

## Did You Know?

While more Hispanics are earning advanced degrees, young Hispanics need to be encouraged to further their education in institutions of higher learning.

Univision Tampa created the *Hispanic Academic All-Stars* event seventeen years ago to focus on the importance of continued education. The 2008 Hispanic Academic All-Stars salutes the top three Hispanic high school seniors in each high school in Hillsborough County.

In addition, an Essay Scholarship Contest is open to all high school seniors in the Tampa DMA where four \$1,500 scholarships are awarded in the name of our sponsors!



## "The Customers Always Write"

At Wagon Wheel Flea Market, we have had tremendous success advertising with Univision Tampa. Since we started our first advertising campaign, we have seen consistent growth from the Hispanic market. I am extremely pleased with the results and look forward to many more years of prosperity from our partnership with Univision Tampa.

- Mike Agresta,  
Wagon Wheel Flea Market

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## Online U.S. Hispanics are Internet Trend Setters

Online Hispanics in the U.S. are "media mavens," consuming and adopting media and technology at a higher rate than the general population, according to new research released by Yahoo! and Experian Simmons Research.

The study found that Hispanics lead the general market in "media meshing" and use of key mobile phone features as they spend more than half of each day engaged with television, Internet, and technology gadgets. Overall, Hispanics identified 51



hours of total daily activities, including 14 hours with technology and 13.5 hours with media. Online U.S. Hispanics regularly combine TV and Internet to enrich their media experience and would like to see more online options in Spanish.

Some of the highlights of the study include:

- Online U.S. Hispanics are highly experienced and multi-faceted on the Internet. Two-thirds have been online for more than five years, 80 percent have access to broadband and 44 percent have wireless access.
- The combination of TV and Internet enriches the content experience of online U.S.



Hispanics. Fifty percent go online while watching TV, and slightly over half

search for content on their favorite shows and would like to watch extra scenes from their favorite shows on the Internet. More than a third agrees that TV is more fun with Internet access. Although Internet growth for U.S. Hispanics has almost doubled in the last six years, time spent with TV has remained somewhat constant, and Internet usage has enhanced TV consumption.

Source: Contacto Magazine March 2008

## "Premios Juventud": A Wonderful Star-Filled Night

"Premios Juventud" is the first awards show on Spanish-language television that celebrates the preferences of this country's young Hispanics. This Broadcast Special will air on Univision on Thursday, July 17, 2008 from 8-11pm. Highest ratings for Premios Juventud include Men and Women ages 18-54.

Extending the "Premio" franchise with an award show



created for, and controlled by Hispanic youth, Univision invites fans to choose the hottest stars, most influential trendsetters and the most intriguing personalities. An evening of rhythm, lights, music, and glittering celebrities from the worlds of Latin music, film, fashion, TV, and sports.

All of the night's winners are chosen by enthusiastic fans

voting on Univision.com, the exclusive home of "Premios Juventud" online. Fans log onto Univision.com to follow the action and get the inside scoop. Univision.com post coverage will include winner profiles, behind-the-scenes photos, celebrity gossip, and an up-close look at who ruled the "blue carpet".

Premios Juventud is set apart by their unique categories, including "Me muero sin ese CD" (*I would die without this CD*), "Mi concierto favorito" (*My favorite concert*), and "La más pegajosa" (*Catchiest tune*).

Source: Univision.net July 2007



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## In the Community



Univision Tampa celebrated the 20th anniversary of the Puerto Rican Parade and Festival on Sunday, April 27th in Ybor City. Our news team participated in the annual parade and met with many fans to sign autographs!

# QUE PASA In 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.



Florida Quince Show  
Sunday, June 8th  
11am-4pm

Quinceañeras celebrating their fifteenth birthday symbolize the turning point from childhood to becoming young women. Traditional Quince celebrations include family and friends honoring the quinceañera on her birthday.

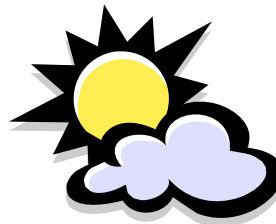


Please contact your local Account Executive for more information on sponsorship opportunities

Planning the Quince includes choosing a dress, cake, florist, music, customs, etiquette, venues, gifts, photography, and a useful planning checklist. This show is produced by Centro Mi Diario. Don't miss this opportunity to showcase your product or service at this great show!

Pinta el Clima  
July 2008

Noticias Univision Tampa invites children from the Tampa Bay area to "draw the weather" and become a weather "reporterito" (reporter) for a day. Selected children's drawings will be featured on a daily basis for four weeks during the 6pm and 11pm Noticias Univision Tampa's weather segment from Monday-Friday. Sponsor logo will appear on this daily segment. During the final week several children and their drawings will be featured during Noticias Univision Tampa and these children will have the unique opportunity to report the weather during the live newscast.



Each child that sends in a drawing will receive a personalized certificate signed by the news anchors. Each certificate will include the sponsor logo.

## NEWS In the News

"Cinco de Mayo"

May 5-9, 6pm and 11pm — Noticias Univision Tampa presents two reports 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.

"Surviving a Time of Crisis"

May 12-16, 6pm and 11pm  
A 7-part series about the economic difficulties our nation is experiencing and what we can do about it.

HAPPY TENTH ANNIVERSARY !

