

# The AzA Gazette



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

*February 2006 • Number 39 • Year 4*

## Events & Features

• Mexican Soccer Triumphs in San José

p. 5

## *Fundación Azteca America Takes Action Against Alcohol Impaired Driving*

Alcohol Impaired Driving is a serious issue that affects our Hispanic Community.

Cultural and language barriers can often exacerbate the problem even further. Some relevant statistics from government and non-government organizations are as follows:

- Alcohol-related motor vehicle crashes kill someone every 31 minutes and injure someone non-fatally every two minutes (NHTSA 2005).

**cont. p. 8**



## *Dear AzA Friend:*

We have some exciting news to share with you this month in our AzA Gazette. On the programming side, Azteca America is featuring classic Mexican movies with its *Taquilla de Oro* series; we continue with strong success from our *Boxeo Azteca* boxing series; the 2006 *Clausura* season of the Mexican Soccer League remains strong; and the momentum of *La Academia USA* appears unstoppable. Our *Gran Final* will be here on Feb. 26. Don't miss these great event featuring our top contestants.

Special congratulations go out to José Luis Guasch and his stellar news team for their relaunch this month of *Noticiero Azteca America*. We have

always taken great pride in our newscasts and feel that being closer to the community with production in Los Angeles and reporters throughout the country will give an added edge and ability to further serve Hispanics (see page 7).

On our social responsibility front, Fundación Azteca America has designed and produced a new public service announcement (PSA) campaign to create awareness about Alcohol Impaired Driving. Every year thousands die in alcohol-related accidents: alcohol-related motor vehicle crashes kill someone every 31 minutes and injure someone non-fatally every two minutes.

We take our responsibility as a broadcaster very seriously, and we are proud to be the only truly Hispanic television network. These were key reasons to create Fundación Azteca America, a non-profit dedicated to inform, educate and empower the Hispanic community. We know that a foundation and a broadcaster make a powerful combination to benefit our Hispanic community.

Thank you for your interest in Azteca America,

**Luis J. Echarte • Chairman**

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## Station Spotlight: Salt Lake City KSVN Channel 66 / Comcast 98

Alex Collantes  
Owner and VP of Azteca  
Broadcasting Corp.



It could be the vast Hispanic media experience that Alex has, or maybe it's the one-two punch of operating four Spanish language stations alongside Azteca America. However, what's certain is that KSVN, which was formerly a Univision affiliate, is beating Univision hands down in Salt Lake City and is the number one Hispanic station in town during strong ratings periods.

Alex arrived in California at age 14 from Guadalajara. After studying at

UCLA, it was straight to the media business: first, as a reporter for Univision precursor SIN for three years, and then as a radio reporter with KWKW in Los Angeles for four years. Later, he worked as the LA correspondent for a print publication in Tijuana. With the media production summed up, he later went to work in sales in Univision, all with the eyes of owning his own station one day.

"I learned all of their moves," says Alex, who adds that his broadcast signal in terms of reach and clarity is superior to Univision's high-power station in Salt Lake City.

Although the Hispanic population of the great Salt Lake City area, which includes Provo, Ogden and Salt Lake City, is now around 300,000, Alex still faces limited promotional budgets. So his promotional strategy, aside from cross promotion with his radio stations, is largely based on grass roots efforts centered on local concerts, both big and small.

"We try to have our Toyota Prius with an Azteca America logo parked outside of every Hispanic event in Salt Lake City," said Alex. Where he regularly has three to four people distributing T-shirts and bumper stickers.

"If your budget is limited, you have to look for creative ways to promote," he added.

In terms of content, he says Azteca America has it all, novelas (especially simple, rural based-ones for the audience in Utah); *Ventaneando*, Soccer, *La Academia USA* and top news.

"Azteca America is the only network that goes beyond simply reading the top stories of the days and really gives in-depth coverage," said Alex, adding that he is seeing a very positive trend with the relaunched news production based in Los Angeles. He especially likes the combination of top national news combined with the *Hechos* broadcasts with Javier Alatorre from Mexico.

\*KSVN's Comcast cable position will be moved to channel 98 as of Feb. 17, which will put it directly alongside Telemundo's channel 97.

| Station                     | Data           |
|-----------------------------|----------------|
| Market                      | Salt Lake City |
| Call Letters                | KSVN           |
| Channel                     | 66             |
| General Market              |                |
| Market Rank                 | 36             |
| Population 2004*            | 2,501          |
| Households*                 | 734            |
| % Cable TV                  |                |
| Penetration 2004            | 44.0%          |
| Retail Sales (Million US\$) | 30,119         |
| % of Hispanic Origin        | 9.7%           |
| Hispanic Market Info.       |                |
| Hispanic TV HH Market Rank  | 33             |
| Hispanic TV HH              |                |
| Market Coverage             | 0.6%           |
| Hispanic TV HH Market *     | 62             |
| Hispanic P2 + Coverage      | 0.6%           |
| Hispanic P2 + *             | 234            |

\* In thousands

## Programming Highlights

### La Academia USA Gears Up for Feb. 26 Final Concert

Competition continues to heat up as *La Academia USA* prepares its *Gran Final*.

The concert will be held on Feb. 26 in Mexico City.

At the time of publishing, still in the running were Jazmin, from Salt Lake City; Nohelia, from Miami; Afid, Houston; Gustavo, Santa Ana, CA; Frankie, Dubuque, IA; Mariana, El Paso; and Yoshigei, South Gate, CA.



Yoshigei



Jazmin



Nohelia



Afid



Gustavo



Frankie



Mariana

### La Academia USA Outpaces Objetivo Fama

Ratings performance of *La Academia USA* continues strong, despite the onslaught of competition from Univision with *Bailando por un Sueño* and Telefutura with *Objetivo Fama*.



The average viewership for the first 12 concerts has been over 500,000 people ages 2 or older. This is over 40% higher than *La Academia 4ta Generación* was at concert 12.

Comparing Concert 1 of *La Academia* to Concert 1 of *Objetivo Fama*, *La Academia USA* beat out the competition by 6% when comparing audiences ages 2 or older, and a whopping 79% higher when comparing the coveted 18-49 demographic.



## Taquilla de Oro Presents the Best in Classic Mexican Movies

Our Mexican movie series *Taquilla de Oro* features the best in Mexican comedy, action and drama.

Throughout the month of February, a renown Mexican actor or actress

is being featured during a given day of the week throughout the month.

Mondays feature Tin Tan; Tuesdays Silvia Pinal; Wednesdays "Resortes;" Thursdays Luis Aguilar; and Fridays the Soler Brothers. The complete schedule for February is as follows:

Special features of the wrestling superstar Blue Demon will also be aired on Saturdays depending on availability according to the soccer schedule.

| DATE             | MONDAY               | TUESDAY                     | WEDNESDAY               | THURSDAY             | FRIDAY            |
|------------------|----------------------|-----------------------------|-------------------------|----------------------|-------------------|
|                  | TIN TAN              | SILVIA PINAL                | RESORTES                | LUIS AGUILAR         | DOMINGO SOLER     |
| Feb. 6-10        | El Niño Perdido      | El Cuerpazo del Delito      | El Andariego            | Las Interesadas      | Las Coronelas     |
| Feb.13-17        | El Hijo Desobediente | Morir de Pie                | Dicen que Soy Comunista | La Calavera Negra    | El Gran Mentiroso |
| Feb. 20-24       | Simbad el Mareado    | Por Ellas Aunque Mal Paguen | Nieto del Zorro         | El Correo del Norte  | Mi Madrecita      |
| Feb. 27- March 3 | El Ceniciento        | El Hombre que Me Gusta      | El Rey de México        | El Jinete Sin Cabeza | Mis Hijos         |

## Mid-Week Soccer Breaks Weekly Top 25

Our Feb. 2 transmission of the Sinaloa Dorados vs. América came in at number 23 of the top 25 Hispanic primetime programs of the first week of February.

The transmission attracted 658,000 viewers ages two or older, and 568,000 viewers between the ages of 18 and 49. As for more targeted demographics, the game attracted 394,000 men, ages 19 to 49.

Other strong games for the same week included Cruz Azul vs Toluca and Veracruz vs. Jaguares, which attracted 426,000 and 422,000 viewers two or older, respectively.

At the time publishing, Azteca America's teams were in first place of each of the three league groups and had four of the top eight teams of the league (see p. 5).



## *Pachuca Remains Undeclared; AzA Teams Lead All Groups*

As of Week 5, the Tecos gave up the league leadership following a 0-5 *goliza* against Pachuca. Tecos slipped to second place overall, with 12 points, while the undefeated Pachuca squad is on top with 13 points.



Nevertheless, Tecos remain in first place of Group One. Chiapas' Jaguares are in turn leading Group Three with 10 points following a win against Cruz Azul. Team coach Luis Fernando Tena is looking strong as the Chiapas squad sealed its second straight victory.

The Cruz Azul loss puts it at third place of Group Three, although it is only three points from the leader.

Following the weak record of three losses and a tie, Monarcas Morelia appointed Darío Franco as head coach. Franco's debut was a tie against Atlas in Guadalajara.

Santos tied against América in its stadium, with coach Benjamín Galindo hoping his team will begin a strong comeback. América has been held to a single victory in its first five starts of the season.

Following a loss against Pumas, Veracruz's Tiburones Rojos is replacing its head coach. Veracruz has no points to date for the current season and is in serious danger of falling to the minor leagues if it does not turn things around soon.

## *Mexican Soccer Triumphs in San José*

Spartan Stadium was full of excited fans on Jan. 15, as over 26,000 people turned out for the *Copa El Mexicano* exhibition game between Club América and Atlas of Guadalajara.

Fans arrived early with hopes of meeting their favorite stars such as Cuauhtémoc Blanco or Claudio "Piojo" López from América and Rafael "Chiquis" García or Emmanuel Villa from Atlas.

As a warm-up to the América-Atlas match, it was Azteca America KTNC-TV 42 viewers against *La Preciosa* radio listeners. Radio personalities such as Alex "El Genio" Lucas took the field. And unfortunately for our network, *La Preciosa* came out on top.

The featured game was intense being one of the last exhibition matches prior to the opening of the Clausura 2006 Season. The final score was a 1-1 tie.

At the end of the game Cuauhtémoc Blanco was presented a special MVP award.

Special thanks to KTNC-TV 42, *La Preciosa* for their support in this event.



## Our Talent

HÉCTOR BONILLA



Graduated from the INBA's National Theatre School. Héctor Bonilla is an actor that has covered all the genres, besides creating a follower league known as *La liga de la improvisación*; it consisted in demonstrating that with one word you can create a story acted and represented in a good way (1990).

Because of his commitment with his job and his versatility in all the genres we can remember him in the plays: *El diluvio que viene* (1978-81), *El vestidor*, *Mi vida es mi vida*, *Barnum*, *Madame Butterfly*, *Equus*, *Arte* and recently *La sombra del poder*.

Besides Ernesto Gómez Cruz and Pedro Armendáriz (father), the only actor that received in several occasions the Ariel for best actor in movies like *Serpientes y escaleras*, *La leyenda de la máscara*, *Luces de la noche*, *Crónica de un desayuno* and of course, *Rojo amanecer*, in which he debuted as the producer and was awarded with eleven Arieles, as well as many international awards in San Sebastián, España, Cuba and Colombia.

Its impossible to forget his performance in novelas like: *Viviana*, *La*

*Pasión de Isabella*, *La Gloria y el infierno*.

In TV Azteca he has participated in novelas like *Señora*, *La vida en el espejo*, *Tío Alberto* in which he played the main part and *Amores*. We also could enjoy his performance in *Agua y aceite*, with Christian Bach and Humberto Zurita.

At the moment we can enjoy his great experience as an actor in the novela *Machos*, in which he plays Ángel Mercader.

ILIANA FOX



Born in Mexico City, Iliana Fox studied acting under Carlos Fernández and later enrolled in Azteca's in-house drama school CEFAC.

Her first novela was *Señora*, followed by *Tres veces Sofía*, and *Marea Brava*. Her first leading role was in the novela *Ellas*.

Other roles have been in *Cuando Seas Mía*, one of the most successful novelas in Azteca history, and the single-episode dramatic series *Lo que Callamos las Mujeres*. She also played the role of Ana Camila in the highly-acclaimed *Mirada de Mujer, el regreso*.

She currently plays Fernanda Garrida in the novela *Machos*.

PLUTARCO HAZA



He studied in NET (Nucleus of theatre studies), in Foro de Rivera and in *Casa del Teatro*.

His theatre career started with the play *Así que pasen cinco años* by Federico García Lorca, *Morir, dormir, soñar*, playing Macbeth, *¡Ah machos!*, *Muerte Súbita*, *Llegué y no me esperabas* and *El Cartero*.

His television career started with: *Si Dios me quita la vida*, and *Bizbirije* a children show in which he played Host the detective.

The succesful novela *Mirada de Mujer* in TV Azteca gave him an international showing; later we saw him playing, a tormented painter in *Casa del naranjo*, *Romántica obsesión* and finally *Todo por amor*.

His strong presence, the undeniable versatility and his charming allows him to swing among goodness and evil, sweetness and horror.

We also saw him in *El país de las mujeres* playing Bruno, and shortly after that in *Mirada de Mujer, el regreso*.

*Machos*, is the novela in which we can enjoy his performance.



## *Noticiero Azteca America Debuts With LA Production*

José Martín Sámano is back as anchor of our network newscast alongside Nancy Agosto and Jaqueline in a revamped format as our news production moves from Mexico City to Los Angeles.



News director is Óscar Salcedo, with 12 years of experience in Azteca news in Mexico; under the guise of José Luis Guasch, with over 30 years of experience at Televisa.

Boasting a state-of-the art fully digital studio, the newscasts will feature a special segment of legal advice for immigrants, as well as live link-ups with Azteca in Mexico City. The nightly newscast features a live interview segment with Armando Guzmán from Washington.

Other features include a daily viewer survey, with the results pre-



sented in the nightly news program; live sports updates from Mexico City with David Faitelson; and an opinion section with noted editorialists Jorge Gestoso and Erick Guerrero.

Also included in the newscast are daily regional and world news roundups, as well special investigative reports and live on-the-ground reports from our network of correspondents and reporters.

The evening transmission is weekdays at 6:30PM/5:30 CST; with the nightly transmission at 11PM/10CST.



## **Names & Faces**

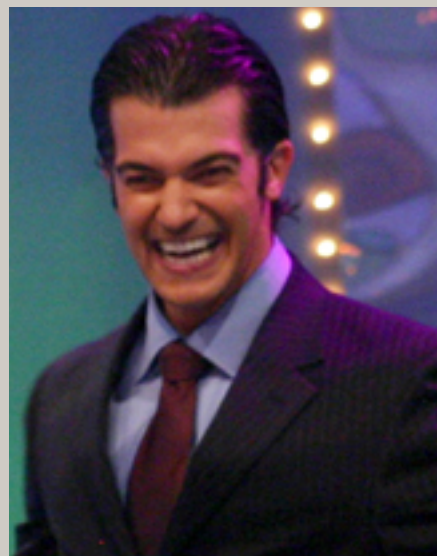
### *Fernando del Solar*

The stellar host of *La Academia USA* was born in Argentina and studied acting at the Conservatorio Nacional de Arte Dramático.

He has played roles in novelas such as *Perla* and *Mirada de Mujer, el Regreso*. However, he is best known at Azteca as an outstanding program host. His first work as a host was with *Insomnia* along with Ana

la Salvia. However, he is most recognized for his stellar work as a host of *Sexos en Guerra*, with Ingrid Coronado, with whom he currently shares the morning variety show *Venga la Alegría*.

His appointment to *La Academia USA* came as a surprise following the exit of Alan Tacher in late December. Nevertheless, he has risen to the occasion and brought a fresh and funny image to our successful reality show as we move toward the *Gran Final* on Feb. 26.



# FUNDACIÓN AZTECA AMERICA



## *Fundación Azteca America Takes Action Against Alcohol Impaired Driving*

### ***cont from p. 1***

- During 2004, 16,694 people died in alcohol-related motor vehicle crashes, representing 39% of all traffic-related deaths (NHTSA 2005).
- In 2004, about 1.4 million drivers were arrested for driving under the influence of alcohol or narcotics (Department of Justice).
- More than two-thirds of child passengers ages 14 and younger who died in alcohol-related crashes during 1997-2002 were riding with a drinking driver (Shults 2004).
- Male drivers involved in fatal motor vehicle crashes are almost twice as likely as female drivers to be intoxicated (NHTSA 2004).
- For all levels of blood alcohol concentration, the risk of being involved in a crash is greater for young people than for older people (Zador 2000).
- Young men ages 18 to 20 (under the legal drinking age) reported driving while impaired almost as frequently as men ages 21 to 34 (Liu 1997).
- Of the 2,136 traffic fatalities among children ages 0 to 14 years in 2003, 21% involved alcohol (NHTSA 2004).

and inform Hispanics about the seriousness of alcohol impaired driving. Important community leaders will address our audience with strong messages designed to combat this problem in coming months as part of this program.

The spots are short but dramatic depicting the dire consequences of Drinking and Driving, soon in your Azteca America screen.

Fundación Azteca America (FAZA), committed to the well being of the Hispanic Community, has produced a dramatic PSA campaign addressing this important social problem. FAZA aims to educate



# Without Azteca America. You're Missing Half of the Action of Mexican League Soccer

*Catch all the action of the  
Clausura 2006 Season,  
with the transmission of all  
First Division Teams\**



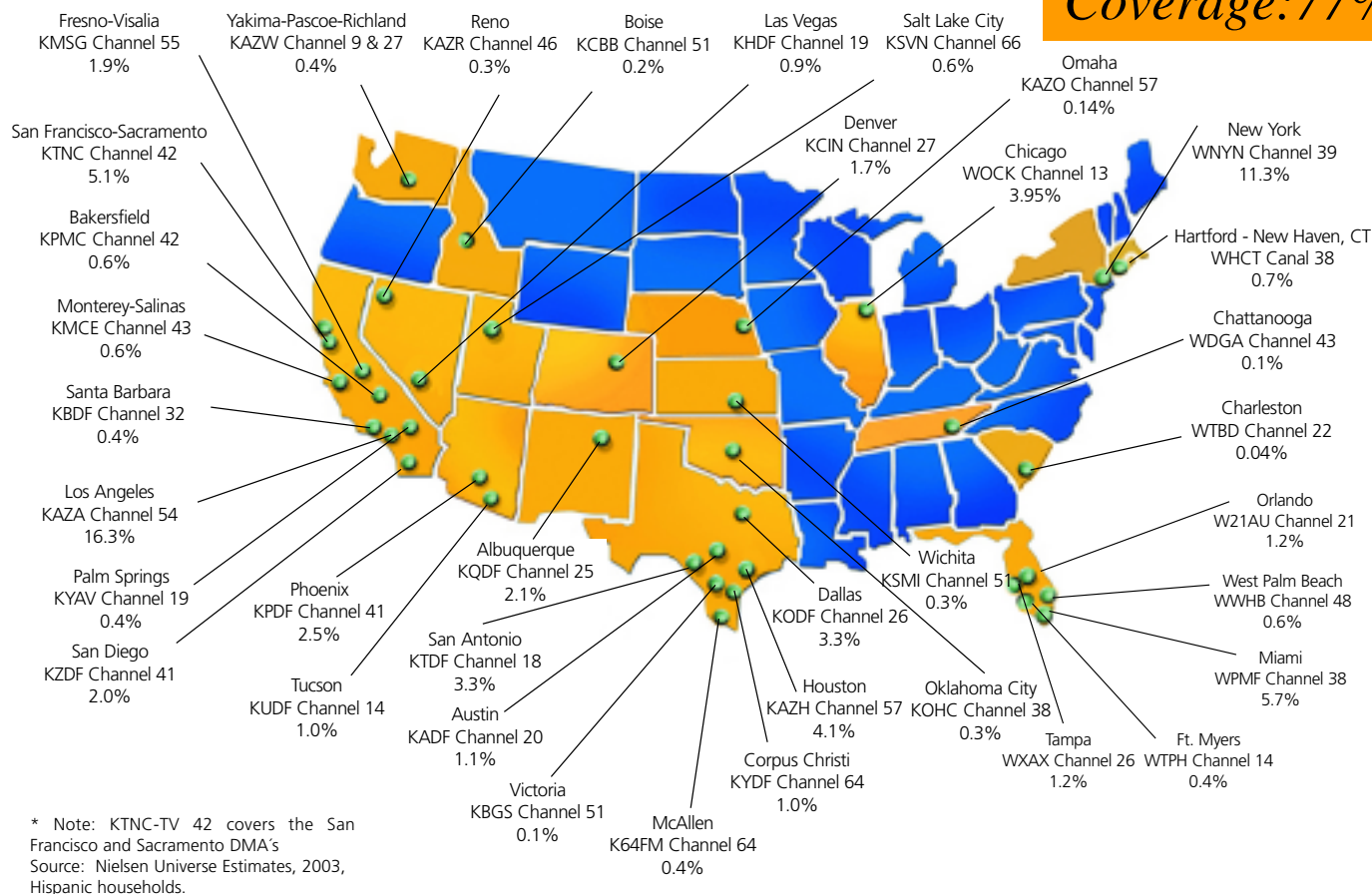
\*Azteca America has broadcast rights  
for the home games of 8 of the 18 league teams.  
Each team plays a home and away game  
of each every combination during the year.



**AZTECA AMERICA®**

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

**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.