



OUTBOX

• WVEA 62 & WFTT 50 Newsletter •



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Did You Know?

Premios Juventud 2007 was #1 in primetime in the following markets:



#1 among Total Viewers: Los Angeles, New York, and Dallas

#1 in Households: Los Angeles, Miami, Houston, and Dallas

#1 among Adults 18-49

#1 among Adults 18-34

#1 among Teens 12-17

"The Customers Always Write"

"Over the years, Univision Tampa has been helping Crazy Buffet increase in the Latino market. They are the best media tool to help reach out to areas which others can't! We have seen a steady increase each year in sales and guests. Crazy Buffet looks forward to many more years of growth thanks to Univision Tampa!"

- Robert W. Smith, Crazy Buffet Restaurants

Unión. Pasión. Fútbol... Copa Univision



Over 20 soccer leagues will compete in this year's *Copa Univision Tampa Bay* event, which will be promoted extensively to the public one month prior to the actual tournament through an aggressive, high-profile measured media program. Alberto de la Torre, sports anchor of NOTICIAS UNIVISION TAMPA, will begin to profile the teams invited to the tournament in August. Viewers will get to know their favorite and rival teams up close and

personal through these "Invitados" segments. Alberto's segments will include interviews with players, coaches, and fans. A promotional spot schedule will also promote attendance at the *Copa Univision Tampa*, a family-friendly **FREE ADMISSION** event.



During the semi-finals and final event, sponsors will be furnished with a booth, stadium banners, and other signage opportunities, as well as numerous mentions

by the WVEA Noticias Univision Tampa personalities. Certain sponsorship levels include spectator activities during the championship game. A half-hour television special will be produced after the event and aired on WVEA-TV Univision Tampa on Sunday, September 29, 2007 at 6PM. This special program will provide highlights of the tournament, a summary of scores and positions, the championship game, and the awards ceremony. Please contact your local AE for sponsorship opportunities. Availability is limited.

Source: By Edward Jimenez, WVEA Account Executive July 2007

¡Viva Mexico!

Confused time and time again with Cinco de Mayo, "*El Grito*" every 16th of September, is in fact the celebration of Mexico's Independence! On this day Mexicans all over the world celebrate Mexico's independence from Spanish rule. Flags and lighted decorations are set up in every city. Food is always a very important part of these festivities. Live Mariachis play to the delight of all present. The euphoria is collective and all are prepared to shout, yell, and make as much noise as possible with fake trumpets, noisemakers, and whistles!



Excitement and suspense reach a peak at the culminating moment when a government official arrives at 11:00 P.M. to give the "GRITO" or cry of Independence. This ritual recreates the moment in which Father Hidalgo gathered his followers in Dolores

Guanajuato and rang the bell of his little church, calling everyone to fight for Libertad! It is customary for the Mexican President to deliver the "GRITO" in Mexico City's Zócalo Plaza. It is in this plaza atop Palacio Nacional, where the President's offices are located, also where the original bell rung by Hidalgo is placed. It is this bell that is rung every 16th of September. The ceremony reaches the high point when the crowd joins in proudly shouting out the names of the heroes of our Independence, to end with the exciting chant, **VIVA MÉXICO!**

Source: www.inside-mexico.com 7/2007



QUE PASA In August

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

Copa Univision Tampa
8/25/07- 9/16/07



The resounding success of *COPA UNIVISION* soccer tournaments in San Diego, Las Vegas, and Santa Barbara in recent years propelled interest in the Tampa Bay Area to launch a similar event in the Tampa-St. Petersburg DMA in 2005. This region is home to more than 450 amateur adult leagues. Every weekend of the year, the Tampa Bay area is ablaze with amateur soccer at its best! Fans abound in every corner of the region. They attend games by the thousands and rely on WVEA-TV's NOTICIAS UNIVISION TAMPA to furnish extensive coverage of the various leagues in the DMA.



Over twenty of the best Latin amateur soccer leagues will be invited to compete in this tournament. Teams will represent points in Hillsborough, Pinellas and Manatee counties.

The 2007 tournament play runs from August 18-September 9, culminates with semifinals played on September 15 and finals on September 16. An All-Star, a women's game, and a championship game will be played on September 16 at Bright House Networks Field. There will be a children's playground and moonwalk at the championship game.

Copa Univision Tampa offers participating sponsors an exciting, desirable and effective

community involvement and 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.



Children's Cultural Festival
Saturday, November 3rd, 2007 from 10a-7p
at Leto High School

Organized by the Hispanic American Inter-Cultural Workshop (TICH) and supported by Hillsborough County Schools, this annual cultural festival highlights the diverse Hispanic culture in the United States through the eyes of children. Admission is free.

American Diabetes Association Expo/Walk
Saturday, October 6th, 2007
Tampa Convention Center



This highly interactive event will host entertainment for people of all ages including a Youth Zone for children filled with exciting activities that promote healthy living, a screening area providing diabetes, cholesterol, blood pressure, obesity, and kidney disease screenings, cooking & fitness demonstrations, and expert speakers in diabetes care and healthy living.

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In the Community



Noticias Univision Tampa joined forces with Caridades Catolicas to offer a free public forum to help viewers apply for citizenship. More than 500 people attended making it a complete success!

NEWS In the News

Univision has launched a campaign called "Ya es Hora, ¡CIUDADANIA!" in which each local station reaches out to those in need of help with the process of becoming an American citizen. The campaign focuses on aiding those who are ready to take that next step, but are not sure where to begin.



Noticias Univision Tampa organized a citizenship helpline where viewers were encouraged to call in to live specialists ready to help answer their questions. Over 400 phone calls were answered in two hours.



Ratings

WFTT Telefutera Tampa has joined Nielsen Television Index and is now measured alongside its English and Spanish-language competition in the 10 County Tampa viewing area. Back in February 2006, our TeleFutura Network joined Nielsen's National Television Ratings Service, the Nielsen Television Index.

NTI is the service that provides television ratings for all the major U.S. networks such as ABC, CBS, NBC, FOX, and Univision. Now as of May 2007, WFTT our Local Telefutera Affiliate, is being monitored by Nielsen to provide our Clients the most comprehensive information as to who is watching locally.

Source: Tuesday, July 10, 2007 Reporting Day 3a-3a, Copyright 2007 Nielsen Media Research Inc.