

Did You Know?

The switch to DTV will occur on February 17, 2009. Noticias Univision Tampa held a *Linea de Ayuda* (helpline) to answer viewer's questions concerning the digital transition.

The Digital TV *Linea de Ayuda* had record-breaking results. Experts answered more than 450 phone calls from 6pm to 8pm. Viewers were very well informed.

The next scheduled *Linea de Ayuda* will be August 12th



"The Customers Always Write"

I wanted to let you know how pleased we are with the results of our recent advertising on your station. Our advertising program is now consistently yielding numerous new clients every month for our firm. It seems that the Hispanic community now thinks of our firm when they have suffered an unfortunate accident. Your station's prominence in this market has afforded us the type of exposure we were expecting. Thank you and your staff for all your help!

- Alejandro Fiol,
Fiol & Gomez

Univision Tampa goes cyber on www.wveatv.com

In addition to advertising on WVEA-Univision Tampa, you can also advertise on our new interactive web site: www.wveatv.com

Take advantage that we use the power and reach of our Broadcast Signal to drive local web site visitors. Nationally, Internet Advertising Reached \$30 Billion last year, and has surpassed Billboards, Magazines, Yellow Pages and Radio Advertising. Local Online Advertising in Tampa, has reached \$139.05 million in 2008, up from \$28.71

million in 2003.

Several internet advertising features include category exclusive commercials online (Pre-Roll Video), which is projected to represent a 35%

share of online advertising by 2012, multiple display ad options as well as in unit video opportunities.

We invite our viewers to go on-line for information on current news stories, sports, weather, and promotions. We invite our Advertisers to come on board with this new online opportunity, to round out your Hispanic Marketing Plan.

Contact your local Account Executive for more information on how to go cyber with your business.



Source: Borrell Associates

Think Green, Act Green

Univision Communications Inc. presented the 2008-2009 programming line-up for its three television networks and showcased their unique 360 degree marketing resources as solutions for clients seeking growth. Univision challenged advertisers to view Hispanic consumers as the growth engine of tomorrow and the key to marketing success. The presentation included a heart-stopping performance by music superstar Shakira and the opening number of "In the Heights,"



Univision Communications includes the #1 Spanish-language television network, the #1 Spanish-language cable network, the #1 Spanish-language radio properties and the #1 Spanish-language online portal.

Building on its more than 40 years of community involvement, Univision unveiled its new environmental initiative, "Piensa Verde, Actúa Verde"



(Think Green, Act Green), a company-wide effort to educate

viewers on the importance of protecting the environment that includes a variety of specials and 50+ energy conservation tips. A number of popular programs will have "green" content, including "Premios Juventud," "Primer Impacto" and Galavisión's most popular entertainment, lifestyle and news programs such as "Acceso Máximo," "Moda al Rescate," "Decorando Contigo," "Tu Salud," "Delicioso," and "En Profundidad."

Source: HispanicAd.com



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
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
Ileana Iturriaga-Giordano, Veronica
Pearson, and Oscar Santiago



In the Community



Univision Tampa recognized the top three Hispanic students from each high school in Hillsborough county on May 17th at Busch Gardens. These students were selected as the 2008 Hispanic Academic All-Stars. Four scholarships were also awarded!

QUE PASA In June

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. 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 weather segment from Monday-Friday. During the final week several children and their drawings will be featured during Noticias Univision Tampa and these children will have



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

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. Sponsor logo will appear on the daily segments and certificates.

Premios Juventud Thursday, July 17, 2008

8pm—11pm
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.



TV Digital...¿Estas Listo? Saturday, July 26, 2008

4:30pm—5:00pm
This special airing on Univision Tampa explains in simple terms the difference between analog and digital systems and details the government's program to issue \$40 coupons toward the purchase of digital-to-analog converter boxes. It discusses the benefits of digital broadcasting and explains which viewers will need a converter box.

NEWS *In the News*

Watch the Noticias Univision Tampa Hurricane Special airing Friday, July 4th for important information on how to prepare for this year's hurricane season.

Meet our news team at
www.wveatv.com
Just click on *Quienes Somos!*

HAPPY TENTH ANNIVERSARY !

