



OUTBOX

• WVEA 62 & WFTT 50 Newsletter •



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Did You Know?

¡Entérate!

(A Univision Health Education Initiative)

- ¡Entérate!, Univision's health initiative, promotes healthy lifestyles, encourages illness prevention, and provides motivational encouragement for early detection and aggressive management of key health conditions.
- A series of quarterly one-half hour health specials and 30-second PSA's are anchored by Univision talent and feature health experts that provide educational health information on chronic diseases and other health topics.
- The quarterly specials feature testimonials, providing motivational encouragement and inspiration to viewers. In addition, the program will direct viewers to health resources.
- These specials and PSA's provide great sponsorship opportunities. Contact your local Account Executive for more information.

Tampa Hispanics, The Driving Force of Automotive Growth

It is all about "The Sale", and it is all about moving the needle. The numbers are out and the 4th Qtr 2006 Polk data is in! By percentage, Hispanics continue to be the driving force of automotive growth in the Tampa DMA while continuously outperforming non-Hispanic sales. Among the **Domestics**:

- **Ford's** passenger cars realized a 31.6% growth in Hispanic sales while non-Hispanic sales only grew 3.3% and later posted an overall -15% loss.
- **Pontiac** showed its only growth among Hispanics at 4.4% while posting a flat 0% among non-Hispanics.
- **GMC** continues its

momentum among Hispanics while posting its only growth at 18.5% vs. its non-Hispanic loss of -3.2%.

Among the Imports:

- **Toyota** posted a 28.8% overall increase among Hispanic sales which is more than double its non-Hispanic sales of 12.5%.
- **Suzuki** definitely moved the needle among Hispanics while posting a 33.3% growth in passenger car sales vs. non-Hispanic (0.3%) and an overall growth more than 2x non-Hispanic at 36.4% vs. 15.1%, respectively.
- **Nissan** posted an overall growth among Hispanics of 21.3%, almost 5x the non-

Hispanic percentage of 4.2%.

- **Hyundai's** sales had an overall growth of 7x that of non-Hispanics at 9.4% vs. 1.3%, respectively.
- **Honda's** Hispanic sales muscled in almost 12x the overall growth at 15.2% over the non-Hispanic percentage growth of 1.3%.

Other familiar makes among Hispanics continue to outperform non-Hispanics in the overall percentage of sales such as:

- **Kia's** 6.8% vs. 0.8%,
- **Mazda's** 12% vs. 8.2%

Source: R.L. Polk, 4th Quarter 2006 Calendar Year End


Fútbol National Team Competition


The highest stage of soccer competition is on the national team level. The best analogy is to consider these the "Dream Teams" made up of the best players regardless of the club they play for professionally. Tournaments such as **Copa América**, **World Cup**, **Women's World Cup**, **U-20**, **Confederations Cup** and **Copa Oro (Gold Cup)** are the top national team competitions.

These events stir the greatest passion in the same way general market viewers get excited about the Olympics. It's nation vs. nation, where flag-waving, chanting, even group-dynamics can come into

play. It becomes an almost tribal, shared experience.

International and national team competitions are big-ticket, high-profile events, offering larger audiences, broader reach and the opportunity to attract greater audiences.

 **Copa Oro** (6/6-6/24), the top 12 teams for CONCACAF participate, including Mexico and the United States.

 **Copa América** (6/26 - 7/15) features all 10 national teams from South

America and two guest nations (in 2007, Mexico and the United States) in a series of elimination matches to determine the Champion of South America.



U-20 (6/30 - 7/22) known also as the World Youth Championship, the U-20 Tournament is transmitted in the same format as the World Cup.

Reach Hispanics when they are riveted to the television. Various packages are available. Please contact your local account executive for more details. Inventory is limited.

QUE PASA

In April

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

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



The 2nd Annual Summerfest is coming to Largo Central Park and is hosted by Univision and TeleFutura Tampa. Tito Nieves will be one of many artists performing live. All the proceeds benefit the RCS Food Bank in Pinellas County. Admission is free.



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

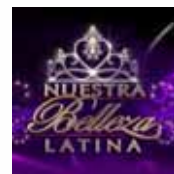
The Puerto Rico Cultural Parade & Folklore Festival has always been characterized as a family, cultural and educational affair. The event will be held in the Curtis Hixon Park from 1pm to 10pm. Admission is free.

Hispanic Academic All-Stars



Univision Tampa created the *Hispanic Academic All-Stars* scholarship program sixteen years ago to focus on the importance of continued education. The program salutes the top three Hispanic high school seniors in each school in Hillsborough County. In addition, an Essay Scholarship Contest is open to all high school seniors in the Tampa DMA where \$1500 in scholarships are awarded in the name of the sponsor. This scholarship program benefits education while giving your company recognition for a good cause.

Nuestra Belleza Latina
Tuesdays from 10-11pm
March 27 to May 22



"Nuestra Belleza Latina" is a competition that searches throughout the U.S. and Puerto Rico for the most charismatic, intelligent and captivating Hispanic women who will face-off in a fierce competition that combines the excitement of reality television with the glamour and splendor of a beauty contest. Showcase your company during this highly-watched competition and reach your target market.



Univision Tampa's 25th Anniversary Festival
Coming in the fall

This event held in honor of Univision Tampa's 25th Anniversary will feature top name musical acts, appearances by Univision Network television stars and for children, the very popular "Los Solecitos".

Cinco de Mayo
Saturday, May 5, 2007

Cinco de Mayo celebrates the battle of Puebla in Mexico when on May 5, 1862 the invading French Army was defeated by the Mexicans and their heroic determination. This Mexican holiday brings all the Mexican folklore, music and rich aromas to Coachman Park in Clearwater, FL.



Copa Univision (8/25-9/16)
139 days are left to experience the 2007 Copa Univision Tampa.

NEWS In the News



Sponsorable Hurricane Capsules

With another hurricane season rapidly approaching us, Noticias Univision Tampa is ready to keep our community informed. Aired throughout hurricane season on both Univision and TeleFutura Tampa, a series of sponsorable :25 second informational vignettes are produced by Noticias Univision Tampa. In addition, a half hour news special will air on May 28 and July 4. Throughout our 10-county coverage area, Hispanics know and rely on Noticias Univision Tampa.

Pinta El Clima

Children from the Tampa Bay area are invited to "draw the weather" and become a weather reporter for a day.

Selected children's drawings will be featured on a daily basis for 4 weeks during the 6pm and 11pm weather segment. Sponsor logo will appear on this daily segment.

Each child that sends in a drawing will receive a personalized certificate signed by the news anchors. The certificates will have the sponsor logo.

OUTBOX

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In the Community



Univision Tampa is a proud donor to the Museum of Science and Industry. Our donation has contributed to the museum's development of new and interesting exhibits. Our name is proudly displayed on the donor wall inside the Grand Lobby at MOSI.