

# The AzA Gazette



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

*December 2005 / January 2006 • Number 38 • Year 4*

## Events & Features

- First Juguetón Toy Drive in Los Angeles p. 6
- KMSG and Aztek Cellular in Fresno Team Up for Juguetón Donation p. 6

## Alta Invests in Una Vez Más

A warm welcome goes out to Alta Communications as they recently invested in Una Vez Más, our largest affiliate group in terms of number of stations with 12 markets on the air. Alta is one of the leading private equity firms in the country that specializes in communications.

Una Vez Más expects to add at least ten new stations to its current footprint during 2006.

Congratulations and thanks go out to Una Vez Más and Alta Communications!!

## Comcast To Carry National Signal

For the first time in history, Comcast viewers outside of our affiliate network will have the possibility of receiving stellar Azteca America programming. **cont. p 2**



## Happy New Year!!

It's hard to believe, but 2006 is here. And we look forward to a bright year at Azteca America.

As Chairman of our young network, I will be dedicating much of my effort this year to continue our distribution drive and the development of our affiliates along with Luis Mariano Cortés, as we continue to expand our network. We also plan for Fundación Azteca America to begin spreading its educational messages and programs throughout our Hispanic communities, and to work closely with our affiliate

group to make sure these messages reach our local communities at every level.

Our President and CEO Adrian Steckel has been working very closely with our operational team in recent weeks on some very interesting changes for the year, which will be announced shortly. As our distribution network becomes more consolidated everyday, our programming and promotional efforts become increasingly important. Among other things, expect a very much expanded *La Academia USA* concert tour this year and exciting new exclusive programming.

In this issue of our Gazette, we give you a brief recap of the national agreement recently signed with Comcast; the investment into our affiliate group Una Vez Más by Alta Communications, a leading media investment firm; a profile of our budding talent from Amor en Custodia, Andrés Palacios and Paola Núñez; and a brief glimpse at our secretarial team, whom many of you I am certain recognize by voice but have yet to meet in person.

Enjoy,  
**Luis J. Echarte • Chairman**

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## Station Spotlight: *Chicago* *WOCK Channel 13*

*Antonio Torres*  
*VP of TVC Broadcasting*  
*Juan Montenegro*  
*General Sales Manager*  
*WOCK 13*

TVC is starting to harness the enormous Hispanic, and specifically Mexican potential, of Chicago with its WOCK channel 13.

The station, which is operated along with TVC's other properties in New York and Miami, is also carried on Channel 13 by DirecTV and is the anchor Hispanic station of Comcast's basic digital tier.

Thanks in part to a strong marketing push in recent months, cumulative ratings at the station were up over 55% for November sweeps compared to a year earlier, and up 24% from the strong comes of May.

"We're tracking well in Chicago," said Antonio. Top soccer matches and *La Academia* concerts in Chicago have outpaced both Telefutera and Telemundo.

Next month TVC plans to launch a strong outdoor campaign in Chicago that will include over 100 billboards. This is added to the ongoing intensive print media campaign that includes weekly ads in top Hispanic publications like *Hoy*, *La Raza*, *Teleguía* and *El Imparcial*.

"We're covering every major Hispanic print media outlet in town," added Antonio.

The print push began in conjunction with the *La Academia* casting in Chicago, where Adán, from Joliet, Illinois and Frankie, the Puerto Rican born resident of Iowa were discovered.

For 2006, expect to see even stronger community involvement with strong participation at top local events and fairs.

"With 77% of the Hispanic population of Mexican descent, viewers here know our brand and they seek it out," concluded Antonio.

For WOCK sales information, please contact General Sales Manager Juan Montenegro at:  
[jmontenegro@mail.tvctv.com](mailto:jmontenegro@mail.tvctv.com)  
or (312) 944-0544.

Station	Data
Market	Chicago
Call Letters	WOCK
Channel	13

### General Market

Market Rank	3
Population 2004*	9,496
Households*	3,429
% Cable TV	
Penetration 2004	71.0%
Retail Sales (Million US\$)	119,508%
of Hispanic Origin	19.9%

### Hispanic Market Info.

Hispanic TV HH Market Rank	5
Hispanic TV HH	
Market Coverage	4.0%
Hispanic TV HH Market *	433
Hispanic P2 + Coverage	4.3%
Hispanic P2 + *	1,615

\* In thousands

*cont. p 1*

This is all thanks to an agreement announced in mid-December that gives local Comcast operators access to our national programming feed.



"We are excited about the significant carriage opportunities with Comcast, and expanding the network's reach in the U.S. Hispanic community," said Luis J. Echarte, Chairman of Azteca America

"The agreement is geared toward further boosting Azteca America's coverage, while providing advertisers with sought after demographics from new viewers."

The benefits of the agreement were echoed by Comcast, "Azteca America offers unique content that is very popular with viewers, and we're looking forward to working with them to offer this exciting service to a wider audience," said David Jensen, Vice President of International Programming for Comcast. "This agreement underscores our commitment to offering customers more choice, control and value."

Azteca America is also currently available through Comcast's ON DEMAND En Español video-on-demand service, which makes some programming available to viewers anytime they wish to watch.

## *Programming Highlights*

### **Texas Leads With Expelled Students in *La Academia USA***

In the East vs. West vs. Central race within *La Academia USA*, it's the East, with Miami that held strong through concert 8.



First to leave was Fatimat, from Houston, then Bianca, from Dallas; followed by Carlos from Santa Ana and Alejandro, from Sacramento.

Then the first contestant from Miami, Gabriel; followed by a heart-felt disappointment for many, the exit of Michael, from San Antonio.

Still in the race are two contestants from Miami: Catalina and Nohelia.

But California still has Diana, from Chula Vista; Gustavo, from Santa Ana, and Yoshigei, from South

Gate, who are added to other West Coast participants Ivan, from Phoenix; Jasmín, from Salt Lake City; and Heloisa, from Seattle.

The remaining Texas contingent was Afid, from Houston; and Mariana from El Paso. Other Central state contestants include Frankie, from Iowa; and Adan from Illinois.

Don't miss *La Academia USA*, with Sunday concerts at 7 pm / 6 pm CST, with weekday updates on *Detrás de la Academia* (4 pm/ 3 pm CST) and *Camino a la Fama* (8 pm/ 7 pm CST).



## *Mexican Soccer Update*

The Diablos Rojos of Toluca are the champions of the 2005 Mexican League Soccer Opening Tournament, thanks to a 6-3 overall advantage against rival Rayados of Monterrey.

Toluca Head Coach Americo Gallego captured the league title in his first season with the team, while the Monterrey team lost a final match in its home stadium for the second time, its prior championship match being against the UNAM Pumas.

The Diablos Rojos have obtained four titles since the short tournaments have been played and are the reigning short-tournament champion, followed by Pachuca with three titles.

The teams with the most number of overall championships are: Guadalajara and America with 10, Cruz Azul and now Toluca with eight and Pumas and Leon with five.

In other news, Cruz Azul has a new head coach, Isaac Mizrahi, and has begun pre-season training following the team's dismal post-season showing in the Opening Season. Another head coach change has been the appointment of Sergio

Bueno at Monarcas Morelia. Meanwhile, Benjamín Galindo arrives at Santos Laguna, and Alfredo Tena is the new Veracruz head coach.





## Our Talent

### SERGIO KLAINER

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Born in Buenos Aires, Sergio Kleiner got his first break in 1961 with the actress María Teresa Montoya in a successful season at the Avenida Theatre in Buenos Aires, followed by a Latin America tour that finished in 1962 and his Mexico debut in *Los Padres Terribles*.

With over 50 plays in his repertoire, some of his most memorable performances have been *El Gesticulador*, *El Luto Embellece a Electra* and *Don Quijote También Murió del Corazón*. He has also successfully directed *Si Todos los Hombres del Mundo* and *Viva la Vida*. His most recent theatre performance was in the play *Confesiones de una Güera Oxigenada*.

Of his cinema roles, his first film was *Fernando y Liz* (1969), followed by *Mictlan*, which was exhibited at the Cannes Film Festival. He has also played important roles in *La Generala* (1970) and *Las Reglas del Juego* (1970), among many other movie appearances.

He has participated in the telenovelas *Lucía Sombra*, *Los Caudillos*, *Alcanzar una Estrella*, *Muchachitas* and *Alondra*.

He began at Azteca with the novela *La Casa del Naranjo* (1998), followed by *Catalina y Sebastián* (1999), *Golpe Bajo* (2000), *El Amor No Es Como lo Pintan* (2001) and *La Hija del Jardinero* (2003).

He also has participated in the series *Lo Que Callamos las Mujeres* and *La Vida Es Una Canción*.

He currently plays the part of Santiago in *Amor en Custodia* alongside Margarita Gralia and Sergio Basáñez.

### PAOLA NÚÑEZ

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This talented actress got her start at Azteca's in-house acting school CEFAC. In addition to several short films, she has acted on stage in *La Enfermedad y la Juventud*, *Las Princesas y sus Príncipes* and *El Graduado*.

Her television credits include: *Lo Que Callamos las Mujeres*, *Vivir Así*, *Cara a Cara* and *Sin Permiso de tus Padres* as well as the telenovelas *Como en el Cine*, *Lo Que Es el Amor*, *Súbete a mi Moto*, *Enamórate* and *Mirada de Mujer*, *el Regreso*, with the role of Diana.



She was featured in *Las Juanas* as Juana Maricela, and recently completed a very successful national tour in Mexico of the play *El Graduado*.

She currently plays the role of Barbara in the novela, *Amor en Custodia* alongside Margarita Gralia, Sergio Basáñez and Andrés Palacios.



### ANDRÉS PALACIOS

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Born in Chile, Andrés Palacios studied at Azteca's in-house acting school CEFAC. His television appearances include the novelas *El Amor No Es Como lo Pintan*, *Háblame de Amor*, *El País de las Mujeres*, *La Duda* and *Belinda*.

His most recent performance was in the novela *Las Juanas*, where he played Álvaro Matamoros. He has participated in the series *El Poder del Amor*, *Historias de Ellos*, *Para Ellas*, *Cara a Cara*, *Vivir Así*, *La Vida Es una Canción* and *Lo Que Callamos las Mujeres*.

He currently plays the role of Pacheco in the successful novela *Amor en Custodia*.

## *Boxeo Azteca America*

In one of the first major international events held in Cancun since the devastating Wilma hurricane, Azteca America presents four championship fights as part of Boxeo Azteca series on Jan. 28.

Jorge "El Travieso" Arce faces off against José "Carita" López for the WBC World Flyweight Championship; the Russian Champion faces off against the US Champion for the first-ever WBC-Muaythai World Championship; Jackie Nava will be putting on the gloves against Kelsie Jeffries for the WBC World Super bantam Women's title and Ruday López faces Oscar Pinto for the WBC Youth World Championship Featherweight title. Julio César Chávez Jr. will also be fighting in this star-studded event.

Special invited guests include Julio César Chávez, Jorge "El Travieso" Arce, Muhammad Ali, Laila Ali, Oscar de la Hoya, Sugar Ray Leonard, Mike Tyson and Tommy "The Hitman" Hearns.

In other upcoming fights, on Jan. 14 we will feature Jorge Solís, eighth-ranked WBC featherweight fighter (28 wins and 2 draws) from Guadalajara. The fight will be broadcast from Tacoma, Washington.

On Feb. 11, we feature Jorge Páez Jr. The young fighter, still under 20, is undefeated with a 4-0-0 record, all knockouts. Jorge, the son of the famed Jorge "Maromero" Páez, will be fighting in his hometown of Mexicali in what promises to be pure boxing excitement.



Don't miss the best in Latino boxing with Boxeo Azteca!!!

Kickoff time is 3 pm and tickets are moving fast, so don't miss this classic rivalry.

For more information, contact Juan Pablo Álvarez.

## *Mexican League Soccer Comes to San Jose*

Sunday, January 15 is the date for an epic match of America vs. Atlas at the Spartan Stadium, brought to you by KTNC, Marquez Brothers Entertainment and La Preciosa 92.3 FM.



## *First Juguetón Toy Drive in Los Angeles*

Juguetón organizer and A Quien Corresponda director Jorge Garralda was present at our flagship station KAZA in Los Angeles for the first annual Juguetón of this city.

About 20,000 toys were distributed to needy kids and non-profit groups in a ceremony that was inaugurated by Los Angeles Mayor Antonio Villarraigosa and Network Operations Director and KAZA-54 General Manager Jorge Jaidar.

"I'm very pleased with the work that Azteca is doing and hope that this is the first of many Juguetón toys drives in the future," said Mayor Villarraigosa.



A special program was jointly produced by the KAZA news team and the A Quien Corresponda production staff that was aired on Jan. 6.

## *KMSG and Aztek Cellular in Fresno Team Up for Juguetón Donation*

For the third consecutive year, Aztek Cellular, led by Anamiria Madrigal, has journeyed to Mexico City to make a donation to the Juguetón toy drive, which is now in its tenth year in Mexico.

Anamiria contributed \$10,000 that was raised from three concerts held for the cause in Fresno in conjunction with KMSG. Clients expressed a wish for the money to be earmarked for the state of Michoacán and Anamiria was on hand at an orphanage in the town of Tlalpujahua de Rayón helping with the distribution.

The *Juguetón* exceeded its ambitious goal of distributing 10 million toys on Three Kings' Day, the traditional gift giving holiday for children in Mexico, and looks forward to building on this success next year.

## **Names & Faces**

*Wendy Waag  
and Hashim Benedet  
Executive Assistants*

Distinctive tones of "Azteca America" address callers to our offices.



But who are the talented women behind these voices?

Wendy Waag has been working for our Chairman, Luis J. Echarte, for almost ten years, serving him since his days at Grupo Elektra and also as CFO of TV Azteca before being named CEO and now, Chairman of Azteca America. Wendy has four children, Erick, Jacqueline, Yuval, and Joel and she enjoys going to concerts and plays.

Hashim Benedet arrived at Azteca America in February of 2003 and her efficiency allows her to assist more than one executive at the same time. She has a son, Carlitos, who is nine years old. She loves music and enjoys reading.

Wendy and Hashim agree that the best part of working at Azteca



America is meeting new people and expanding professional relationships. The cultural balance between the US and Mexico is not always the easiest, but the learning along the way is enriching.

Best wishes to Wendy and Hashim!!



## ADVERTISING OPPORTUNITIES

**BEST WISHES  
AND HAPPY  
NEW YEAR**

**FROM THE  
AZTECA AMERICA  
SALES TEAM**



### CONTACTS

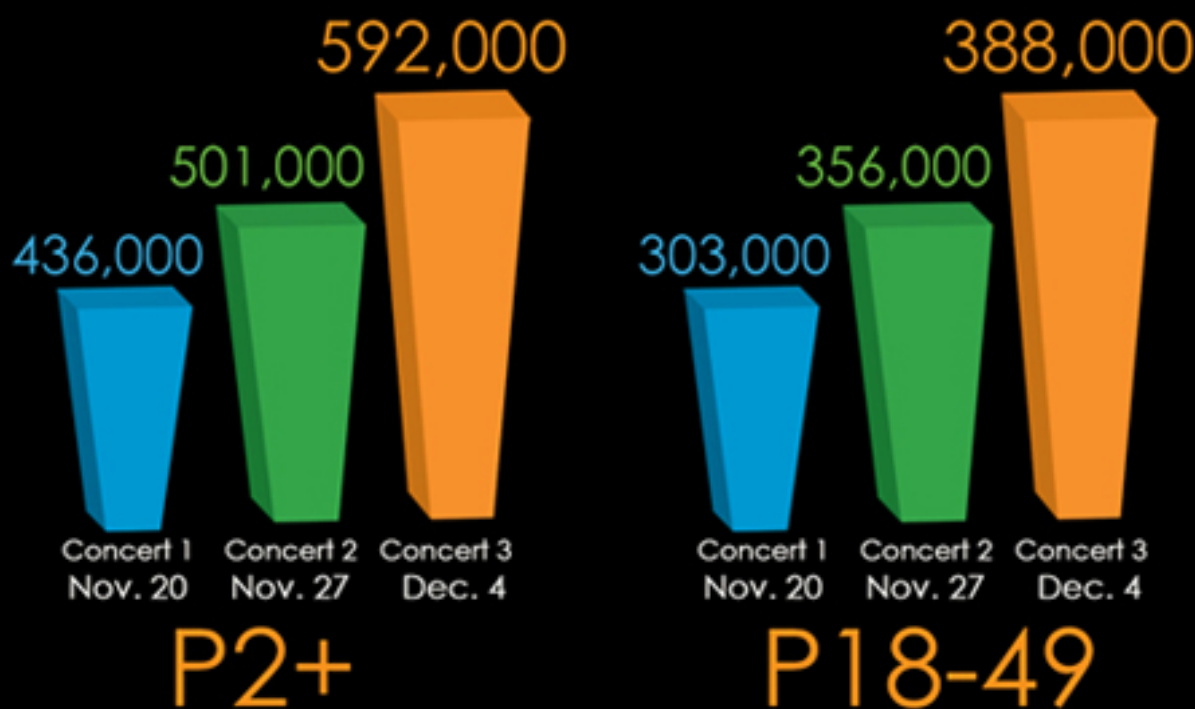
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Once Again Azteca America  
is the Place to Be on Sunday Nights:

Growing Audiences  
Every Week...



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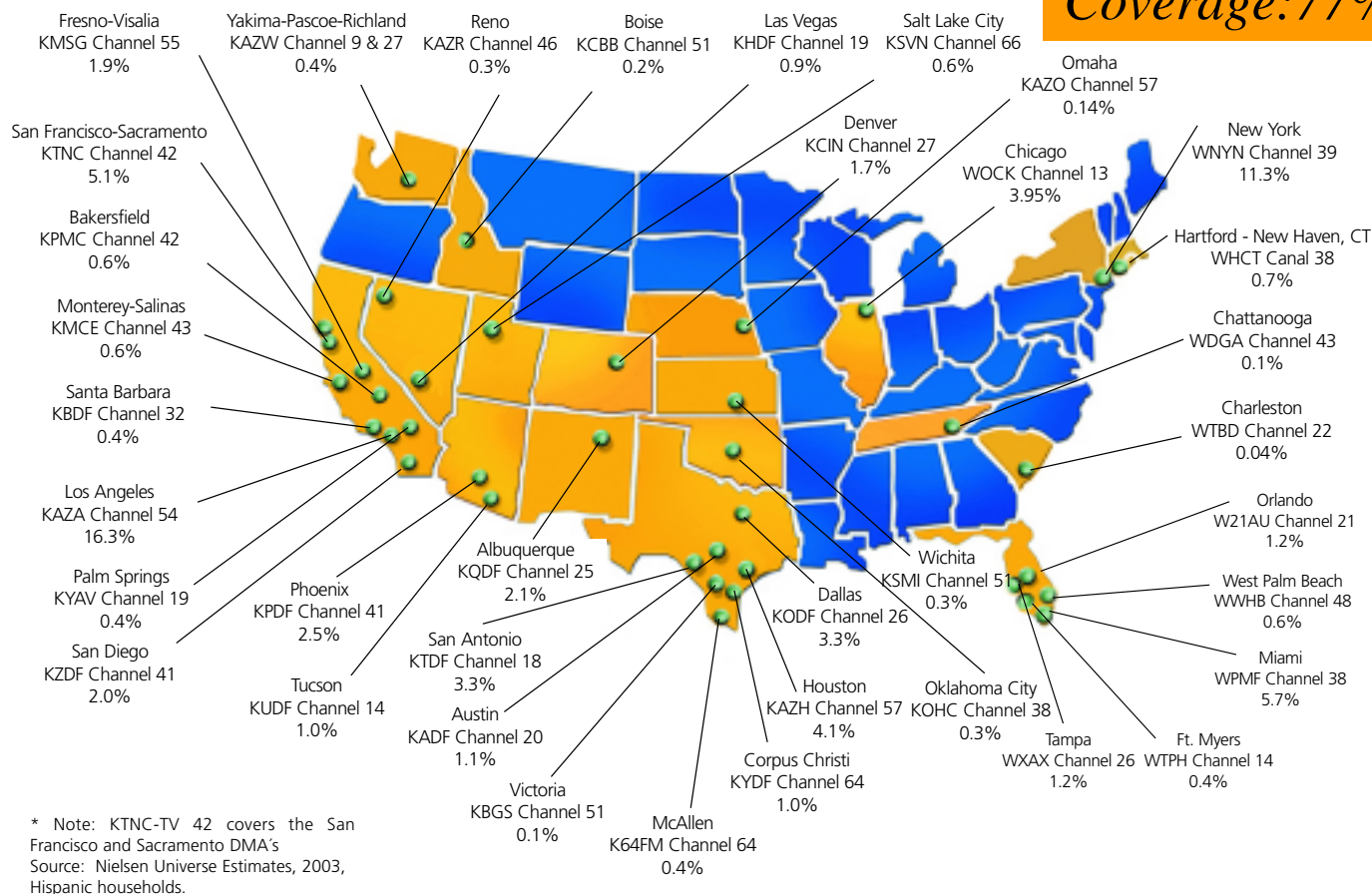
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**Coverage: 77%**



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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.

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.