



# THE HUNGER GAMES: CATCHING FIRE

WAMR fm  
November 2013

# Hunger Games

AMOR  
107.5

Univision Radio Miami and **Lionsgate Films** teamed up this November to offer listeners the chance to win “**The Hunger Games: Catching Fire**” prize pack.

November 19<sup>th</sup> – 22<sup>nd</sup> WAMR/107.5 Amor ran 21 promos prompting listeners to tweet **#CatchingFire** @1075amor for their chance to win the prize pack. Tweets promoting the giveaway and congratulating the winners were also made on the station and talent Twitter pages.

## WAMR Winners:

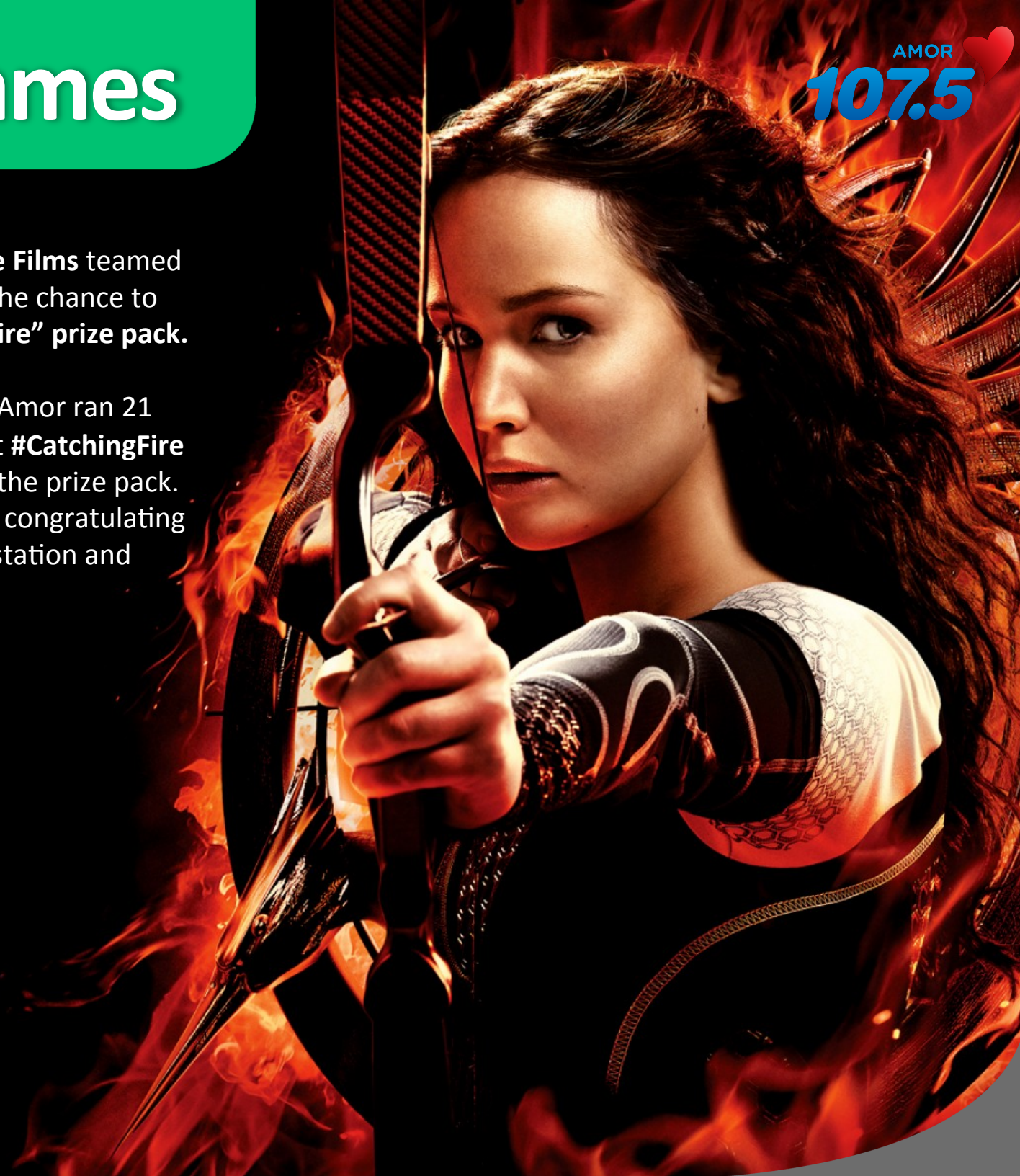
Nov. 19<sup>th</sup> Gabriela Vargas

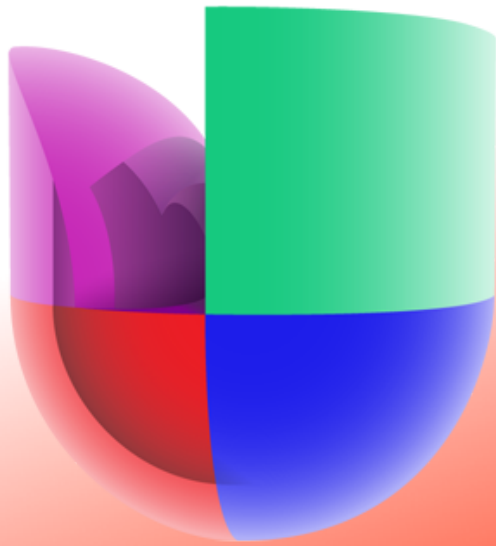
Nov. 20<sup>th</sup> Gian Frank

Nov. 21<sup>st</sup> Diego Serpa

Nov. 22<sup>nd</sup> Yuny

**LIONSGATE**





# On-Air Promos

Hunger Games: Catching Fire WAMR Promotion



**AirPlay Affidavit**

Nov 26, 2013 6:05pm



**WAMR-FM Mas Variada Que**

Page: 1

Sponsor: PROMO HUNGER

Co-Sponsor: HUNGER GAMES: CATCHING

Start Time: 11/19/2013

End Time: 11/22/2013 11:00:00 PM

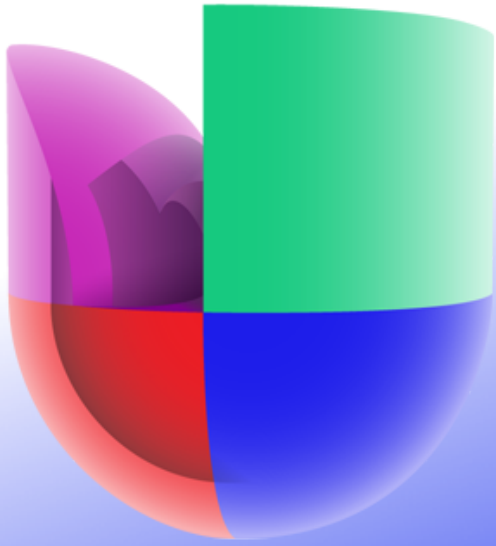
Title:

11/22/13 6:08p	11/22/13 3:40p	11/22/13 9:24a	11/21/13 10:42p
11/21/13 9:44p	11/21/13 8:14p	11/21/13 6:33p	11/21/13 5:08p
11/21/13 3:11p	11/21/13 2:40p	11/21/13 12:12p	11/21/13 11:12a
11/21/13 10:08a	11/21/13 8:23a	11/20/13 11:43p	11/20/13 7:13p
11/20/13 1:12p	11/20/13 7:22a	11/19/13 6:08p	11/19/13 12:12p
11/19/13 6:22a			

This promotional announcement was broadcast on the dates and times listed above. IMPORTANT NOTE: ALL TIMES ARE APPROXIMATE!

Total Plays: 21

Total Value: \$0.00



# Social Media

Hunger Games: Catching Fire WAMR Promotion

**Yuny** @Yuny85 21 Nov  
@1075amor #CatchingFire Para ganar concurse de Hunger Games  
Expand ← Reply ↻ Retweet ★ Favorite ... More

**1075 Amor** @1075amor 22 Nov  
Felicitades a @Yuny85 que se lleva el paquete exclusivo de #catchingfire si quieres ganar envia #catchingfire a @1075amor  
Hide conversation ← Reply ↻ Retweet ★ Favorite ... More

1 RETWEET 1 FAVORITE 

12:40 PM - 22 Nov 13 · Details

**Yuny** @Yuny85 22 Nov  
@1075amor Gracias!!!!  
Uds lo envian, o lo recojo?? Gracias a @1075amor  
Expand ← Reply ↻ Retweet ★ Favorite ... More

**1075 Amor** @1075amor 22 Nov  
Lo puedes buscar en nuestra emisora llamando al 305 447 1140 @Yuny85  
Expand ← Reply ↻ Retweet ★ Favorite ... More

**Yuny** @Yuny85 22 Nov  
@1075amor Muchas Gracias! Son los mejores! 🙏🙏🙏🙏🙏🙏🙏🙏🙏🙏  
Expand ← Reply ↻ Retweet ★ Favorite ... More

**1075 Amor** @1075amor 21 Nov  
Felicitades a @DieSerpa que se gana el paquete de #catchingfire si quieres participar envia #catchingfire a @1075amor  
Collapse ← Reply ↻ Retweet ★ Favorite ... More

11:14 AM - 21 Nov 13 · Details

## Tweets

WAMR/107.5 Amor tweeted about the promotion on the station's Twitter page

Amor has 10,393 followers on Twitter



uforio

¡pásala  AMOR

**1075 Amor**  
@1075amor

Somos la emisora en Miami para Pasarla bien! #1075amor  
Miami FL · 1075Amor.com

16,154 TWEETS 467 FOLLOWING 10,393 FOLLOWERS 

## Tweets

**1075 Amor** @1075amor 19 Nov  
Quieres ganar un paquete exclusivo de colección de #HungerGamescatchingfire mandanos un tweet mencionando a @1075amor con #CatchingFire  
Collapse ← Reply ↻ Retweet ★ Favorite ... More

8:54 AM - 19 Nov 13 · Details

**1075 Amor** @1075amor 18 Nov  
Felicitades a @GVargas28 que se gana el paquete de coleccion de #CatchingFire quieres participar envia #catchingfire nombrando @1075amor  
Collapse ← Reply ↻ Retweet ★ Favorite ... More

3:34 PM - 18 Nov 13 · Details

**Gabriela Vargas** @GVargas28 18 Nov  
@1075amor gracias!  
Expand ← Reply ↻ Retweet ★ Favorite ... More

**1075 Amor** @1075amor 18 Nov  
Quieres ganar un paquete exclusivo de colección de #HungerGamescatchingfire mandanos un tweet mencionando a @1075amor con #CatchingFire  
Collapse ← Reply ↻ Retweet ★ Favorite ... More

8:47 AM - 18 Nov 13 · Details

**Gabriela Vargas** @GVargas28 18 Nov  
@1075amor yo quiero el paquete exclusivo de #catchingfire  
Collapse ← Reply ↻ Retweet ★ Favorite ... More

1 RETWEET 

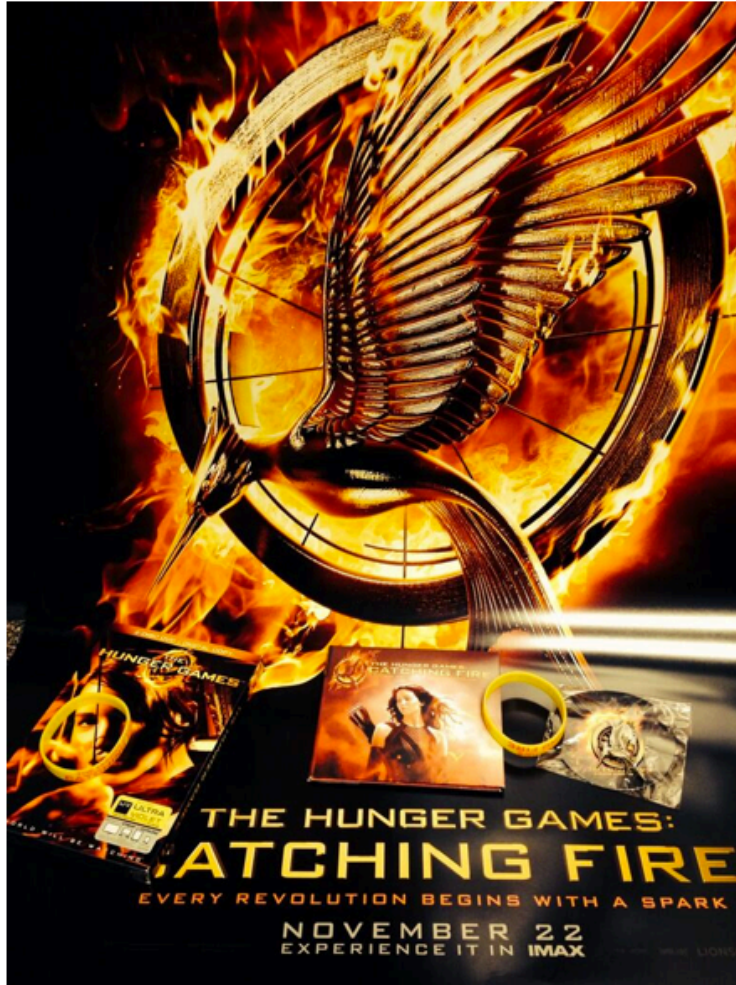




1075 Amor @1075amor

19 Nov

Felicidades a @GVargas28 que se gano este paquete de #catchingfire participa enviando #catchingfire a @1075amor pic.twitter.com/a39ZldQJNq



1 FAVORITE

3:11 PM - 19 Nov 13 · Details Flag media  
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

**Gabriela Vargas** @GVargas28 19 Nov  
@1075amor gracias!!! Como lo recojo????  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

**1075 Amor** @1075amor 20 Nov  
Aqui en nuestra emisora lo tenemos puedes venir hasta las 4pm @GVargas28  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)



¡pásala!



AMOR

1075 Amor  
@1075amor

Somos la emisora en Miami para Pasarla bien! #1075amor  
Miami FL · 1075Amor.com

16,154 TWEETS

467 FOLLOWING

10,393 FOLLOWERS

[Follow](#)

### Tweets

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Quieres ganar un paquete exclusivo de colección de #HungerGamescatchingfire mandanos un tweet mencionando a @1075amor con #CatchingFire  
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

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**1075 Amor** @1075amor 18 Nov  
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[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

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Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

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[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

8:47 AM - 18 Nov 13 · Details

**Gabriela Vargas** @GVargas28 18 Nov  
@1075amor yo quiero el paquete exclusivo de #catchingfire  
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

1 RETWEET



## Tweets

WAMR talent Alberto Sardiñas also tweeted about the promotion on his Twitter page

Alberto Sardiñas has 7,856 followers on Twitter



**Alberto Sardiñas**  
[@albertosardinias](#)

Syndicated radio host for Univision, contributor for Despierta América, speaker and author of *El Poder de Tu Historia* and *The Power of Your Story*.

Miami Beach, FL - USA · [albertosardinias.com](#)

11,875 TWEETS   916 FOLLOWING   7,856 FOLLOWERS

[Follow](#)

### Tweets

 **Alberto Sardiñas** [@albertosardinias](#) 21 Nov  
Felicidades [@DieSerpa](#) te llevas el paquete de CD+DVD de Hunger Games! Para participar si vives en Miami tweet a [@1075amor](#) con [#CatchingFire](#)

 Retweeted by 1075 Amor

[Collapse](#)   [Reply](#)   [Retweet](#)   [Favorite](#)   [More](#)

1 RETWEET 

11:25 AM - 21 Nov 13 · [Details](#)

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 **Diego Serpa** [@DieSerpa](#) 21 Nov  
[@albertosardinias](#) [@1075amor](#) gracias!!!! Como hago para retirarlo??

[Expand](#)   [Reply](#)   [Retweet](#)   [Favorite](#)   [More](#)

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 **1075 Amor** [@1075amor](#) 21 Nov  
Puedes llamar al 3054471140 y ahi tenemos toda la info [@DieSerpa](#) [@albertosardinias](#)







# THE HUNGER GAMES: CATCHING FIRE

Thank you for making Univision Radio  
Miami part of your campaign!