

# The AzA Gazette



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

August 2004 • Number 22 • Year 2

## Events & Features

• DirecTV in Fresno and Orlando

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## Azteca America in Time Warner Cable New York City

TVC Broadcasting, the Azteca America affiliate group controlling stations in key Miami, Chicago and New York markets, announced this month a cable distribution agreement effective Aug. 12 with Time Warner Cable for analog and digital carriage in the New York City market.

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## Dear AzA Friends:

Every month Azteca America offers exciting news, and one of the main purposes of this publication is to enhance the community bonds between our members by communicating all relevant events.

Increasing Azteca America's coverage—whether over-the-air or by any other means—represents one of the most remarkable achievements for us. I am proud to announce that WNYN, our affiliate in New York, has secured cable distribution with Time Warner Cable in this market, bringing Azteca America's signal to the 900,000 subscribers that this company has in the DMA.

We are also pleased to congratulate our affiliates in Fresno and Orlando for their recent incorporation into Direct TV's channel lineup. This represents an important step in affiliate efforts to expand their signals to thousands of more subscribers within their markets.

Azteca America is increasing its reach every month. We launched our first affiliate in July of 2001, and three years later we are happy to report 38 over-the-air stations, many of which have cable or DBS carriage. Today millions of Hispanics are familiar with the quality programming that we offer.

In this issue of the Gazette we report on the successful launch of our two most recent novelas: *Belinda* and *La Heredera*; offer a profile of our affiliate in the Yakima-Pascoe market, and present our *Noticiero Azteca America* news anchors: Hannia Novell and Edgar Galicia, among other interesting features.

Thank you for your interest in Azteca America  
Luis J. Echarte  
President and CEO

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## Station Spotlight: *Yakima* *Channels 9 and* *27*

**Ken Beedle •**  
*General Manager*

In few places in the country is the Azteca America signal more extensive and dominant than in Yakima, in the state of Washington. Although the DMA is ranked a paltry number 127 in the general market, in the Hispanic market it is number 49, with the overwhelming majority of the community hailing from Michoacán, home of Azteca's own professional soccer team Monarcas Morelia. Yakima and the Michoacán capital of Morelia are actually sister cities and have frequent interchanges across the border.

"It's a great combination," said Ken.

Although the station is still about 45 days from placing local insertions it has been broadcasting since January 31, 2004. Ken is convinced

that KAZW is the market leader for several reasons. For starters, he says that he is the only Hispanic station that has a full power signal in town.

Over the air is important in Yakima, since Ken estimates that only about a fifth of the Hispanic residents have cable.

The two transmitters are actually about 150 miles apart. But Ken says to be well placed in the market, you need to be everywhere. That's why the studio is being built in Walla Walla, while the marketing offices are in Yakima, a 2 1/2 hour drive, where 50% of the Hispanics of the DMA reside.

Yakima is taking on political significance for the 2004 presidential race, since Washington is one of 16 swing states, and in the Yakima area reside 30% of Washington's Hispanic population, a situation that Ken expects to translate in ad spending soon. Representatives from both parties have already contacted KAZW.

With almost two months before local operations begin, KAZW has already received strong coverage in the local papers El Sol de Yakima, the Yakima Herald, Viva, the Tri-City Herald and La Voz, where weekly columns written by David

Faitelson and Armando Guzmán, as well as programming highlights are being published. Ken says he has advertisers already calling up anxious to advertise, as well as offers for numerous local speaking engagements.

He says his love for Latin American culture flourished during a recent sabbatical from the broadcasting business in Costa Rica, where he worked for several years as a photographer and met his lovely wife Silvia.

Congratulation to Ken and KAZW!!!

### Station Data

Market	Yakima-Pascoe
Call Letters	KAZW
Channels	9 & 27

### General Market

Market Rank	127
Population 2002*	584
Households*	203
% Cable TV	
Penetration 2002	57.0%
Retail Sales (Million US\$)	6,455
% of Hispanic Origin	26.0%

### Hispanic Market Info.

Hispanic TV HH Market Rank	49
Hispanic TV HH	
Market Coverage	0.3%
Hispanic TV	
HH Market *	36
Hispanic P2 + Coverage	0.4%
Hispanic P2 + *	148

\* In thousands

### *DirecTV in Fresno and Orlando*

*Azteca America congratulates KMSG Channel 55 in Fresno and WAU21 in Orlando for two carriage agreements with DTS service DirecTV.*

*Fresno was effective as of July 30, and Orlando as of Aug. 11.*

*The Orlando signal, transmitting from Universal Studios Florida, is also being carried in the Daytona Beach, Melbourne and Tampa communities.*

***Congratulations Fresno and Orlando!!!***

## *August Entertainment Programming Specials*

Keeping with our lineup of entertainment specials, during the month of August we are featuring everything from Latino stars that are the least faithful, to the worst dressed and finally a showdown of pop stars vs. grupera stars.

It all starts on Aug. 14 with *Los 25 más infieles del espectáculo*. High on the list are Lupita D'Alessio, Andrés García, Julio Iglesias, Isabel Madow, Niurka, Sofía Vergara, Luis Miguel, Michelle Vieth and Jorge Luis Pila. Follow the passion of these stars through the multiple romances they have had over the years.

The following Saturday we feature the 25 worst dressed in show business. We're not mentioning names yet, but this dubious group of entertainers features stars that really don't care if they are out walking the dog, at awards ceremonies or on stage.

On Aug. 28, watch a musical battle between the best pop singers and the best gruperas. Paulina Rubio, Thalía, Mariana Ochoa, Miriam and Alejandra Guzmán show why they are the hottest marketing items. On the other side, Alicia Villareal, Mariana Seoane, Toñita, Lidia and Pilar Montenegro charm with their beauty and stellar voices.



- *Los 25 más infieles del espectáculo* Saturday 14, 8 pm EST, PST / 7 pm CST

- *Los 25 más fachosos del espectáculo* Saturday 21, 5 pm EST / 10 pm PST / 4 CST

- *Ellas, gruperas vs poperas* Saturday 28, 8 pm EST, PST / 7 pm CST



*cont. from p. 1*

The agreement for TVC's WNYN Channel 39 increases coverage significantly reaching more than 900,000 Time Warner Cable subscribers in the DMA that includes some counties of New Jersey.

The signal will be available on channel 67 in Queens and Brooklyn, while subscribers in Manhattan and other communities in the New York area will have access through channel 807. Concurrent with the cable news are plans for an ambitious billboard campaign in New York City.

Congratulations WNYN!!!



## *Mexican Soccer Returns to AzA*

Following a two month rest, Mexico's top professional soccer teams are gearing up for an exciting 2004-2005 season. Warmup matches included the pre-season *Campeón de Campeones*, which pits the winners of the opening and closing season tournaments. The most recent champions, the Pumas are looking like the favorites, at least based on their 7-3 landslide against Pachuca.

Pachuca started out strong with the 2-1 victory at home that was broadcast by Azteca America. However, a one-goal advantage quickly shrank when Pumas beat Pachuca 6-1 in the second match.

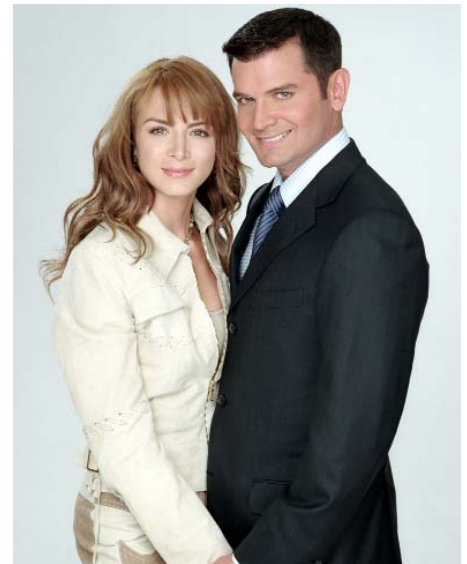
Other preseason action included the recently-ascended Dorados de Culiacán vs. Cruz Azul.

Regular season begins Aug. 14 with Chiapas and Morelia. The total number of franchises in the Mexican Soccer League was reduced to 18 teams to increase competitiveness. Azteca has rights for 8 of those teams this season.

## *Belinda and La Heredera Shine in Los Angeles*

*Belinda* and *La Heredera*, our latest primetime novelas, were launched in style last month at the Skirball Cultural Center in Los Angeles in a

joint event held by Azteca America and KAZA Azteca 54. Over 300 clients, friends and media turned out for the presentation that included top stars Sergio Basáñez from *La Heredera*, and Carlos Mata, Adriana Cataño and the lovely Miss Venezuela finalist Gabriela Vergara from *Belinda*.



### AzA August Transmissions

AUG.	HOME		VISITOR	TIME
14	Chiapas	vs	U. de N. León	17:00
14	Morelia	vs	Pachuca	19:00
15	Santos	vs	Atlas	18:00
21	Cruz Azul	vs	Chiapas	19:00
21	Culiacán	vs	Santos	21:00
21	Veracruz	vs	Necaxa	21:00
22	Pachuca	vs	Guadalajara	14:00
22	U.A. de G.	vs	América	18:00
28	Chiapas	vs	Atlas	17:00
28	Morelia	vs	Veracruz	19:00
29	Santos	vs	América	18:00
				EST

The top acting talent was added to presentations by Azteca 54 CEO Eduardo Urbiola, who took the moment to congratulate the TV Azteca operating team for its first year anniversary. Later, Azteca America COO Jorge Jaidar highlighted network programming for the upcoming season. Azteca 54 Production Director Ramón Delgado also presented local programming initiatives *Mujer L.A.*, *Detrás de los Famosos*, *Futboleando*, a new musical talent show *Cante y Gane* and *Hechos 54* in its two editions, 5 and 10 pm.

We'd also like to congratulate Azteca 54 for its three Emmy nominations for Best Single Report; Best Reporting Series; and Best Newscast.



## *Los Protagonistas Heads to Athens*

Our award-winning sports teams is transmitting from Athens as of Aug. 9. The best in commentary about the 2004 Games is available at 11:00 pm EST, CST / 10:00 pm Monday through Sunday until Aug. 29. Headed by sports reporting veteran José Ramón Fernández, the



team includes Azteca America sports reporter David Faitelson along with Enrique Garay, Maggie Hegyi, Inés Sainz and Christian Martinoli.

Follow the training and final standings of athletes like Ana Guevara, favorite for the 400 meters, Víctor Estrada in Tae Tae Kwon Do or the Mexican Soccer team.

Aside from top interviews and commentary, *Los Protagonistas* will also the comic sensations "Ponchito" and "Tachidito" to liven things up.

As for music, few get crowds on their feet like Yahir and Carlos Rivera, winners of *Desafío de Estrellas* and *La Academia, tercera generación*, respectively, and now successful solo artists.

Don't miss *Los Protagonistas* as of Aug. 9 at 11 pm EST, PST / 10 pm CST, Monday through Sunday.



## *Names & Faces Our Última Edición News Team*

A wealth of experience covers the airwaves at 10:30 pm / 9:30 pm CST.

Hannia Novell studied communications at the Universidad del Tepeyac in México City, and has worked in radio and television for 12 years. She joined TV Azteca in 1996 and became our first female helicopter reporter. She has reported from Brazil, Egypt and the Gulf War, as well as special coverage from

Afghanistan and correspondent coverage of the 9/11 terrorist attacks. Last year, she was awarded the National Journalism Award in Mexico for her coverage in Iraq.

Edgar Galicia also studied communications at the Universidad del

Tepeyac. He has worked as a news reporter for NBC, and Mexico's cultural channel, Canal 11, before arriving at Azteca in 1997. His focus has been on social issues and natural disasters, as well as on international events.



# GOOOOOOAL!



## LIVE THE EXCITEMENT



