, “El Amor No Tiene Precio”, and “Rebelde”, was the #1 time period in Adults 18-34.
- “Noticiero Univision” M-F 6:30-7p remains #1 among all Men key demos (18-34, 18-49 & 25-54) and Young Adult Hispanics (A18-34) when compared to other National news.
- In a year-to-year comparison, Univision’s Primetime M-F 7-11p reveals outstanding growth in all key demos.
- “La Fea Más Bella” M-F 8-9p captivates Adults 18-34 with her beauty by ranking #2.
- “Don Francisco Presenta” M-F 10-11p delivers strong ratings on Wednesday nights with top ratings among Men 18-34 (#1, 4.8 rtg) and Men 18-49 (#2, 4.0 rtg).
- “Sábado Gigante” Sat 8-11p has higher ratings in Adults 18-34 than seven other stations combined.

Source: NSI November 2006

Volume 2, Issue 1

January 2007

Celebrating a Milestone

In 2007, Univision Tampa is celebrating 25 years of service to the Hispanic community.

WVEA-TV Channel 62 is Tampa Bay’s first Spanish-Language TV station and we are entering the 25th year of proudly serving the Hispanic community.

Univision Tampa has consistently proven itself as a leader and innovator in the broadcast industry of the Tampa and St Petersburg DMA. Quite a few of the staff members from the early days remain. Lilly González, now General Manager, started as an account executive when it was a low power station on Channel 50. Other long standing members, such as Francisco Leal, (Master Control), Robert Corbacho (Production), María del Pilar Ortiz (News Director) and Mario Cuevas (Controller) are eyewitnesses to the testament

that Spanish-language broadcast TV is nothing that can be held back. When the station went full power it also sought out the expertise of Nelson Castillo, who has run a high caliber sales force through the position of General Sales Manager for many years.

Univision’s longstanding programming like “Sábado Gigante” (on air for over 25 years), “Cristina”, “Primer Impacto”, “El Gordo y La Flaca” and fresh ground breaking programs enables WVEA-TV to inform and entertain more Hispanics than any other media in the Bay Area. The popularity of its Novelas is higher than ever with titles such as “La Fea Más Bella” (The Prettiest Ugly Girl), currently airing from

Monday through Friday 8-9p and ranking #2 among adults 18-34.

Tampa Hispanics value news from their native countries and “Noticiero Univision” delivers just that, news from our roots that have twice earned “Noticiero Univision” the prestigious Edward G. Morrow award for journalism. Locally, “Noticias Univision Tampa” remains Tampa’s only Spanish-language live news broadcast with ranking such as #1 among Adults, Men and Women 18-34, regardless of language!

So far it has been a great ride and a lot has been accomplished but with the Hispanic market remaining red hot, the station is looking forward to many more milestones to cross in the

TeleFutura is All Grown Up

In 2002, Univision expanded its audience and launched a new second Spanish-language network: TeleFutura.

TeleFutura offers different choices in programming such as game shows, sports, top movies, and reality shows that compliment Univision’s lineup; not contending with it. This is among the reasons why TeleFutura has become one of the fastest growing television networks in history.

Celebrating its fifth

anniversary, TeleFutura’s total day viewership on the national level has demonstrated tremendous gains among Adults 18-49 and 18-34 since the network launched.

TeleFutura is poised for a strong '07 season with the premiere of two international and originally produced novelas, “Por Amor” and “La Marca del Deseo” along with current hits such as the always exciting game show “¿Qué dice la Gente?”, the new U.S. produced Spanish-language

version of “Family Feud”. In addition, hit reality shows like “Objetivo Fama” that combines the best of “Big Brother”, and “American Idol” is returning for a new season. Sports, a core component of the network will be back with “Solo Boxeo” and a strong soccer lineup with “Futbol Liga Mexicana”, “Copa America”, and “Copa Oro” to name just a few of the cup that will be played this year.

Come join us. You are invited to reach the Hispanic market in the Tampa Bay area.

QUE PASA

In January

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



Premios Furia Musical
Sunday, January 7th,
2007 from 8-11pm

“Premios Furia Musical” is the preeminent awards ceremony recognizing the very best artists in Regional Mexican and Tropical music, two of Latin music’s most popular genres. The gala telecast will feature spectacular performances by top recording stars.

Family Fiesta Days @ Tampa Bay Downs
Sunday, February 11th, March 4th
and April 1st, 2007 from 12-3p

Fun for the whole family at Tampa Bay Downs. Hosted by Univision and TeleFutura Tampa, this themed afternoon will feature Latin entertainment, personalities, live DJ, pony rides, clowns, face painting, and more. Admission is free.



Premio Lo Nuestro
Thursday, February 22nd, 2007
from 8-11pm

The 19th annual “Premio Lo Nuestro” is the longest-running music awards program and remains a favorite among audiences, who continue to tune-in with ever-increasing numbers. Broadcast live from Miami, it features guest appearances and sensational performances by world-famous Latin artists. It is watched by millions of fans in the U.S and abroad.



Objetivo Fama on
TeleFutura
Starts on Monday,
January 29th, 2007

This national talent search will provide hundreds of young talented Hispanics the opportunity to compete in a once-in-a-lifetime chance to achieve fame. Winning contestants will fly to Puerto Rico to compete on “Objetivo Fama” season 4 for 16 weeks (Feb 12th, 2007-May 21st, 2007) only on TeleFutura.

Valentine’s Day Traffic Builder Promotion



WVEA-TV and WFTT-TV will be flying a lucky couple to Miami for the “Premio Lo Nuestro” award ceremony. Univision and TeleFutura Tampa will be airing the details and guiding viewers to register at your place of business. Also, the promos will mention you as a sponsor for top of mind awareness.



Fútbol Liga Mexicana (Mexican League Soccer)

All the action and excitement of the Mexican Soccer League is on TeleFutura and Univision. Featuring complete coverage of the Fall and Spring seasons, *Fútbol Liga Mexicana (Mexican League Soccer)* will present the most thrilling matches, the best players, and the kind of expert commentary that will keep soccer fans cheering week after week.

NEWS In the News



Noticias Univision Tampa Delivers Top Ratings in the November 2006 Sweeps



Ranks #1 among 18-34 Adults, Men and Women regardless of language

A 18-34		A 18-49		A 25-54	
RANK	#1	RANK	TIE #2	RANK	#3
WVEA	1.8	WTVT	3.2	WTVT	4.2
WTVT	1.6	WVEA	2.2	WFLA	3.4
WFLA	1.4	WFLA	2.2	WVEA	2.0
WTSP	0.6	WTSP	1.3	WTSP	1.8
ZBN9	0.4	WFTS	0.6	WFTS	0.9
WFTS	0.3	ZBN9	0.6	ZBN9	0.7
WWSB	0.0	WWSB	0.1	WWSB	0.2

Monday–Friday Local News Comparison at 6pm

Source: Nielsen Station Index November 2006

OUTBOX

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Entravision
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Around the Cubicle

We welcome Jessica Ortiz
WVEA and WFTT National Sales
Manager and Luisa Bonilla,
Reporter, to our staff.

In the Community



Univision and TeleFutura Tampa
sponsored Hispanic Services
Council’s annual Christmas dinner
for a group of Hispanic seniors.