



OUTBOX

• WVEA 62 & WFTT 50 Newsletter •



Volume 2, Issue 11

November 2007

Did You Know?

Vista Media

places all the advertising you see on Tampa transit buses!

Vista Media currently provides transit advertising on 170 buses in Tampa / Hillsborough County.

HARTline is experiencing increased ridership and is continuously adding service. The areas covered are Downtown, Hyde Park, Ybor, South Tampa, Davis Harbor Island, and Seminole Heights. Advertising opportunities in Tampa include Full Wrapped buses, Full Sides, Half Sides, Super Tails and King Displays.

Outdoor Advertising for Entravision Communications



"The Customers Always Write"

When we are on-air we can definitely see the difference in terms of bookings and general inquiries as compared to our off-air times. Being a small, local business we really appreciate the personalized attention we get from TeleFutura Tampa. They make a genuine effort to understand our business and work with us to achieve the best results from our TV advertising.

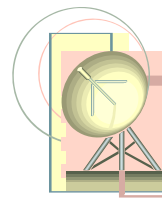
- Vanessa Chacon, America Best Clinic

Univision Launches First DTV Education Campaign

Univision Communications Inc., the nation's leading Spanish-language media company, announced that it has launched a massive multi-platform campaign to educate the country's Hispanic population on the upcoming Congressionally mandated transition from analog to digital television broadcasting (DTV). Univision is taking the lead, starting its education program well ahead of the other broadcast networks in order to ensure that all Hispanics in the U.S. and Puerto Rico are appropriately informed about this complex and important issue.

As part of the first phase of the campaign, Univision today began airing thirty-second public service announcements

(PSAs) on its broadcast television networks (Univision and TeleFutura), local television stations, radio stations and online site, featuring some of its most popular stars explaining the DTV transition. The second phase will provide instructions on how to receive additional information and money-saving coupons for the required conversion devices. In addition, Univision has launched a dedicated website, at Univision.com, which includes information regarding



the transition to DTV, as well as answers to frequently asked questions and information on making televisions DTV-ready.

Univision is working with the Federal Communications Commission (FCC) and the National Telecommunications and Information Administration (NTIA) on this educational effort which will include a toll-free information hotline with Spanish-language capability to handle questions regarding the DTV conversion.

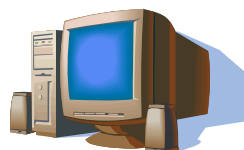
"I am very proud of the fact that Univision has launched this campaign a full three months before the FCC's schedule, fulfilling our duty to go above and beyond to serve the Hispanic community," said Joe Uva, CEO, Univision Communications Inc.

Source: Univision Communications October 2007

High-Tech Holiday Wishes

With computers and big-screen TVs among longed-for items, retailers expect a happy season.

Last year, the most popular answer to the survey's open-ended query about respondents' holiday wishes was clothing, followed by peace and happiness, money - and then computers.



This year, after computers, peace and happiness came in second, followed by a big-screen TV, clothes and then money.

Such enthusiasm for computers and TVs, as well as other electronics will help drive electronics sales up 7 percent to \$48.1-billion in the fourth quarter from \$44.8-billion the year-ago period, the industry group said.

By comparison, the overall retail industry is expected to see holiday sales grow 4 percent, according to the National Retail Federation.



For all of 2007, electronics sales are expected to reach \$160-billion, up 8 percent from \$148-billion last year, according to the CEA forecast.

Source: Associated Press, October 2007



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Oscar Santiago
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Entravision Communications Corp.



In the Community



Alberto de la Torre, Noticias Univision Tampa's sports anchor, was a judge at this year's Festival del Sabor. He chose the delicious ceviche as this year's appetizer winner!

QUE PASA

In November

Navidad de Colores
December 2007-
January 2008

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 starting November 26th announcing the contest and stating procedures for entries. Winners will receive tickets to the Ringling Brothers & Barnum and Bailey Circus plus a complementary day at MOSI. An award ceremony will take place in January 2008 to recognize the winners.



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!

Holiday Greetings
December 2007

Take the opportunity during this holiday season to create a personalized message for your clients to thank them for their business and to spread holiday cheer!



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

Fútbol Liga Mexicana
Monday-Thursday, 9-11pm
Saturday, 8pm-12m
Saturday-Sunday, 3-8pm
Eastern



All the action and excitement of the Mexican Soccer League is found on TeleFutura. Featuring complete coverage of the fall and spring seasons, *Fútbol Liga Mexicana (Mexican League Soccer)* will present the most thrilling matches, the best players and the kind of expert commentary that will keep soccer fans cheering week after week. Featuring Chivas of Guadalajara and Club América of Mexico City. This league is so popular that TeleFutura receives World Cup like ratings every week!

Feliz 2008
December 2007

Wish your clients a Happy New Year through Univision and TeleFutura Tampa. Customize your greeting by adding a special message.



Holiday Specials

Call your local account executive to advertise your company during one of these highly-watched holiday specials:
Festival Mariachi Disney—Nov 25th
Nuestra Navidad—Dec 7th
Escandalo de Año Nuevo—Dec 31st
Feliz Año 2008—Dec 31st

NEWS In the News

Draw the Weather
(*Pinta los Solecitos*)
November 2007



During the month of November, children are invited to send in their favorite drawing of the weather for a chance to have their drawing featured on Noticias Univision Tampa.

When there is will, but not a way (*Querer no siempre es poder*) Airs Nov 2nd



Join reporter, Gonzalo Alvarado, as he shows us a glimpse of the lives of students that wish to attend college, but are unable to because of their immigration status.

Cuban Exodus (*Exodo Cubano*) Airs Nov 2-16
A special report on how Cubans are finding new ways to migrate into the United States, plus their stories on the struggles upon their arrival.



Santa Marta, The Magic of Having It All (*La Magia de Tenerlo Todo*)
Airs Nov 20 & 21

Take a tour of Santa Marta, Colombia and experience the beauty and history found in this coastal city. Enjoy exclusive commentary from Colombian Grammy winner, Carlos Vives.