

Did You Know?

Cuba vs. Mexico Soccer Match

- The 2007 CONCACAF Gold Cup returns to Giants Stadium as the best soccer players from North and Central America representing their respective countries as they compete for the 2007 Gold Cup Championship.
- On Saturday, June 8th Giants Stadium in New Jersey will host Mexico vs. Cuba at 9pm.
- Univision and TeleFutura Tampa created an exciting getaway for your customers and a terrific traffic builder promotion for you.
- We will be airing the details of the promotion and letting viewers know how they can participate for a chance to win the amazing getaway.
- Viewers will register at your place of business, which will create much needed traffic.

Español Gives Tips on New Market

Businesses don't need a book to tell them the Hispanic population in this country is booming. They may not realize, however, the edge they can gain over the competition by reaching out – and selling – to the burgeoning Hispanic market in Spanish; the language many Hispanics associate with home.

The Power of Business en Español shows what makes the Hispanic market so different and important by breaking it down in typical business-book fashion into seven keys:

1. Hispanics all use the same dictionary. Don't worry about which dialect is in your Spanish-language ads. It's better to use "Walter Cronkite

Spanish" devoid of regional slang or idiomatic expressions, which can backfire.

2. Hispanics are everywhere. At 42.7 million and climbing, there are more Hispanics in the USA than Canadians in Canada.

3. Hispanics love the USA. They come to this country to build a better life and put down roots. Hispanics need the same goods and services as any other and will more likely buy from someone who shows they understand them and their tastes.

4. Hispanics vote. Business owners can take a lesson from George W. Bush: Courting Hispanics can pay off; relationships matter.

5. Hispanics have strong family values. Family comes first, and Mama is boss. If you want anyone in the house to buy something, you have to sell her on it.

6. Hispanics want to be courted in the language most comfortable to them. Example, a Beck's beer makes the point: "Vives en inglés. Pero sientes en Español." ("You live in English. But you feel in Spanish.")

7. Hispanics have real buying power. In three years, the buying power of Hispanics in the USA is expected to hit \$1 trillion, up from close to \$700 billion today.

Source: By Michelle Archer, Special for USA TODAY 4/07

Top 3 Sports Among Hispanics: Soccer, Soccer and Soccer



No other network captures the hearts and minds of viewers like Univision.

Soccer on Univision is more than just a game. It's an experience. Something 27 million fans simply can't live without. Their passion for Univision is just as strong.

Our network is a powerful connection to their language, their culture, and their lives. Naturally, when they see your product on our network, they are more apt to buy it. Research proves that. Maybe it's time to kick your sales in high gear.

COPA ORO 2007: June 6th - 24th, Played in six cities in the United States, Copa Oro is the championship of North America, Central America and the Caribbean - featuring the U.S. and Mexico. All of 17 matches on Univision and TeleFutura will air in prime time or weekend afternoon.

COPA AMERICA 2007 - The Prestige of the Americas:

Presents 26 matches featuring all 10 South American teams (including Brazil, Argentina, Colombia, Ecuador) plus 2 invited teams: Mexico and U.S.A.

MLS: Major League Soccer Game of the Week: MLS players comprise the majority of the U.S. National Team player pool of which 75 players are from 16 Hispanic countries.


SUPERLIGA: July 24-Aug 29. Annual international soccer competition formed by MLS and Soccer United Marketing (SUM) featuring the top club teams from the Mexican Primera Division and the MLS.

Source: Nielsen Media Research, NHTI




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In the Community



Univision Tampa celebrated along with over 80,000 attendees this past Saturday during the Puerto Rican Parade and Festival at Curtis Hixon Park. The Noticias Univision Tampa team signed autographs for many fans.

QUE PASA

In May

Florida Quince Show
Sunday, June 3, 2007

Quinceañeras who celebrate their fifteenth birthday symbolize the turning point from childhood to becoming young women. Planning the Quince includes choosing a gown, cake, florist, music, venues, gifts, photography and a useful planning checklist. Don't miss this opportunity to showcase your product or service at this great show!



Premios Juventud
Thursday, July 19, 2007
from 8-11pm

Univision invites fans to choose the hottest stars, most influential trendsetters and the most intriguing personalities. Extending the "Premio" franchise with an award show created for and controlled by Hispanic youth, it will be an evening of rhythm, lights, music and glittering celebrities from the worlds of Latin music, film, fashion, TV and sports.

"Bailando Por la Boda de mis Sueños" Finale
Sunday, May 20th from 8-11pm

This dancing competition is in its final stages and only three more episodes remain to discover which couple will win their dream wedding and a house.

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

"La Fea Más Bella" Finale
Date: Summer 2007

All good things must come to an end and with that so does another great Univision novela. "La Fea Más Bella" has captivated the hearts of all Tampa Hispanics with her beauty. During the final weeks the drama, suspense and Lety's transformation will keep viewers riveted until the end.

CONCACAF Gold Cup
June 6 - June 24

International and national team competitions are big-ticket, high-profile events offering larger audiences, broader reach, and the opportunity to attract greater audiences. Univision and TeleFutura have exclusive Spanish-language broadcast rights in the U.S. to air the 17 matches of the Gold Cup 2007.

Copa América
June 26 - July 15

Copa América is the most prestigious soccer tournament in the Western hemisphere after World Cup. Copa América features all ten 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. The 2007 event will be hosted by Venezuela for the first time.



117 days left until
Copa Univision 2007
(8/25-9/16)

NEWS

In the News



"Monica Virtual"
Thursdays at 11pm and
Fridays at 6pm

Noticias Univision Tampa introduces this enthusiastic segment about upcoming events, music, concerts, gossip, and entertainment news in the Tampa Bay area.

On a weekly basis, Monica Virtual will conduct a "spicy" survey in local bars and restaurants. Viewers will have an opportunity to send "Monica Virtual" emails and pictures.

Closed Captioning Local News

Noticias Univision Tampa close captions its daily newscast at 6pm and 11pm for the hearing impaired. Closed captioning is available for sponsorship.

