



OUTBOX

• WVEA 62 & WFTT 50 Newsletter •



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Did You Know?

Premios Lo Nuestro

- According to Nielsen Media Research, Premio Lo Nuestro drew 6.3 millions viewers nationally on Thursday, February 22nd, 2007.
- The ratings were up 4 percent over last year receiving its largest audience ever.
- The show was viewed in 3.4 million households, up 6 percent from last year, and also totaled 3.6 million adults 18-49, up 5 percent over last year.
- Premio Lo Nuestro also reached more Hispanic viewers 18-34, 18-49 and teens, than the Academy Awards, the Emmy Awards and the Video Music Awards in 2006, and the 2007 Golden Globes did combined, according to Nielsen Hispanic Television Index Data.
- Locally, Univision Tampa enjoyed a 2.3 rating with a 3 share in households. This was a 10 percent increase from 2006, according to Nielsen Media Research Galaxy Overnights.
- In Tampa, the award show had higher ratings than 6 other networks on the same night.

Source: Mediaweek, February 23, 2007 and Tampa Galaxy Overnights 2/22/07

6 Million Hispanic Viewers Glued To USA. vs. Mexico Soccer Game



Univision's live telecast of the soccer match between the United States and Mexico national teams on Wednesday,

Feb. 7 during prime time, drew 6.1 million viewers, making it the second most-watched Spanish-language sports telecast in history. The most-watched Spanish-language sportscast in history took place this past summer when Mexico faced Argentina in the 2006 FIFA World Cup.

U.S.A. defeated Mexico 2-0. Both teams are preparing for the CONCACAF Gold Cup; this championship is the start of

the 2010 World Cup qualifying next year.

The telecast drew 5.9 million viewers ages two and over, 3.8 million Hispanic adults 18-49, and 2.4 million Hispanic men 18-49. These numbers of Hispanic men are greater than those who viewed the Super Bowl Feb. 4 on CBS.

Compared to ESPN2's viewers, ages two and over for the English-language broadcast of the match, Univision's audience was more than five times the size.

Univision Communications, including Univision and TeleFutura, own the Spanish-language rights to Major League Soccer games and will

air 25 regular-season contests in the 2007 season. Those broadcasts will take place on Sunday nights, with additional coverage of the 2007 MLS Cup Playoffs.

These unparalleled results demonstrate Univision Sports' leadership in providing Hispanic TV viewers the finest and most complete coverage of their favorite sport, soccer and it's most important tournaments.

Next up on Univision is El Súper Clásico, a rivalry between two Mexican teams: América and Chivas, airing only on Univision Sunday, March 18th. Stay tuned.

Source: Marketing & Medios, MLSnet.com 2/07

Supermarkets & Independent Grocery Stores

It is a very well established fact that Hispanics eat at home more often than any other ethnic group and spend nearly twice as much time preparing home-cooked meals than other consumers. They are also the fastest growing minority group in the U.S. Research shows that U.S. Hispanic shoppers make an average of 26 grocery trips per month, which is three times greater than the non-Latino U.S. shopper. The growth of this market, tied with its immense purchasing power, indicates a savory market of which supermarkets and independent grocery stores want to take advantage.

There seems to be a stronger bond between Hispanics and smaller, neighborhood retailers

than among non-Latinos. This according to the findings of a recent survey conducted by market research group IPSOS, which tested the differences in opinions about customer service, word of mouth and acting on customer service.

What the Studies Indicated

- Hispanics are 79 percent more likely to completely agree that: "big stores don't treat you as well as smaller, neighborhood stores."
- Customers of Hispanic descent are more avid and passionate in their relationships with brands and stores than customers of non-Hispanic descent.

- Hispanics are 50 percent more likely to report having stopped shopping at a store because they felt they were treated rudely.

The conventional wisdom that Hispanics are more loyal and expect more personal treatment by businesses and retailers are supported by the findings of this survey.

Most significantly, the FMI report revealed that Hispanic shoppers are interested in supermarkets that offer Latino products, bilingual store signs and packages, bilingual employees, and advertisements in Hispanic and Spanish-language media.

Source: Hispanic Market Weekly, 8/30/06

QUE PASA

In March

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

El Súper Clásico Soccer Tournament: Chivas vs. América Sunday, March 18th from 5-7p

The Súper Clásico is the rivalry between two top Mexican teams: América and Chivas. Over the years, Chivas has come to be known as Mexico's team and América is one of six teams based in Mexico City. The competition between these two teams remains high. Since 2002, Chivas has won 5 times and América has won twice. The remaining 5 games resulted in ties! What will be the final score? Don't miss the opportunity to advertise during this rivalry game watched by many Hispanics.

Puerto Rico Cultural Parade & Folklore Festival Saturday, April 28, 2007

Celebrating its 19th anniversary, the 2007 Puerto Rico Parade will be held downtown and will start at 3pm. The Folklore Festival will be held at the Curtis Hixon Park from 1pm to 10pm. Admission is free.



The International Food & Music Festival Saturday, April 21st, 2007

The 2nd Annual International Food and Music Festival is coming to Largo Central Park and is hosted by Univision and TeleFutura Tampa. All vendor proceeds will go to the RCS Food Bank in Pinellas County. Admission to the event is free. Tito Nieves will perform.

Copa Univision Tampa Bay Tournament from Aug 25- Sept 16, 2007

Sixteen of the best adult amateur soccer teams in the Bay area will be invited to play in the tournament. Teams will represent leagues in Hillsborough, Pinellas and other counties. The 2007 tournament play begins on August 25-26 runs through September 1-2, and culminates with the championship game played on September 16 at the Bright House Networks Field. Copa Univision Tampa offers participating sponsors exciting, desirable and effective community involvement and a promotion platform which will reach and touch thousands of Hispanic Bay Area residents. It includes ample measured media exposure, on-site event marketing, and also associates sponsors with the fastest-growing sport in the Tampa Bay area.

Hispanic Academic All-Stars



The 2007 Hispanic Academic All-Stars event salutes the top three Hispanic high school seniors in each school in Hillsborough County. These students will appear in a 60-second capsule that will air on the station for three weeks. In addition, an Essay Scholarship Contest is open to all high school seniors in the Tampa DMA where scholarships worth \$1,500 are awarded in the name of the sponsor. These winners will appear in a separate 30-second capsule that will air for two weeks.

NEWS

In the News



Univision Tampa is now offering six Public Service Announcements titled "Los Solecitos." These little sunshines have become a Univision icon for children all over the country. Such is their success that "Los Solecitos" are currently being incorporated in public events and festivals nationwide. This will give children the opportunity to have live "meet and greets" as well as participate in their concerts while learning

about safety and health. The catchy Public Service Announcements are titled: "Come Bien" which encourages good eating habits, "Cinturón" provides automotive safety tips, "Lavate los Dientes" promotes good oral hygiene, "Lava las Manos" promotes good general hygiene, "Ejercicio" encourages exercise for a healthy life and "Deportes y seguridad" highlights the importance of sports safety. With such an array of topics, "Los Solecitos" will make for excellent sponsorship opportunities. Please contact your local Account Executive for more information.



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Univision & TeleFutura Tampa
2610 West Hillsborough Ave.
Tampa, FL 33614
(813) 872-6262

Lilly M. González
Vice-President and General Manager
Nelson Castillo
General Sales Manager
Jessica Ortiz
National Sales Manager



WVEA Account Executives

Ileana Iturriaga (813) 998-3610
Edward Jiménez (813) 998-3609
Jason Calim (813) 998-3605
Veronica Pearson (813) 998-3608



WFTT Account Executives

Marcos Taméz (813) 998-3607
Emeline Fines (813) 998-3606

Catalina Botero (813) 998-3611
Research Analyst
Paola Abesada (813) 998-3603
Promotions & Marketing
Jennifer Kimmel (813) 998-3602
Sales Coordinator

Committee Members

Nelson, Catalina, Paola & Jennifer

Contributing Members

Marcos Taméz & Emeline Fines
Proofreader
Margaret Stanfield



Entravision
Communication
Corporation

In the Community



Noticias Univision Tampa gave a lucky man the opportunity to propose on Valentine's Day with a special evening out to celebrate their engagement. Viewers watched intently as she said "si!"