



OUTBOX

• WVEA 62 & WFTT 50 Newsletter •



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Did You Know? Labor Day Facts

- 34.6 million Americans will travel 50 miles or more away from home during this Labor Day weekend.
- Travelers driving during the holiday will find average U.S. gasoline prices around \$2.79 a gallon, down about 28 cents from last month and 23 cents below last year's levels.
- Hispanics are twice as likely than the general population to barbeque during Labor Day weekend.



Source: 2006 Hispanic PR Wire

"The Customers Always Write"

"We have advertised with Channel 62/Channel 50 for many years and have always found the staff to be very helpful, knowledgeable, and very professional. Univision and TeleFutura Tampa have really helped bring in the Hispanic buyers. Thank you for being our partner and helping to bolster our business".

-Idania Martin, Marketing Manager of Bill Currie Ford - Tampa, FL

Hispanic Heritage History



In September 1968, Congress authorized President

Lyndon B. Johnson to proclaim National Hispanic Heritage Week, which was observed during the week including Sept. 15 and Sept. 16. The observance was expanded in 1988 to a month long celebration (Sept. 15 - Oct. 15).

America celebrates the culture and traditions of U.S. residents who trace their roots to Spain, Mexico, and the Spanish-speaking nations of Central America, South America

and the Caribbean. Sept. 15 was chosen as the starting point for the celebration because it is the anniversary of independence of five Latin American countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on Sept. 16 and Sept. 18, respectively.

Latinos' impact and influence on the United States is, as former President George Bush once



said, "a living legacy" that has profoundly impacted



the history and development of the United States. As the president noted, "the values passed from generation to generation in Hispanic American families are values central to the American experience."

Source: U.S. Census Bureau | Public Information Office | Last Revised: August 23, 2007

Hispanics Play Crucial Role in Upcoming Elections

Florida Hispanics are drawing attention as the 2008 Presidential elections draw near. Since 2000, Florida's Hispanic population has grown by more than 477,000, according to U.S. Census figures released Thursday, putting the number at 3,160,287. Hispanics now account for 18.5 percent of the state's population of 17 million and about 14 percent of the state's eligible voters. In 2000, Hispanics made up 16.7 percent of the population.



Eligible to vote for the first time, 21-year-old Valerie Figueroa will play a part in the presidential election this November, joining a throng of new Hispanic voters who may make a difference in the race's outcome in Florida and possibly the nation. Figueroa, active in both Hispanic and Puerto Rican student groups, said she believes the increase in the number of Hispanics in

Florida will translate into political power.

"We are growing and we want change. As we grow, our impact on elections will grow along with us," she said. Joseph Agostini, a spokesman for the Republican Party of Florida, said the importance of the Hispanic vote is evident in the amount of money both parties have spent on media buys seeking their votes. "They will be vital to a victory in November," he said.

Source: Ron Word, Assoc. Press Aug 2007



QUE PASA In September

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

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.



**USA vs Brazil
International
Friendly Match**



USA vs. Brazil will play LIVE Chicago's Soldier Field on Sunday, September 09, 2007, 4-6p Eastern. The CONCACAF Copa Oro Champions will battle it out with the CONMEBOL Copa América Champions. Brazil will bring its full roster including international stars Ronaldinho, Kaká, Robinho, and Dunga. Brazil, the #1 team in the world, will play in Chicago for the first time. USA holds a 10-3-1 record in 2007. Team USA has only beaten Brazil once in 12 tries - the 1998 Gold Cup. Call your local AE for availabilities!

Festival del Sabor
Saturday, October 13, 2007
Centennial Park, Ybor City

Food among Hispanics is the glue that binds family together. Meal time is family time.



Regardless of country of origin, food plays a major role in their lives. Festival del Sabor returns to Tampa, presented by Centro Mi Diario, during Hispanic Heritage month. This festival will be filled with delicious ethnic

food, music, local artists, and a children's fun area. Expected attendance is 5-7,000. Reserve your booth today!



Copa Univision Tampa Bay

Semi-Finals: Saturday, Sept 15
Finals: Sunday, Sept 16
Bright House Networks Field,
Clearwater


Booths still available!

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In the Community



Copa Univision Tampa Bay kicked off on Saturday, August 19th at the David Martin Fields in Clearwater, Florida. Teams battled during the preliminaries. The champion will be determined during the final game on Sunday, September 17th.

NEWS In the News



**Hurricane Special airs
Monday, September 3rd
Labor Day**

The Noticias Univision Tampa news team put together an informative special on what to do before, during, and after a hurricane. Hurricane season is still in full effect for another 3 months. The Noticias Univision Tampa Hurricane special airs at 6pm and 11pm on September 3rd.



**Special News Report from
Santa Marta, Colombia
Coming Soon**



Reporter Sandra Juliana Gomez sets out to the beautiful coastal beaches of Colombia. In her special report, along with Grammy award-winning Carlos Vives, they explore the history, people, and beauty of Santa Marta.



Noticias Univision Tampa welcomes **Carolina Serna** to their team as a Producer/Anchor.