

# The AzA Gazette



*The Azteca America Monthly Newsletter for Clients, Friends and Associates*

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## Events & Features

- A Quien Corresponda in Las Vegas p.5
- NAHP Convention 2004 p.6

## Affiliate Meeting in Vegas

We look forward to meeting affiliates in Las Vegas this week at our annual meeting that will parallel the NAB convention this year.

The event begins with an ice breaker on Tuesday April 20, and then a working session on Wednesday April 21. If you need more details, contact Mariano Cortés. We'll see you there!!!



## Dear AzA Friends:

We have some great events ahead this spring for our network. This month, we are celebrating our annual affiliate meeting in Las Vegas, and in May, we will hold our second upfront event in the Big Apple.

Our affiliate meeting is a great occasion to greet and thank our friends that make us the fastest growing Hispanic television network in the US. It is thanks to all of you that we are now in cities that 73% of Hispanics call home; and we have lots of room to grow.

The Upfront, on the other hand, is a formidable opportunity to greet, entertain and inform the advertisers that sponsor Azteca America. On May 17, we will 'throw the house out of the window' or *tirar la casa por la ventana*, just to make it clear that Azteca America es tu casa.

We'll have more on both events in future editions of the Gazette, so stay tuned. In this issue we also have a very successful presence to report at the National Association of Hispanic Publications convention in March, where we were able to meet with dozens of editors and publishers, and explain what we are doing to grow this market—where breaking a monopoly is a crucial part of the task.

Please enjoy this issue of your AzA Gazette, where we will spotlight our station in Bakersfield, get to know Alan Tacher better, and introduce some new, exciting programming.

Thanks for your interest in Azteca America,  
Luis J. Echarte  
President and CEO • Azteca America

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## Station Spotlight: *Bakersfield* *KPMC TV* *Channel 42*

*Gary Cocola*  
*Station Owner*

*Frederico Galindo*  
*General Manager*

Although Bakersfield often comes across as the smaller sibling to Fresno of a powerful Central Valley duet of Fresno-Visalia/Bakersfield, there is no doubt about the importance of the market and the acceptance of Azteca America programming.

"Bakersfield is the 30th largest Hispanic market, while Fresno is number 14. But you combine them and you're in the top ten," says Federico.

By packaging Bakersfield along with Fresno-Visalia, the option is unmatched by competitors. "We're Azteca America Central California," says station owner Gary Cocola.

KPMC is expecting an important push in coming months that will include raising signal strength and expanding local promotional and sales teams. Also in the very advanced stage are talks with local cable carriers.



Although Bakersfield is an unmetered market by Nielsen, Federico says that other indicators like audience call ins show very high reception of programming, especially weekend sports, afternoon novelas and primetime single-episode drama series.

"And of course there's no doubt that *La Academia III* is growing to be a strong season winner," he adds.

Bakersfield has the distinct advantage of being on exactly the same playing field in terms of its competition with regards to transmission licenses.

"Univision and Telemundo are both low power stations here. In the end it will get down to programming quality and promotion efforts," he adds.

Although the Hispanic purchasing power of Bakersfield is \$2.5 billion, when combined with Fresno,

the market becomes worth more than \$10 billion. Likewise, the 60,000 Hispanic TV households, when combined with Fresno equal 250,000. Not bad for a little sibling.

"Bakersfield is seeing a boom in growth and Azteca America Channel 42 is poised to grow in step with the community," says Gary. 🌈

### Station Data

Market	Bakersfield
Call Letters	KPMC
Channel	42

### General Market

Market Rank	130
Population 2002*	609
Households *	191
% Cable TV	
Penetration 2002	70.0%
Retail Sales (Million US\$)	5,771
% of Hispanic Origin	39.9%

### Hispanic Market Info.

Hispanic TV HH Market Rank	30
Hispanic TV HH	
Market Coverage	0.6%
Hispanic TV HH Market*	60
Hispanic P2 + Coverage	0.7%
Hispanic P2 + *	239

\* In Thousands

## Chiapas Jaguares Maintain Pole Position

Now 14 weeks into the current season of Mexican First Division soccer, the Jaguares of Chiapas remain undisputed leaders. The franchise, for which Azteca America has exclusive rights for home matches, has a stellar record of 10 wins, 3 ties and one loss. Much of the success is thanks to the team's Paraguayan striker Salvador Cabañas, the current season goal leader.

Close behind are the Pumas of the UNAM, who closed the gap with the league leader after beating Puebla earlier this month. At the same time, the Pumas' leading striker, the Argentine Bruno Marioni, is also closing on the goal title.

Chiapas has guaranteed its pass for the season playoffs, known as the Liguilla. Meanwhile, Pumas is almost a sure bet. Play during the coming weeks will be closely watched as the remaining teams fight for berths.

With five weeks left of regular season play, the games aired by Azteca America in April are as follows:



Position	Team	Points
<b>Clausura Grupo 1</b>		
1	Pachuca	23
2	Toluca	22
3	Atlas	21
4	Puebla	16
5	Monterrey	15
<b>Clausura Grupo 2</b>		
1	UNAM	31
2	América	20
3	Santos	17
4	Querétaro	17
5	U.A. de G.	11
<b>Clausura Grupo 3</b>		
1	Chiapas	33
2	Morelia	16
3	U. de N. León	15
4	Cruz Azul	15
5	San Luis Potosí	13
<b>Clausura Grupo 4</b>		
1	Guadalajara	26
2	Irapuato	19
3	Necaxa	17
4	Atlante	15
5	Veracruz	14

AzA Exclusive Broadcast Teams

### AzA April & May Transmissions

APR/MAY	HOME		VISITOR	TIME
17	Morelia	vs	San Luis Potosí	21:00
18	Pachuca	vs	Santos	13:00
18	Querétaro	vs	Atlas	15:00
18	Chiapas	vs	Atlante	17:00
24	Veracruz	vs	Puebla	16:00
24	Cruz Azul	vs	UNAM	18:00
25	Irapuato	vs	Chiapas	13:00
25	U.A. de G.	vs	Necaxa	13:00
25	Santos	vs	Morelia	17:00
1	Cruz Azul	vs	Irapuato	18:00
1	Morelia	vs	Atlante	18:00
2	Pachuca	vs	Chiapas	13:00
2	Querétaro	vs	Santos	15:00
8	Chiapas	vs	Morelia	16:00
8	Veracruz	vs	Cruz Azul	16:00
9	Pachuca	vs	Irapuato	13:00
9	Santos	vs	U. de N. León	17:00
9	U.A. de G	vs	UNAM	17:00

## *Cinema Azteca Bows This Month; Wrestling Makes a Strong Show*

A new series of Mexican movies, Cinema Azteca, bows this month on Azteca America. These movies,

which are US television exclusives, are running on Saturday evenings at 10:00 EST & PST / 9:00 pm CST and feature popular Mexican actors such as: Lina Santos, Miguel Ángel Rodríguez, Rodolfo de Anda, Luis Gatica, Agustín Bernal, Flavio Peniche, Claudia Vega, Pedro Infante Jr. and Rafael Goiri.

The titles include: *Con el polvo hasta los dientes*, *Los hijos del odio*, *Carne de cañón*, *Yo soy el hijo del Michoacano*, *A calzón quitado* and many more.

The movie run is added to a series of wrestling programs that were launched earlier this year. The professional wrestling matches are airing on Saturdays following soccer matches and will be built upon even further in coming months.



## AZTECA AMERICA UPFRONT



## *La Academia III Continues Strong Showing*

*La Academia*, the most successful program in Mexican television history and a strong leader in Hispanic television, continues to build itself as a solid Sunday and weekday evening programming option.

With stronger voices than ever, and the unique personalities that made the original show a success, the third generation is off to a strong start. From the initial 18 contestants, the field was reduced to 13 by mid April.

Expelled students are currently doing weekly radio call ins in five

key Azteca America markets, a number that is expected to double in coming weeks. The fourth student to abandon the *La Academia* facilities was the Chiapas native Esteban Espinosa, known by his fans as simply Esteban, who continued *post-La Academia* promotion with appearances on the Azteca America programs *AM*, *Cada Mañana* and *Ventaneando*, in addition to radio appearances, web chats and press interviews.

The cultural mix of *La Academia* is unique in that contestants were screened in both Mexico and the United States. Tucson resident Suzette Marquez remains a strong contestant after overcoming initial performance butterflies once the judges commented that her progress is surprising them every week.

Watch *Camino a la Fama* Mon.-Fri. at 8:00 pm EST & PST / 7:00 pm CST as well as Sunday Concerts at 8:00 pm EST & PST / 7:00 pm CST.



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## *A Quien Corresponda in Las Vegas*

Jorge Garralda, anchor of the popular community service program *A Quien Corresponda*, and his production staff, broadcast on location in Las Vegas in late February.

The show was taped at Supermercados del Pueblo Lake Mead with the special guests: Berenice Rendón, Mexican consul in Las Vegas; Susy Martínez, from Councilman Gary Reese's office; and Aracely Paredes, owner of Supermercados del Pueblo.



The Las Vegas community had the opportunity to share experiences of living in the US, with many members asking for help to keep in contact with their relatives living in Mexico, Central and South America.

Jorge Garralda was also interviewed in the local paper *El Mundo*.

Don't miss *A quien corresponda* every weekday morning at 6:30 EST & PST/ 5:30 CST, where television is used as a forum that takes citizen complaints regarding public service to the corresponding authorities and seeks justice for the often underprivileged.

## Names & Faces

### Alan Tacher

*Host of La Academia*

Born in México City, Alan Tacher studied advertising in Universidad de la Comunicación. Early in his career, he conducted interviews of top entertainment talent, including coverage of the World Music Awards in 1992.

He began hosting programs at Televisa, with *Los cuates del Cinco*.

In 1996 he hosted his first show for TV Azteca, a hidden camera comedy show called *Te Caché*. He later continued with *Chitón*, *Tempranito* and *Gente con Chispa* before hosting TV Azteca's first reality show, *La Academia*. Aside from the Sunday concert, Alan also hosts the daily *La Academia* follow-up show, *Camino a la fama*.



## NAHP Convention 2004

A small delegation of Azteca America had the honor to participate in this year's National Association of Hispanic Publications (NAHP) convention celebrated at the Biltmore hotel in Los Angeles.

The AzA delegation included our news director and network newscast anchorman, Armando Guzmán, who acted as master of ceremonies in the closing gala dinner.

We have attended the annual NAHP convention for three consecutive years, and remain convinced that it is a positive promotion venue. Although the convention is

actually designed for print media, it gives us the opportunity for intensive contact with dozens of publishers and editors about the Azteca America model and what we can do together to increase the size of this remarkable market for the benefit of all.

We presented two syndicated columns for open use of NAHP members: *Lo que los poderosos callan*, a weekly political column written by AzA's news director, Armando Guzmán, and *Hablemos de futbol*, the sports column written by David Faitelson. Both columns were very well received and we have been able to add several newspapers to our existing distribution network as a result.

In addition to talking about the business advances and opportunities of this project, in terms of coverage, we had the opportunity to speak about our talent; new show releases, such as *La Academia III*; and our community involvement through Fundación Azteca. 🌈



**El esfuerzo diario  
por mejorar**



**Secretos y romances  
entre compañeros**



**Camino a la fama**

Lunes a viernes  
9 pm / 8 centro

**El momento decisivo  
El Concierto**

Domingo  
8 pm / 7 centro



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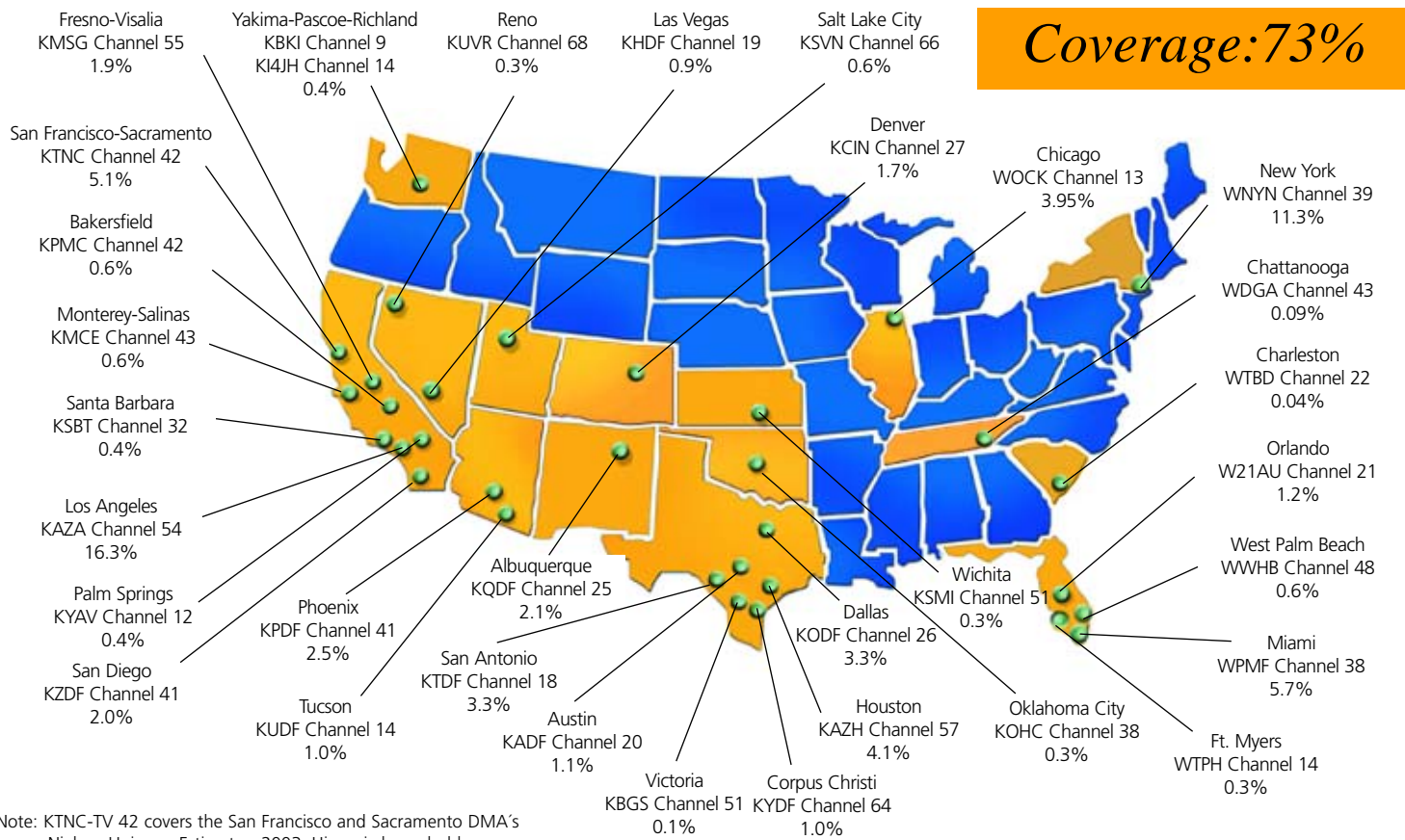
**Estamos en tu ciudad**

Albuquerque, NM	25
Austin, TX	20
Bakersfield, CA	42
Charleston, SC	22
Chattanooga, TN	43
Chicago, IL	13
Corpus Christi, TX	64
Dallas, TX	26
Denver, CO	27
Fresno, CA	55
Ft. Myers, FL	14
Ft. Pierce, FL	48
Houston, TX	57
Las Vegas, NV	19
Los Angeles, CA	54
Miami, FL	38
Modesto, CA	42
Monterey, CA	43
Naples, FL	14
New York, NY	39
Oakland, CA	42
Ogden, UT	49
Oklahoma City, OK	38
Orlando, FL	21
Palm Springs, CA	12
Phoenix, AZ	41
Reno, NV	68
San Francisco, CA	42
San Jose, CA	42
Sacramento, CA	42
Salinas, CA	43
Salt Lake City, UT	66
San Antonio, TX	18
San Diego, CA	41
Santa Barbara, CA	32
Stockton, CA	42
Tucson, AZ	14
Victoria, TX	51
Visalia, CA	8
West Palm Beach, FL	48
Wichita, KA	51
Yakima, WA	9



**AZTECA AMERICA**  
Network

## *The Fastest Growing Hispanic Network in the U.S.*



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### *About TV Azteca*

TV Azteca, listed on both the Mexican Bolsa and the New York Stock Exchange, is the second largest producer of Spanish-language programming in the world, and one of two nationwide broadcasters in Mexico.

Today TV Azteca broadcasts four networks: the family-driven Azteca 13, with 278 signals in Mexico; the youth-focused Azteca 7, with 270 signals in Mexico; Azteca International for 13 countries in Central and South America; and Azteca America the fastest growing network in the U.S.