

## Did You Know?

Online shopping by African-Americans, Asians, Hispanics and other minorities has increased dramatically during the past five years, according to a report from The Media Audit. According to the report, 41.8% of Hispanics now shop online, compared to 27.7 percent five years ago. In addition, 23.5 percent of Hispanics make five or more purchases in a year and 12.3% make 12 or more purchases.

The total adult Hispanic population in the 88 markets surveyed is approximately 23.3 million. Slightly more than 52% shop online, 33.9% make five or more purchases in a year and 19.5% make 12 or more purchases. Among all adults surveyed, 55.8% now shop online, compared to 44.1% in 2002. In addition, 35.7% made five or more purchases and 19.8% made 12 or more purchases.

Source: Hispanic Weekly, March 2008

## "The Customers Always Write"

I recommended using Univision Tampa as I have for over 5 years. Since then we have seen consistent growth from the Hispanic market. We track our leads every single day and Univision Tampa is one of our most consistent lead generators out of all 7 stations we run on regularly. I am extremely pleased with the strength of their audience, and I am very happy with the customer service they have given me through the years.

- Kirk Donovan,  
Donovan Enterprises Inc.

## Reflections on *Día de las Madres*

The earliest celebrations of Mother's Day in Mexico are said to date back to the 1920's, having been inspired by the United States holiday originated in 1906 by Anna Jarvis. While families in the U.S. and some other countries honor mothers on the second Sunday in May, the day set aside for "*madres mexicanas*" invariably falls on May 10.

Mother's Day probably qualifies as the most widely and fervently celebrated of all



Holidays, "*la madre de las fiestas*," as one modern writer on the topic so rightly puts it. On the home front, *10 de*

*Mayo* means *Mamá* will probably get relief from daily chores. Families are likely to wine and dine her at a nice restaurant, or pitch in to prepare a home-cooked "*comida*" featuring Mom's favorite dishes. Big family get-togethers honoring two or three generations of mothers are widely popular in all social societies.

The occasion also calls for special gifts. Fresh flowers are so readily available that some sort of floral tribute for *Mamá* is practically de rigueur. Other tokens of affection may be practical items such as kitchen gadgets or major appliances. You may also consider items such as

clothing, accessories, jewelry, and perfume or even that now essential tool of every 21st century woman--a new cell phone.



What counts here is genuine love and appreciation for the person regarded as the pillar of the family.

Be sure your business creates something special for Mom and advertise in preparation for this upcoming Mother's Day. Your service or business can also benefit from our annual "Pamper your Mom" Noticias Univision Tampa Mother's day contest. Contact your local AE for further details. Source: [mexicoconnect.com](http://mexicoconnect.com) 2008

## Smarter Marketing in a Slow Economy

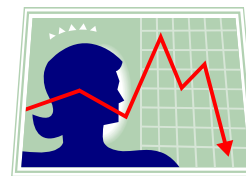
More often than not, when times get tough marketing gets the bullet. In some cases where there has been an incorrect allocation of resources within a company this may be justified. But in most cases it is a mistake. Sometimes a very costly one!



Marketing, when done properly, will attract customers to your business and convert their interest into paid sales - money in the till. When the economy is slow many managers think, "Let's

reduce expenses" and look for those expense items that seem to be irrelevant to achieving immediate sales. Marketing activities such as advertising, public relations, lead generation, research, and sales incentives may be targeted.

However, history has shown that it is the companies who continue with aggressive, yet relevant, marketing during the slow times that are first to emerge when the economic tide turns. The continued



marketing efforts maintain a premium position in the mind of their customers.

When their customers are ready to buy whom will they think of? The company they have heard from regularly and know about, or the company they dealt with many months ago and haven't heard from since. Are they are still in business? The customer wonders.

Source: [ezinearticles.com](http://ezinearticles.com) 2008



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## In the Community



Univision Tampa brings fun and games to Tampa Bay Downs' Family Fiesta day! Weather anchor, Madeline Rivera, entertains the crowd with games and trivia questions. The next Family Fiesta Day is Sunday, April 13.

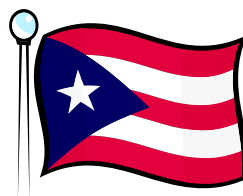
# QUE PASA In April

Tampa Bay  
Downs –  
Family  
Fiesta Days  
Sunday, April 13, 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.

Puerto Rico Cultural  
Parade and Festival  
Sunday, April 27, 2008



The Puerto Rico Cultural Parade & Folklore Festival has always been characterized as a family, cultural, and educational event. Numerous government officials from the state of Florida, Puerto Rico, and Washington DC attend and support the event each year. An estimated 45,000 people attended the parade and festival in 2007. This is a great opportunity to show your support to the Tampa Bay Hispanic community and showcase your product/business to potential clients.

USF Latino  
Scholarship  
Recognition for  
Graduates - May 2008



The USF Latino Scholarship is a university-

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

wide financial need based scholarship designed to assist USF in achieving and sustaining the education benefits of diversity and increasing the number of USF students interested in issues affecting the Latino community and/or likely to give back to the Latino community after graduation. Univision Tampa sponsors the USF Latino Scholarship Graduate Mentor Luncheon. We proudly salute these Latino Scholarship program graduates in a series of 30-second vignettes which air on Univision and TeleFutura Tampa in the month of May.

La Gran Final de  
Objetivo Fama (LIVE)  
Sunday, May 18, 2008



OBJETIVO FAMA, the biggest Spanish language reality series music talent search competition finalizes its exciting fifth Season! After an exhaustive search comprised of thousands of applicants in over fourteen U.S. cities and Puerto Rico, twenty lucky contestants battled their quest to become the newest musical sensation and win a recording contract with Univision Music Group. Every Sunday the participants performed live in an electrifying Gala presentation in front of thousands at the Performing Arts Center in Caguas, Puerto Rico. Transmitted simultaneously across the United States and Puerto Rico, viewers will hold the ultimate decision as to who remains and who should leave the competition through their phone votes and text messages. Only one will achieve the ultimate target...fame.

## NEWS *In the News*

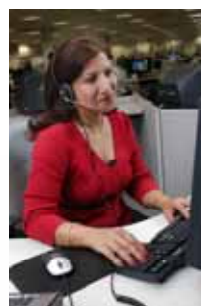
HAPPY TENTH ANNIVERSARY !



May 5-9, 6pm & 11pm –Noticias Univision Tampa presents two series of specials that explore the difficulties of those who search for a brighter future across the Mexican border. The specials will also highlight the Cinco de Mayo celebration.

## CLIENT *Corner*

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