



• WVEA 62 & WFTT 50 Newsletter •

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Univision #1 among Adults 18-34 and 18-49 with Grand Finale of 'Destilando Amor'

Biggest finale in network history beats all other broadcast networks including ABC, CBS, NBC, FOX, and CW for time period and entire night. A love story set against the Mexican tequila industry proved intoxicating for millions of viewers as the highly anticipated two-and-a-half hour finale was a certifiable ratings smash hit. In addition, "Destilando Amor" was the #1 novela finale of all time averaging 9 million total viewers 2+, 5.1 million Adults 18-49, and 3.1 million Adults 18-34. For the entire night (8-11pm), the Univision Network ranked as: -- #1 among Adults 18-49 and Women 18-49 -- #1 among Adults 18-34, Men 18-34, and Women 18-34 -- #1 among Teens 12-17 -- #3 among Total Viewers (Persons 2+)



"The Customers Always Write"

At Wagon Wheel Flea Market, we have tremendous success advertising with Univision Tampa. I am extremely pleased with the results and look forward to many more years of prosperity. - Mike Agresta, Wagon Wheel Flea Market

Consistent Marketing Solidifies Customer Base

Companies that maintain aggressive marketing programs are less affected by an economic downturn. A larger percentage of firms only somewhat slowed by the downturn than those companies significantly slowed indicated that marketing actions were the most effective in coping with the economy.



The better performing businesses were more likely to have taken such actions as increasing ad spending. Businesses that maintain aggressive marketing programs during a recession outperform companies that rely more on

cost-cutting measures. A strong marketing program enables a firm to solidify its customer base, take business away from less aggressive competitors, and position itself for future growth during the recovery.

The smartest marketers hold their advertising spending levels steady (or even increase them) during economic downturns.

Case in point: General Motors' Chevrolet division: Facing mounting inventories in 1975 due to the recession and high fuel prices, the



company abandoned its traditional practice of setting its advertising expenditures as a fixed percentage of sales.

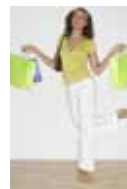
While volume fell 10% because of the economic slowdown, Chevrolet maintained its ad budget and actually increased advertising for its fuel saving economy models. Ford Motor Company, on the other hand, slashed advertising by 14% in an attempt to shore up profits. That may have achieved its goal, but it permitted Chevrolet to increase its market share by 2%.

Source : AAAA, LNA/Arbitron Multi-Media Service, Q1

Hispanic Loyalty: The Reality of Hispanic Consumers

Hispanic shoppers are a unique blend of lifestyle preferences rooted in their home countries and whose innovative adaptation to the U.S. often baffles marketers vying for a bigger piece of the soon-to-be \$1 trillion Hispanic purchasing pie.

For Hispanic consumers, shopping is a family affair, an outing for all ages from abuelos (grandparents) to niños (children). Special holidays like 9/15 (Mexican Independence Day) or July 4th might be marked by in-store events designed to attract and



entertain children and their parents. While respect is a fundamental of customer relations across the board, there is a certain reverence

extended to elders within the Hispanic culture that should be reflected in staff dealing with older shoppers.

Perhaps in deference to the legacy of the "mercados" of their homelands, there is a preference among Hispanics to shop stores that resonate with the sights, sounds, smells, and

sensibilities of their homeland. The sense of nostalgia helps create an important connection with the Hispanic consumer.

Retailers can create a familiar sense of community and comfort zone for consumers through product assortment, importing specialty lines, stocking items with bilingual packaging, hiring bilingual employees, posting bilingual signage, and distributing bilingual coupons.

Source: www.nielsen.com/consumer_insight/ci_story1.html



QUE PASA In January

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

Tampa Bay Downs – Family Fiesta Days



January, February, March, and April 2008
Track side fun for the entire family hosted by Univision and TeleFutura Tampa. The equestrian-themed afternoon features Latin entertainment, local personalities, and free activities for children including pony rides, clowns, face painting, and more. Average Attendance 1000+ per event.

Premios Furia Musical January 2008

Celebrating its 13th anniversary, "Premios Furia Musical", the preeminent awards ceremony recognizing the very best artists in Regional Mexican and Tropical music, two of Latin music's most popular genres. The gala telecast will feature spectacular performances by top recording stars. Book your schedule early during Premios Furia Musical, spots are limited.



Univision & TeleFutura Tampa
2610 West Hillsborough Ave.
Tampa, FL 33614
(813) 872-6262

Lilly M. González
Vice-President and General Manager
Nelson Castillo
General Sales Manager
Jessica Ortiz
National Sales Manager



Ileana Iturriaga (813) 998-3610
Edward Jiménez (813) 998-3609
Jason Calim (813) 998-3605
Veronica Pearson (813) 998-3608
Emeline Fines (813) 998-3606

Sales Coordinator
Oscar Santiago (813) 998-3602
Promotions and Marketing
Paola Abesada (813) 998-3603

Committee Members
Nelson Castillo & Paola Abesada
Contributing Members
Veronica Pearson, Edward Jimenez,
and Oscar Santiago



In the Community



Univision Tampa gave two lucky winning families a Parranda Navideña complete with music, food from Black Beans Bar & Grill, Presidente Beer, and a grocery basket from Bravo Supermarkets.



Valentine's Day Contest/Traffic Builder February 2008

For the most romantic holiday of the year, Univision and TeleFutura

Tampa have created an exciting "Real Love Story" traffic builder promotion for you. Noticias Univision Tampa will feature a couple that is planning on engagement for marriage. Our news team will accompany the future fiancé to *your* jewelry store to choose the donated engagement ring (minimum value \$1,000). You will be featured in the segment thus creating publicity and recognition of your store in the Hispanic community. On Saturday, February 16th at *your* local restaurant, the big question will be asked... *Will you marry me?* Take advantage of this outstanding opportunity and ask your Account Executive early, due to limited availability.



Premio Lo Nuestro February 21, 2008 8pm

The 20th Annual "Premio Lo Nuestro a la Música Latina" (Lo Nuestro Latin Music Awards) will be rocking the stage with the hottest names in Latin music for the longest running and most popular Latin music award program in the U.S. Univision broadcasts live from Miami, featuring live appearances and performances by world famous Latin artists. "Premio Lo Nuestro" is the highest-rated annual special among Hispanics in the United States with an average audience of 6.1 million Hispanic viewers. The 2006 telecast beat all other English or Spanish language awards programs. Year to year, it consistently beats the Academy Awards, Latin Billboard Music Awards, Emmy Awards, MTV's Video Music Awards, and the Golden Globes combined among all major demographics.

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NEWS In the News

Noticias Univision Tampa will celebrate its TENTH Anniversary in 2008 serving the Hispanic community. Noticias Univision Tampa's newscasts at 6pm and 11pm are the only locally produced Spanish-language newscasts in the Tampa Bay area. Noticias targets what matters the most to our local Hispanic community. Covering topics from immigration to taxes, Noticias Univision Tampa is committed to be here for its viewers, *Aquí para tí!*

