



OUTBOX

• WVEA 62 & WFTT 50 Newsletter •



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October 2007

Did You Know?

Halloween

The observance of Halloween, which dates back to Celtic rituals thousands of years ago, has long been associated with images of witches, ghosts, devils and hobgoblins. In the United States, the first official citywide Halloween celebration occurred in Anoka, Minn., in 1921. Over the years, Halloween customs and rituals have changed dramatically.

36.1 million -

The estimated number of potential trick-or-treaters in 2007

93% Percentage -

Number of households who consider their neighborhood safe. In addition, 78 percent said they were not afraid to walk alone at night.

1 billion pounds -

Total production of major pumpkin-producing states.



"The Customers Always Write"

Thanks to Univision and TeleFutura Tampa for your support. We have been advertising in Tampa for three consecutive years. We have seen an increase in our sales. We are surprised with the response and we look forward to advertising with you in the future.

- Mario Longagnani,
Orlando Mágico

Latin Grammy Awards Go Vegas Style

The Latin Recording Academy® and the Univision Television Network are making the 8th Annual Latin GRAMMY® Awards a first-hand experience for music fans. For the second year in a row, a limited number of tickets for the annual telecast will be available to the public. This year's show, to be held in Las Vegas for the first time, will air live on Thursday, November 8, from 8 - 11 PM ET/PT (7 PM Central), from the Mandalay Bay Events Center, and is sure to be another unprecedented musical experience for fans worldwide.



"What better way to connect music lovers

with artists than by making tickets to the 8th Annual Latin GRAMMY Awards available to music fans," said Gabriel Abaroa, President of The Latin Recording Academy. "After last year's overwhelming success with public ticket sales in New York, we are most pleased to again offer this unique opportunity in one of the most dynamic entertainment cities in the world. Viva the Latin GRAMMYS at the Mandalay Bay Events Center in Las Vegas!"

"Last year's sold-out show from Madison Square Garden was an unqualified ratings success and demonstrated just how passionate we are about our Latin music," said Alina Falcón, Executive Vice



President and Operating Manager of the Univision Television Network.

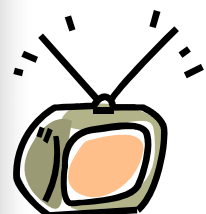
Univision's airing of the awards show attracted 1.8 million more viewers than last year's English-language broadcast. 630% more Hispanic Adults 18-34 and 481% more Hispanic Adults 18-49. The Latin Grammy Awards has shown dramatic household ratings and share increases.



Univision Networks October 2007

Nielsen Cuts Down Guesswork

On Oct. 4, the TV ratings kingpin is launching its Local People Meter in the St. Petersburg, Tampa and Sarasota markets. The electronic device measures television viewing in real time, tracking members of a household as they come and go and flip channels along the way.



It replaces set-top boxes and paper diaries, and offers advertisers and television

networks demographics and viewership data for every day of the year.

Nielsen officials said real-time measurements and newer technology have become necessary in a changing world.

The People Meter debuted nationally in 1987, but suffered hiccups in local markets. In New York, executives at the Fox and UPN affiliates launched a tirade after they saw drop-offs in viewing and alleged that blacks and Hispanics were undercounted, resulting in



plummeting ratings for minority-targeted programs. Nielsen fought back with a \$50-million commitment by aggressively reaching out to minorities and investing in additional research, advertising and lobbying campaigns.

The St. Petersburg Times, September 2007



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In the Community



"Los Solecitos" *The Little Suns* were a complete success at this year's Copa Univision Tampa in Clearwater. Children and parents had photo and autograph opportunities with the lovable pair during the event.

QUE PASA

In October

TICH's 5th Hispanic Cultural Festival
Saturday, November 3rd
The non-profit cultural school TICH will host the 5th Annual Hispanic Cultural Festival of Tampa from 10am to 7pm at Leto high school in Hillsborough County. The festival will include diverse children's activities, exhibitor areas, cultural representations from over 15 countries, school participations, and a live stage with music and art from different countries. Here is your opportunity to showcase your company and/or product to the community.



Navidad de Colores
December 2007
The Colors of Christmas is an art contest which inspires children up to the age of 12 to materialize their sweetest imaginations of Christmas onto paper. A promotional schedule will be launched announcing the contest and stating procedures for entries. Winners receive tickets to the Ringling Brothers & Barnum and Bailey Circus plus a day at MOSI.



Toy Drive
December 2007
Every year, Univision and TeleFutura Tampa join efforts with local Hispanic not-for-profit organizations to help fill the needs of approximately 150 families during the holiday season. Make your business a part of this good spirit donation!



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

Latin Grammy Awards
November 8th 8-11pm
The Latin Grammy's will finally have a celebration of its own when Univision broadcasts the *Grammy Latinos* for the second consecutive year. This celebratory showcase will honor the best in the Latino music community. WVEA's local newscast will immediately follow Univision's presentation of *Los Grammy Latinos 2007*, the most prestigious Latin music awards ceremony in the world. The opportunity to reach your target Hispanic community is at your reach. Call your local AE to reserve your spot today!



Premios TV y Novelas
November 16th 8-11pm
Presented by *TV y Novelas* magazine, this award show is complete with celebrity hosts and performances, as well as all of today's biggest Latin television stars all competing for the coveted awards. Award categories include Best Novela, Best Villain, Best Actress, Best Actor, Best Child Performance, and many more. This awards ceremony brings the hottest Latin stars to the red carpet looking their best. There will be a post-show special where all the winners are judged on fashion, scandals, and gossip. Spots are still available, so don't miss the chance to reach these loyal viewers.



NEWS In the News

News directly from Puerto Rico

In the Tampa DMA about 27% of the Hispanic population is Puerto Rican. Political issues, economic development, and celebrity stories are some of the topics that are discussed during the newscast and are important to Puerto Ricans living in the Bay area. *Noticias Univision Puerto Rico* will air every Saturday and Sunday at 11pm on WVEA-Univision Tampa Channel 62.



Noticias Univision Tampa is looking for children between the ages of 5-15 for their Christmas special *Reporteros en Acción (Little Reporters in Action)* to air on December 25th. Children must speak fluent Spanish and must love the camera. Children selected for this news special will take over the studio to help produce, report, and host the news for this very unique Christmas Day news special.