

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

August 2006 • Number 45 • Year 4

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AzA Signs Full Power in Seattle



Filling out the top 30 Hispanic markets, Seattle's KHCV Channel 45 has affiliated with Azteca America.

Seattle is ranked number 28 in number of Hispanic television households, according to Nielsen Media Research, with 78,000 television households, representing 0.69% of the Hispanic total.

According to the US census, Washington State's Hispanic population is estimated at 551,371, and will grow 25% in five years. The majority of Washington State's Hispanics live around the Seattle-Tacoma metropolitan area. Hispanics now represent 8.7% of the state's estimated 6.3 million residents.



Dear AzA Friend:

We are on a roll. In the past issue of the Gazette we announced the incorporation of Boston and Twin Falls to our distribution. On July 31 we added a new full power affiliate in Seattle to our network: KHCV-TV, which represents 1 million watts of radiated power transmitted from Tiger Mountain, resounding from Bellingham to Olympia. I want to welcome Kenneth Casey to the AzA family. With this addition, our 51st market, Azteca America has presence in cities where 88% of Hispanics live –in less than six months we have increased our demographic presence by more than 10%.

In other coverage matters, we are happy to announce the incorpora-

tion of our Corpus Christi Affiliate, KYDF, to the local DirecTV system. With this addition, DirecTV offers Azteca America in 20 cities, where 66% of Hispanics live. Also, McGraw Hill announced the acquisition of our affiliate in Bakersfield from the Cocola Broadcasting Companies, which continues to be our affiliate in Fresno and Boise.

I am also glad to announce the launch of our latest publication *Aza para la Raza*, a weekly entertainment magazine designed for the audience of Azteca America. *Aza para la Raza*, which is roughly translated to "AzA for the people," will feature the top stories deriving from our screen: from *La Academia* to *Ventaneando* and our novelas.

Azteca America is about passion. Passion for our culture, our roots and our people. Everything that we do is imbued with this passion. And it is contagious. I am sure that the new members of the AzA family will attest to that. Please feel free to saturate yourself with the AzA Passion by browsing the pages of our AzA Gazette.

Sincerely,

Luis J. Echarte • Chairman

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Station Spotlight:

Dr. Kenneth Casey
President
KHCV-TV Channel 45
Seattle

Dr. Kenneth Casey is no stranger to the impact Hispanic programming can have on community pride. Having been a Telemundo affiliate with stations in Phoenix and Corpus Christi, Ken long envisioned a Hispanic format for his full-power station KHCV in Seattle to bring similar representation to Western Washington.

Stations Data

Markets	Seattle
Call Letters	KHCV
Channels	45

General Market

Market Rank	13
Population 2005*	4,464
Households*	1,751
Retail Sales (Million US\$)	69,760
% of Hispanic Origin	6.6%

Hispanic Market Info.

Hispanic TV HH Market Rank	28
Hispanic TV HH	
Market Coverage	0.69%
Hispanic TV HH Market *	77
Hispanic P2 + Coverage	0.69%
Hispanic P2 + *	268

* In thousands

As the only over-the-air Hispanic network affiliate in Seattle, Ken has a jump on his competition. His station previously carried paid programming and home shopping formats.



And Seattle already has contact with Azteca America. The market got a boost last year with *La Academia USA* hometown contestant Heloisa, the Brazilian-born siren who just missed the finals, but was back on the screen with our World Cup show *Los Protagonistas a Nivel Mundial*. Heloisa commented that her family members had to watch the show on the neighbor's Dish Latino service.

Today, over 1 million people in the Seattle area have access to the Azteca America signal through the full power transmission of KHCV. Kenneth said the move to affiliate with Azteca America was one of a long-term outlook.

"Our decision to affiliate with Azteca America was an obvious one. We wanted to give something back to the vibrant and growing Hispanic community of Seattle," said Kenneth. "It also positions us well for future demographic trends and growth."

With just days on the air at the time of publishing, Kenneth says that the buzz created by the station was already evident throughout the community. "This is something that is long overdue on a local level," he added.

In the programming and marketing area, Kenneth will be depending on Scott Hayner who has over 20 years experience operating in both areas.

Expect great things from KHCV-TV.

The AzA Network and News Director Oscar Salcedo would like to thank McGraw Hill for their invaluable assistance in our recent news coverage from San Diego on the capture of a major suspected drug lord. Special thanks go to Adriana Alcaraz and Claudia Llausas for their support in this effort. This is the kind of Network-Affiliate cooperation that is making Azteca America one of the strongest Spanish-language networks.

We would also like to congratulate McGraw Hill on their recent acquisition of our Bakersfield affiliate.



Programming Highlights

Amor sin Condiciones Debuts September 4 Starring Mariana Ochoa



Amor sin Condiciones, our blockbuster novela that features Mariana Ochoa and Alberto Casanova makes its debut on September 4 at 9 pm / 8pm CST, substituting *Azul Tequila*. The novela centers on María Clara, who has an innocent love for Carlos Raúl, a rural mechanic and promising piano player. Their wedding plans are interrupted when Carlos Raúl loses his job and is forced to move to the big city in search for work.

The young romance takes a turn when Carlos Raúl meets Ximena, a ruthless and beautiful hotel baroness. And the innocence that María Clara once knew is lost as she struggles to regain the heart of Carlos Raúl.

The news will be anchored and produced by Claudia Llausas, a Univision San Diego veteran, and will have the production support of Azteca San Diego's sister station, McGraw Hill's ABC affiliate 10 News.

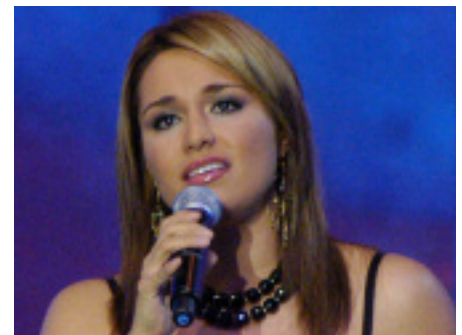
"After making a significant impact with our community action projects since the launch of Azteca America San Diego, this step furthers our mission to provide relevant local news, information and solutions for our entire market," said 10News/Azteca America San Diego Vice President and General Manager Derek Dalton.

Chicago Hosts La Academia Event

WOCK Channel 13 in Chicago has invited *La Academia* USA winner Mariana Vargas and finalist Frankie Alvarado to perform in the Viva Chicago Latin Music festival.

The event will take place on Aug. 26-27, and also include a *La Academia* talent contest, where the winner will win a trip to see the final concert of *La Academia V* and get preferential scheduling for the next *La Academia* casting.

The talent contest will be hosted by Azteca America program host Sandra Chahín.



San Diego to Launch Local News in September

Azteca America San Diego is gearing up to launch San Diego Hoy--late afternoon, early evening and prime time weekday news updates--beginning in September.

Hispanic Heritage Month, Be Part of the Celebration!

Hispanic Heritage Month celebrates the culture and traditions of U.S. residents who trace their roots to Spain, Mexico and the Spanish-speaking countries of Central, South America and the Caribbean.

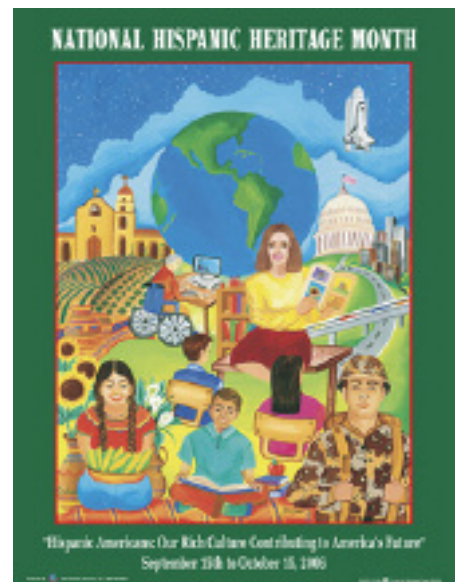
In 1968, Congress authorized President Lyndon B. Johnson to proclaim the week, including September 15 and 16 as "National Hispanic Heritage Week"; calling upon the people in the U.S. and especially the educational community to observe such week with appropriate ceremonies and activities." Twenty years later, in 1998, the observance was expanded to a month long celebration, taking

place from September 15 through October 15.

September 15 was chosen as the starting date because five countries celebrate the anniversary of their Independence: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. Additionally, Mexico celebrates its Independence Day on September 16 and Chile on the 18th.

This year, among the annual celebrations, The Hispanic Heritage Foundation will celebrate the 20th anniversary of the Hispanic Heritage Awards (created by President Ronald Reagan) paying tribute to past and present honorees (among this years recipients are Actor Antonio Banderas and singer José Feliciano). Additionally, the Congressional Hispanic Caucus (CHCI) will hold a Public Policy Conference discussing the most significant issues affecting

the Hispanic Community as well as its Annual Gala, where the CHCI bestows its Medallion of Excellence for Community Service and its Medallion of Excellence for Leadership to deserving Hispanic leaders who have demonstrated an unwavering commitment to empowering the Hispanic community.



Our new publication: AzA Para la RAZA



AzA Para la RAZA, which roughly translates to AzA for the People, is Azteca America's most recent promo-

tional tool. Today, this publication is distributed to a list of around 1,000 people that will grow exponentially in support of our efforts.

AzA Para la RAZA is a weekly publication that Azteca America and its affiliates will use to promote current and future programming. AzA Para la RAZA features gossip, and hot stories from the AzA Screen, along with promotions and advertising.

For more details about this new effort please write to: azaparalaraza@aztecaamerica.com



Pachuca –Cruz Azul Pulls Strong Numbers

The Aug. 6 opening game of Pachuca- Cruz Azul showed strong viewership, with 392,000 viewers age 2 or older, and 215,000 males ages 18-49.

Audience share for the transmission in the male 18-49 demo was 9.3%.



Apertura “Opening” 2006 Season Soccer Is Hot

As the current soccer season gets under way, a select few squads are already starting to show their stuff.

Our sports specialist David Faitelson was impressed with the play of Veracruz in Week 1, as they overcame Querétaro 3-0 in their opening match. Also noteworthy was the Jaguares victory over Necaxa.

Defending champs Pachuca looked a little weak in their debut as they succumbed to Cruz Azul, which is showing they have plenty of firepower, despite the loss of crowd favorite Francisco “El Kikín” Fonseca, who is playing this season in Portugal with Benfica. The 3-2 Cruz Azul victory was considered by many to be the best of the league openers.

Atlante is debuting a new Uruguayan striker, Gustavo Bizacayzacu, who helped the squad to a victory over Monarcas. Atlas beat Pumas in their opener, and América won its debut over its sibling San Luis. However, Faitelson says the squad continues to underperform given the elevated payroll it has in comparison to the rest of the league.

The division of the three groups this season appears to pack most of the talent with Morelia, Santos, UNAM, América, Toluca and Tigres, in Group Three.

However, Group Two has the former season champion and runner up, Pachuca and San Luis, as well as Monterrey, Atlante, Tecos and Veracruz

Grupo One counts with Cruz Azul, Guadalajara, Atlas, Necaxa, Jaguares and Querétaro.

Playoff berths go to the top two teams in each group and the next best two teams.

Good luck to all, and lots of goooooooooooooles!!



Harry J. Pappas to be Inaugurated into B&C Hall of Fame

Harry J. Pappas, chairman and CEO of Pappas Telecasting, is one of a select list of media personalities to be awarded this year at Broadcasting and Cable's Hall of Fame.

This year's group also includes Michael Bloomberg, mayor of NYC and founder of Bloomberg LP; Fox Group Chairman and CEO Peter Chernin; Grupo M CEO Irwin Gotlieb and HBO Chairman and CEO Chris Albrecht, among others.

The ceremony will be held on October 23 at NYC's Waldorf-Astoria.

Prior year honorees include Richard Parsons, Chairman and

CEO of Time Warner, and William Shatner (Capitan Kirk of Star Trek fame).

CONGRATULATIONS HARRY!!!

Live Events

Cruz Azul vs. Monarcas in Copa State Farm at LA Coliseum

Azteca America is teaming up with Roptus America for a live soccer event featuring two of Mexico's favorite soccer teams.

Cruz Azul, one of the most popular teams in the Mexican FLM league, will face off against Azteca's own Monarcas of Morelia on September 26.

We look forward to this becoming an annual event as one of the pre-

mier extra-league match-ups of Mexican soccer in the US.

For sponsorship info or more details on this event presented by Miller Lite, contact Juan Pablo Álvarez jpvalvarez@aztecaamerica.com.



Names & Faces

Court Stroud *Senior VP Sales &* *Marketing*

With Azteca America since 2002, Court has witnessed our network grow from four to 51 stations in four years.

He started working with East Coast clients, then West Coast clients. With the recent appointment of Nieves Martínez as VP



for the Western US, he is back with national and Eastern responsibilities.

He is one of the few people in the Hispanic market with a background in local TV, spot TV, Internet, local radio and Network TV sales, thanks to his prior experience at Univision, Telemundo, Latino.com and Hispanic Broadcasting Corp. (now Univision Radio).

He holds two BA's in Spanish Literature and Broadcast Journalism from UT Austin, as well as an MBA from Harvard Business School.

Our Talent

PATRICIA BERNAL



With an extensive theater background, Patricia Bernal has performed in 32 plays, including *La Loba*, *Tamara* and *Sueño de una Noche de Verano* (A Midsummer Night's Dream). She has received the *Actriz Revelación* award from the Asociación de Críticos de Teatro.

On the silver screen, she has participated in *Viaje por una Larga Noche* (1975); *Hacer un Guión* (1981); *Damián* (1985); *Amenaza Roja* (1985); *Lejos de las Fiestas* (1985); *Soliloquio* (1987); *Las Caras de la Luna* (2002); *Amar Te Duele* (2002) and *Ana* (2003).

Her work in television includes the novelas *Yo No Creo en los Hombres* (1988), *Yesenia* (1988), *El Pecado de Oyuki* (1988), *Teresa* (1989), *Ángeles sin Paraíso* (1992) and *Gente Bien* (1997).

Her first Azteca novela was *Amores Querer con Alevosía* (2001), followed by *Soñarás* (2004) and *La Otra Mitad del Sol* (2005). She currently plays the role of Fabiola in *Amores Cruzados*.

FERNANDO CIANGHEROTTI



Known as a versatile actor, Fernando Ciangherotti was born into an artistic family with a long tradition in theatrical arts.

As a youth, he began with theater in 1967 with *Escuela de Cocote*, where he acted alongside *Nadia Haro Oliva* and *Oscar Ortiz de Pinedo*. In 1975 he participated to *Las Aventuras de Santa Claus*, which was directed by his father, Fernando Luján.

On the big screen, he has acted in *Central Camionera* (1998) and *Un Paso al Cielo* (1993). He has also participated in the novelas *Quinceañera* (1987), *Mi Segunda Madre* (1989), *María Mercedes* (1992) and *Volver a Empezar* (1994).

Parallel to his acting career, he also plays the guitar and composes blues, jazz and rock, although his favorite genre is rhythm & blues.

With Azteca, he has participated in the novelas *Al Norte del Corazón* (1997); *Señora* (1998); *La Chacala* (1998); *El Candidato* (1999); *Súbete a mi Moto* (2002); *La Hija del Jardinero* (2003) and *Top Models* (2005).

He currently plays the role of Federico in *Amores Cruzados*.

CLAUDIA ÁLVAREZ



A graduate of Azteca's CEFAC in-house acting school, Claudia Álvarez has achieved great acceptance thanks to her talent, charm and charisma.

She has acted in the short-length films *Retakes*, directed by Busi Cortés, and *Serie*, directed by Fabián Corres.

She has also participated in the single-episode series *El Poder del Amor*, *Lo que Callamos las Mujeres* and *La Vida Es una Canción*, as well as hosting the morning variety show *Cada Mañana*.

On stage, she has performed in the play *Te Odio*.

She has participated in novelas *Un Nuevo Amor* (2003); *Mirada de Mujer*, *el Regreso* (2003) and starred in *Las Juanas* (2005).

Currently she plays Sofía in the telenovela *Amores Cruzados* alongside Evangelina Elizondo, Fernando Ciangherotti and Patricia Bernal.

FUNDACIÓN AZTECA AMERICA



During July and early August Fundación Azteca America aired several PSA campaigns for the benefit of our community. First, it sponsored the transmission of a famine relief campaign by the United Nations World Food Programme starring Ronaldinho. This campaign was broadcast during the world soccer tournament.

Secondly, it sponsored the transmission of a voter registration campaign directed at the Hispanic Community, featuring House Democratic Leader Nanci Pelosi. Finally, FAZA produced a new campaign of PSA's inviting the community to participate in the coming elections. The details of this campaign will be revealed in the next issue of the AzA Gazette.

In other campaigns, Fundación Azteca America participated, in conjunction with First Data Western Union Foundation, in a hearing aid campaign organized as part of the Movimiento Azteca, to help children with hearing disabilities.



Fundación Azteca America is working hard to fulfill our dream of using the AzA screen for the benefit of our community, in the coming months we will present more results of these efforts.

Amor sin Condiciones

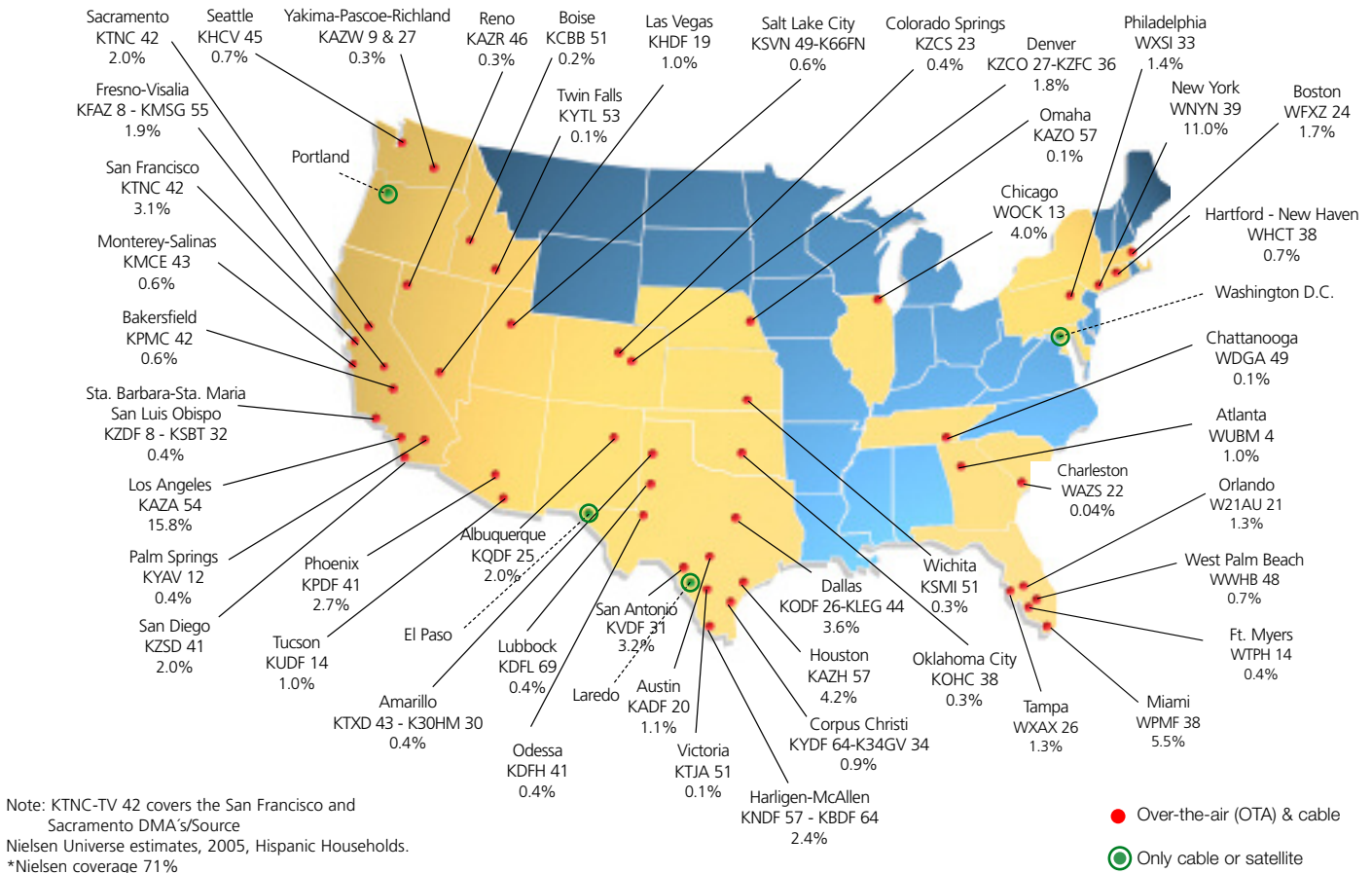
A LOVE STORY
THAT WILL TOUCH
YOUR HEART



AZTECA AMERICA

The Fastest Growing Hispanic Network in the U.S.

51 Markets; Geographic coverage: 88%*



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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 five networks: the family-driven Azteca 13, with 278 signals in Mexico; the youth-focused Azteca 7, with 270 signals in Mexico; Proyecto 40; Azteca International for 14 countries in Central and South America and Canada; and Azteca America the fastest growing network in the U.S.