

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

April 2006 • Number 41 • Year 4

Events & Features

• AzA Co-Sponsors Kumbia Kings Tour This Month

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AzA at the 2006 NAHP Convention

For the fourth consecutive year, Azteca America was present at the annual convention of the National Association of Hispanic Publishers. Representing 350 publications with a combined circulation of over 20 million, the event presents interesting cross-promotional opportunities for the network.

José Martín Sámano, our network anchor was on hand during the opening breakfast, where he delivered a speech on best practices at Azteca America, highlighting the move of our network news operations to Los Angeles. He was also recognized by the NAHP for his stellar coverage of Katrina, where he was the first Hispanic reporter on the ground and remained two weeks after the disaster. José Martín was also presented an award by The Mexican Patriotic Committee, headed by Eddie Escobedo, who was also the co-chairman of the NAHP convention and publisher of Las Vegas' El Mundo newspaper.

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Dear AzA Friend:

We're just one month away from our Upfront, and we couldn't be more thrilled. Our coverage continues to grow and we will soon be introducing some exciting changes to our programming grid. I am happy to report that we can now be viewed in Washington DC, thanks to the previously announced network agreement with Comcast Cable.

On the programming side, this month we will introduce our new Movie Time series where we will be showing some of Hollywood's most exciting blockbusters. On the events side, starting this month we will begin a concert tour of the Kumbia Kings, one of the greatest Latino groups of our time.

Also this month, as part of our community efforts undertaken by Fundación Azteca America, we have introduced a PSA campaign against drinking and driving with the participation of some of the most prominent Hispanic legislators. I would like to thank Senator Bob Menéndez from New Jersey, Congresswoman Grace Napolitano from California, Congressman Joe Baca from California, Congresswoman Linda Sánchez from California, Congressman Solomon Ortiz from Texas, and Congresswoman Hilda Solís from California for their participation in this project.

Please enjoy,

Luis J. Echarte
Chairman

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Station Spotlight: Orlando W21AU • Channel 21

Mario Ragazzo
President and COO
David Efron, CEO

Orlando is on a roll with Azteca America, where programming is welcomed by all segments of the population, which is primarily Puerto Rican, followed by Mexican, South American and Cuban.

"The programming is very well received not only by Mexican viewers, but by the entire Hispanic community in general," said Mario.



A special draw for South American fans was the prior season of Diego Maradona's hit talk show, *La Noche del Diez*. But perennial favorites such as *Ventaneando*, our Azteca America newscasts, morning variety shows, and Mexican soccer and Latino boxing keep W21AU top of mind in Orlando.

Local programming includes an extreme sports show called *Adrenalina*, which is co-branded with a similarly named sports shop soon to be inaugurated.

Coverage of Orlando's over-the-air signal is complemented by its Channel 21 positions in both DirecTV and Dish Latino. Mario expects advances with local cable operators shortly.

As for promotion, a key focus has been with sports. To complement the network's superior Mexican League Soccer coverage, and its dynamic boxing schedule, Mario has signed an agreement with the Orlando Seals, the Southern Professional Hockey League team, to promote Hispanic interest. Mario adds that the team's promoters are very excited about the relationship, which recently completed its first season. In addition to local coverage of games, W21AU uses the venue as a promotional opportunity and can also host clients in its adjacent hospitality suite.

Another sports plus is W21AU's association with the soccer school and league of Coco Beach. The compound boasts top Mexican and Argentine pros as coaches and leagues of all ages for both men and women.

In May, Orlando will participate in the Hispanics Expo, in the Orange County Exhibition, an event that is expected to attract about 25,000 people.

Mario hopes to launch a local newscast in about a month. He is currently outfitting a new studio within Universal Studios, the station's home, and already has the first mobile camera unit in town. The rig also served as a float in a recent Puerto Rico parade.

BEST OF LUCK MARIO AND DAVID!!!

Station	Data
Market	Orlando
Call Letters	W21AU
Channel	21
General Market	
Market Rank	20
Population 2004*	3,167
Households*	1,264
% Cable TV	
Penetration 2004	74.0%
Retail Sales (Million US\$)	40,833
% of Hispanic Origin	12.6%
Hispanic Market Info.	
Hispanic TV HH Market Rank	19
Hispanic TV HH	
Market Coverage	1.3%
Hispanic TV HH Market *	143
Hispanic P2 + Coverage	1.2%
Hispanic P2 + *	439

* In thousands

Programming Highlights

Movie Time Offers the Best of International Action & Comic Films



This month we launch Movie Time, a group of blockbuster movies that include top Golden-Globe nominees and Academy awarded hits featuring actors to the tune of Harrison Ford, Michael Douglas, Mickey Rourke, George Clooney, Brad Pitt, Drew Barrymore and more.



With a mixture of genres that include comedy, action, drama, adventure and sci-fi, the titles will be broadcast weekdays at 8 pm / 7 pm CST starting April 17.

More details coming soon.

Los Protagonistas a Nivel Mundial Coming Soon

In June, we'll have top action from Germany with *Los Protagonistas a Nivel Mundial*.

The show will be led by our trusted sports news team with comic sketches by Andrés Bustamante and his hilarious characters *Dr. Chunga*, *El Hooligan* and of course *El Güiri Güiri*.

In addition to soccer updates, the show will feature vignettes featuring sights and activities in and around Berlin, with the segments *Turisteando*, *La Comida* and *De Moda*.



Clausura 2006 Closing In on Liguilla Playoffs

With three weeks of regular season play at the time of publishing, Jaguares of Chiapas are the first team to qualify for the post-season Liguilla. Meanwhile, second-place can secure its berth with its next win.

As in our last update, Azteca teams are near closing the season with the first, second and third-place overall finishes, as Cruz Azul moved back to third place following a 3-0 win over Veracruz.

Following a 1-0 won over Atlante, Jaguares have 30 points. Meanwhile, Pachuca has 27 after beating Necaxa 4-1, and Cruz Azul has 24 points.

An impressive string of wins has San Luis in fourth place overall.

Recent strong play has pulled the team away from the dangers of being sent back to the minors, relegating the spot to Veracruz (which averages multi-season performance).



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KHDF General Sales Manager Mike Scanlon and Una Vez Más



President of Sales Mark Parechan were also at the event, along with network staff Daniel McCosh and Antonio Mendoza.

In addition to the breakfast sponsorship, Azteca America hosted the most attractive booth of the convention with two plasma screens, plenty of Azteca America programming and an array of promotional material. We also used the venue to present the PSA program against drunk driving that features prominent Hispanic members of Congress reinforcing the message.

Special thanks to NAHP President, Lupita Colmenero, Foun-

dation Board Chairman, Eddie Escobedo and Executive Director, Tom Oliver.



experience**the**passion

savethe**date**

upfront**2006**
AZTECA AMERICA

may**15**,2006



AZTECA AMERICA®

Our Talent

PALOMA WOOLRICH



Paloma Woolrich studied acting in Mexico's prestigious *Instituto Nacional de Bellas Artes*.

Her theater roles include 40 plays, including; *Arde Pinocho*; *Vacio* and a Mexican production of *A Midsummer Night's Dream*. Many of the roles received national awards, with works also touring in countries like Austria, Germany and France.

Her roles in motion pictures include *Frida*; *Corazón de Melón*, *Santos Peregrinos* (where her performance was nominated for an Ariel, the Mexican equivalent of the Oscar) and *Morirse Está en Hebreo*.

Since 1997 she has worked in TV Azteca productions such as *Mirada de Mujer*, *Perla* and most recently in the dramatic series that portrays domestic abuse *Ni Una Vez Más I* and *II*.

Paloma has also participated in the award-winning series of real-life stories that impact Latina women, *Lo Que Callamos las Mujeres*.

She is currently a member of the *Instituto Mexicano del Arte al Servicio de la Educación* (IMASE), directed by Tere Quintanilla.

ANA LAURA ESPINOSA



Ana Laura's acting and studies span the globe from Mexico to France, to Italy and Canada.

In motion pictures, she has participated in *Pueblo Maldito*, *Luces de la Noche*, *Tres Son Peor Que Una*, *Hoy No Circula*, *Dónde Quedó la Bolita?*, *Colmillos*, *A Date With Destiny* (A US-based production) and *Juego Mortal*.

Her work on the live stage includes *El Extensionista*, *Coloquios 1524*, *México en una Canción* (presented at Mexico's Auditorio Nacional), *Dos Parejas Disparejas* and *Tercera Llamada*, *Tercera... o Comenzamos Sin Usted* (which toured throughout Mexico).

Her work in television includes: *Corazón Salvaje* (1993), *La Chacala* (1997), *El Amor de mi Vida* (1998), *Háblame de Amor* (1999), *Golpe Bajo* (2000), *La Duda* (2002) and *La Heredera* (2005).

She is one of the founding actresses of *Lo Que Callamos las Mujeres*, an award-winning dramatic series based on real experiences of Latina women, and is also a frequent actress of the series *La Vida Es Una Canción*.

ALEJANDRA HAYDEE



Alejandra's first television role was in the Argentine production of *Chiquititas* for TV Azteca.

She has worked as a show host for educational programs developed by the *Instituto Latinoamericano de la Comunicación Educativa* (ILCE) and the *Unidad de Televisión Educativa* (UTE).

She is part of a group of actors that regularly appear in the single-episode series *Lo Que Callamos las Mujeres*, where her work has earned two television awards and an invitation in the *¿Por Qué?* episode of the series that marked 100 programs on the air in México. She has also appeared in several episodes of *La Vida Es Una Canción*, as well as *Tan Infinito Como el Desierto*, a dramatic series in tribute to the Juárez Killings, and more recently in *Ni Una Vez Más I*, a series that depicts domestic abuse.

On the live stage, she has appeared in plays such as: *El Último Verano del Milenio*, *Cat's y Un Verano Más* and *Pastorela*. She also worked on the radionovela *Oportunidades*, and has appeared in two short-length films, *Duerme mi Angelito* and *En Brazos de Morfeo*. Her most recent television role was with *Machos* (2005), where she acted alongside Héctor Bonilla and Julieta Egurrola.

AzA Co-Sponsors Kumbia Kings Tour This Month

Azteca America has once again teamed up with concert promoter Roptus for a US concert tour of Kumbia Kings, the urban Latino

musical sensation founded by AB Quintanilla, brother of the deceased Tex-Mex sensation Selena. Kumbia Kings are part rap, part Hip Hop, part Reggaeton and part Cumbia. But most of all they represent the biculturalism of US Latino youth. Special appearances of the great Norteño band *Grupo Intocable* will take place in Denver and Salt Lake City.

Initial concert dates are for eight cities, with additional concerts expected to open soon. Live concert events present excellent promotional opportunities for our local affiliates and sponsorships for the event are available.

For additional information, contact Juan Pablo Álvarez.



City	Date	Venue	Tickets
Phoenix	Sunday, April 16	US Airways Center	www.ticketmaster.com and box office
Sacramento	Saturday, April 22	California State Fair Cal Expo	www.tickets.com and box office
San Jose	Sunday, April 23	HP Pavilion	www.ticketmaster.com and box office
Los Angeles	Friday, May 19	Gibson Amphitheatre	www.ticketmaster.com and box office
Denver	Saturday, May 20	Coors Amphitheatre	www.ticketmaster.com and box office
Salt Lake City	Sunday, May 21	The E Center	www.theecenter.com and box office
Corpus Christi	Saturday, May 27	American Bank Center	www.ticketmaster.com and box office
Dallas	Sunday, May 28	Smirnoff Music Centre	www.ticketmaster.com and box office

FUNDACIÓN AZTECA AMERICA



New Fundación Azteca America PSAs Begin Airing



Fundación Azteca America, our non-profit arm dedicated to improving the lives of the US Hispanic community, began airing in late March its new campaign against drinking and driving.

Drunk driving among Hispanics is a very serious issue. According to the Justice Department, about 1.4 million drivers were arrested in

2004 for driving under the influence of alcohol or narcotics.

Many members of our Hispanic community are not aware of the seriousness or the extent of legal prosecution for the crime.

The PSAs feature strong messages that are illustrated and then reiterated by prominent members of

Congress. Participating in the PSAs are: Senator Bob Menéndez, Congresswoman Grace Napolitano, Congressman Joe Baca, Congresswoman Linda Sánchez, Congressman Solomon Ortiz and Congresswoman Hilda Solís.





Your Best Option

For Reaching Young Male Viewers:

Mexican Soccer Top 3 M18-49 Clausura 2006

04/01/06  VERACRUZ vs AMERICA  278

04/01/06  CULIACAN vs  ATLAS 272

03/25/06  MONARCAS vs  CULIACAN 229

Latino Boxing Top Championship Fights Top 3 M18-49

04/01/06 Morales vs Hernandez 185

02/18/06 José Castillo vs Juan Lazcano 181

01/28/06 Jorge Arce vs Adonis Rivas 172

AZTECA AMERICA

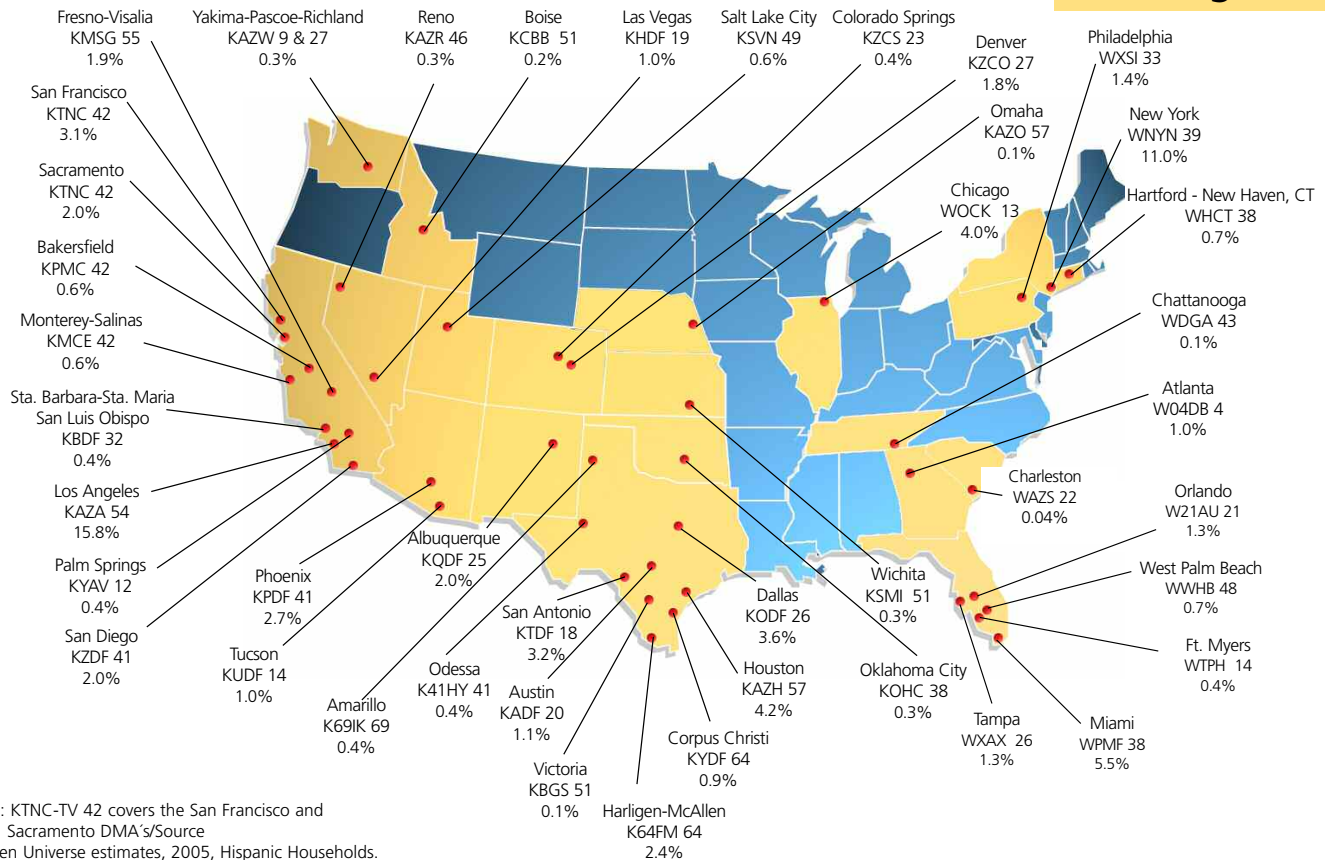
Sales:
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Source: NHTI Live (01/28/06 - 04/01/06), M18-49 (000)
Subject to qualification which will be supplied upon request.

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Coverage: 81%



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About TV Azteca

TV Azteca, listed on the Mexican Bolsa and Spain's Latibex, is the second largest producer of Spanish-language programming in the world, and one of two nationwide broadcasters in Mexico.

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 Internacional for 14 countries in Central and South America and Canada; and Azteca America the fastest growing network in the U.S.