



OUTBOX

• WVEA 62 & WFTT 50 Newsletter •



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December 2007

Univision and TeleFutura Tampa wish all of our valued clients and friends a wonderful holiday season and a prosperous New Year! Thank you for your continued business and we hope to strengthen our ties in 2008!



The Customers Always Write

"Our Advertising Agency has found great success for many of our Clients by including Univision Tampa in their advertising campaigns. The buying power of Tampa Bay Hispanics is impressive and with Univision Tampa we reach that audience. We look forward to a long and prosperous relationship and plan to continue presenting this advertising option to future clients."

- Eugenia Murray, President
The Spot Marketing

Hispanics Love Gift Cards

Retailers are seeing an increase in the cash value of gift cards received by Hispanics.



According to Comdata Stored Value Solutions (CSVS) fifth annual gift card survey, Hispanics received gift cards with the

highest average value among ethnic groups at an average balance of \$71, compared to \$41 for Caucasians and \$60 for African-Americans. The Hispanic total was a \$33 increase over last year.

"Our survey shows us that Hispanics are enthusiastic consumers of gift cards," said Bob Skiba executive vice

president and general managers of CSVS. "Hispanics represent an exciting growth area for retailers."

Survey highlights include:

Hispanics are most likely to purchase gift cards for personal use. 40 percent report buying cards for themselves vs. 30 percent of Caucasians and 24 percent of African-Americans.



Hispanics are most likely to spend more than the value on their cards, adding their own money to increase their purchasing power. 69 percent of those surveyed indicate they often or always spend

more than the amount of the card, compared to 52 percent of Caucasians and 44 percent of African-Americans.



Hispanics are buying cards through several channels: 38 percent from the Internet, 31 percent at gift card malls and 6 percent at charity fundraisers and other events. **90 percent** of Hispanics still purchase cards at a specific retailer.

Source: Comdata 11/5/07

Day of the Kings "Dia de Los Reyes Magos"

In Spain, Mexico, Cuba, Puerto Rico, and other Latin American countries Epiphany day is called El Día de los Reyes Magos. (The Day of the Kings).



In Spanish tradition, on the day of January 6th, three of the Kings: Melchor, Gaspar, and Balthazar, representing Europe, Arabia, and Africa, arrived on horse, camel, and elephant bringing respectively gold, frankincense, and myrrh

to the baby Jesus. In Spain, Argentina, and Uruguay children polish and leave their shoes ready for the Kings' presents before they go to bed on the 5th of January. Sweet wine, nibbles, fruit, and milk are left for the Kings and their camels. In Mexico, it is traditional for children to leave their shoes on the eve of January 6 by the family nativity scene, by their beds, or under the Christmas Tree with a letter to the Three Kings. Sometimes the shoes are filled with hay for the camels, so that the Kings will be generous with their gifts. In

Puerto Rico, children fill a box with grass or hay and put it underneath their bed for the same reasons. Epiphany is a Christian Feast, also called Twelfth Day, as it is the twelfth day after Christmas. For many Hispanics in the U.S., the Holiday Season is extended into January, another reason for your business to feature a special celebration or sale on Day of the Kings, after Christmas.



Source: Wikipedia November 2007



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In the Community



Maria del Pilar Ortiz,
Noticias Univision Tampa
news anchor, signed
autographs and served as a
judge in a dance competition
at this year's 5th Hispanic
Fall Festival which took place
November 10th in Sarasota.

QUE PASA

In December

Holiday Greetings
December 2007
Take the opportunity
during this holiday season
to create a personalized
message for your clients to
thank them for their
business and to spread holiday cheer!



Feliz 2008
December 2007

Wish your clients a
Happy New Year through Univision and
TeleFutura Tampa. Customize your greeting
by adding a special message.

El Gran Estreno: "Guadalupe" (movie)

Sunday, Dec. 9, 2007
8:30 - 11PM ET/PT
(7:30 - 10:30PM CT/MT)



World Television
Premiere of theatrically
released production that
pays homage and
celebrates the Virgin of Guadalupe - The
virgin patroness of America. This film airs the
same week as the 475th anniversary of the
Virgin's apparition to the humble, Juan Diego,
in the Tepeyac.

This story is set in the present time, when
José María and his sister Mercedes, two
scientists who have devoted their lives to
archaeology and history, decide to investigate

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the Virgin of Guadalupe's legend. Driven by
their curiosity, José María and Mercedes' lives
are drastically changed all because of the
apparition of the Virgin's image on Juan
Diego's robe. The film's top cast include:
Angélica Aragón, Eric del Castillo, Pedro
Armendariz, Fabian Robles, among others.

Nuestra Navidad 2007

**Friday, Dec. 14, 2007 10-11PM ET/PT (9 -
10PM CT/MT)**

Festive concert with performances by: Daddy
Yankee, Jenni Rivera, Alacranes Musical,
Gloria Estéfan, and Juanes.

Don Francisco Presenta: ¡Feliz 2008!

**Monday, Dec 31, 2007 10PM -1:30AM
ET/PT (9PM -12:30AM CT/MT)**

Hispanic-America's #1 New
Year's Eve *Live Countdown*
Fiesta, hosted by Spanish-
language television's most
popular master of
ceremonies, Don Francisco.
It's the liveliest, most
celebrity-filled party that
"pops the cork" on New Year's Eve with non-
stop entertainment and live, remote
broadcasts from New York, San Juan, and
Acapulco. El Recodo, Montez de Durango,
Elvis Crespo, and Fanny Lu are among the
performers.



NEWS

In the News

**Reporteritos en Acción (*Little
Reporters in Action*)**
Tuesday, December 25, 2007 6pm & 11pm

Noticias Univision Tampa airs their annual
Christmas special, *Reporteritos en Acción*
(*Little Reporters in Action*), on December
25th. During this news
special, children will
take over the studio
to help produce,
report, and host the
news for this very
unique Christmas Day
news special.



The Basílica of Guadalupe
Tuesday, December 11, 2007 6pm & 11pm

This special is dedicated to
Mexico's most beloved
religious and cultural
image, the Virgin of
Guadalupe. The special
covers the history behind a
very famous and visited
Basílica located in Mexico
City. Guadalupe's feast
day is celebrated on
December 12th.

