

# The AzA Gazette



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

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## Events

## & Features

- AzA Completes Top 25 With Boston; Plus Twin Falls... p. 2
- La Academia USA Winners Tour Central Valley... p. 7

## Bob Turner Named President of Sales

Bob Turner, President of Azteca America Spot Television Sales, has also assumed network responsibilities as President of Network Sales.

Based on the success of his spot sales team, which is currently in eight offices, Bob will be integrating the existing network team with his spot team for a combined office.

"Bob has surpassed expectations, growing our spot television business at an unprecedented rate, while demonstrating unparalleled knowledge of the advertising market," said Azteca America President and CEO Adrian Steckel.

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## Five Years, Fifty Markets

Few things make me prouder than announcing new markets for Azteca America. It has been five years now since we started this project with only one station in Los Angeles. Today, I am very happy to inform you that we have reached our 50th market with the simultaneous incorporation of Boston, Massachusetts and Twin Falls, Idaho. This means that Azteca has been able to reach **25** of the top **25** markets, as well as **25** others, in just half a decade.

Congratulations to everyone involved in this project, especially our affiliates who have entrusted us their extraordinary resources: Una Vez Mas, Pappas Telecasting, McGraw Hill, TVC, Cocola Broadcasting and many others including Randy Weigner and Todd Lopes,

who are our latest affiliates in our new two markets. Welcome to the AzA family, the fastest growing family in US television broadcasting.

And speaking of family additions, a warm welcome goes out to Bob Turner, our newly appointed President of Sales. Many of you have had positive experiences with Bob through Azteca America Spot TV Sales, and we are looking forward to growing that success to include new frontiers on the network sales side.

A great part of our success is due to the quality of our programming, and one of our top programs is *La Academia*. *La Academia* is close to our hearts since it represents everything that we want to be in this growing network. *La Academia* is a musical reality show that enhances our values: effort, team work, tolerance, family, generosity and love for our community. At *La Academia*, dozens of kids work hard to become the next big star in music—and indeed, many have impressive results! Being part of *La Academia* means total effort and passion.

Please enjoy this month's AzA Gazette and stay tuned to Azteca America.

**Luis J. Echarte**  
Chairman

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## Station Spotlight:

### *Network Sales*

Bob Turner was only recently named President of Network Sales at Azteca America. However, he brings over 25 years of radio and television sales experience to the company.

He got his start at Katz Radio, the largest radio repping firm in the country, where he served several roles including Vice President / Director of Sales in New York.

He later moved to Interep in 1989, where he served as president of four different sales organizations. His media experience also includes positions at Ogilvy and Mather, Katz Media and CNN Cable News Network.

Although the majority of his time has been spent selling radio, he sees a lot of overlap with television.

"Radio and TV are very similar. Clients, regardless of the media, want results," said Bob.

With Azteca America Spot TV Sales, which was launched in November of last year, Bob has been successful in luring top sales talent from Telemundo and Univision, including Tom Marsillo, who was formerly Vice President of National Sales for Univision and Telefutura.

Bob says the pitch to attract top sales staff is one of active participation and rewards.

"It's a total marketing pitch, not just waiting for the phone to ring. We have been targeting not just agencies, but going directly to clients with presentations."

He will be spending the next several weeks with an intensive travel schedule to meet all major Azteca America clients.

"It's important to have face to face contact with our primary clients to share the enthusiasm and exciting changes at Azteca America."

Now officially installed in the network offices, Bob says he looks forward to building on the existing sales team and the success that they have enjoyed to date.

"Having both (network and national spot) teams working together on a daily basis will mean growth for both affiliate and network sales."

## *AzA Completes Top 25 With Boston; Plus Twin Falls*



We are pleased to announce our 50th market in Boston, filling out coverage in the top 25 Hispanic markets.

Ranked number 23 in size of Hispanic television households by Nielsen Media Research, the market has an estimated 117,000 Hispanic television households, which represent 1.04% of the total Hispanic market. The signal is available in Boston on WFXZ Channel 24.

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## *Programming Highlights*

### **La Academia 5 Debuts With Strong Talent**



The sixth version of our blockbuster reality show (five versions with mixed US and Mexico contestants and one version with pure US Hispanic contestants) is off and roaring following the July 9 concert debut.

Contestants hail from the border states of Baja California, Sinaloa, Nuevo León, Sonora, Chihuahua and Tamaulipas, as well as states with very strong US migration patterns such as Michoacán, Jalisco, Oaxaca and the State of Mexico, not to mention Vince Miranda, who was born in Los Angeles.

The big surprise of the first concert was presentation of veteran entertainment reporter Mónica Garza as host of *La Academia 5*. This is the first time in history that the show has been hosted by a woman, and she has received excellent critiques by entertainment reporters.

"Garza went forth and added a touch of class and moderation," wrote Paulina Madgдалeno, entertainment editor for *Al Día* in Dallas.

This is the first time that viewers in the US will be able to vote for contestants of a US-Mexico edition of *La Academia*. Voting can be done using

short-messaging services with AT&T, Cingular, Verizon, T-Mobile, Sprint, Nextel Leap, Alltel and Dobson cellular operators.

This is also the first time that *La Academia* is using a live band to back up singers. The 10-piece house band includes two vocalists, a drummer, sax, trumpet, trombone, keyboards, percussionist and two guitars.

We look forward to this talented group continuing the tradition of excellence that is only found with *La Academia*.

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### **Niyet Is First To Exit La Academia 5**

The second concert of *La Academia 5* was the end of almost a month of training for Niyet, the 19-year-old contestant from Guadalajara.

Ironically, Niyet presented the song *No Controles* and was strongly criticized by judge Oscar Sarquiz for a lack of control with her voice and performance. Lolita Cortés was even harsher, "You lacked a vibrato; it was out of your hands...a complete disaster."

Nevertheless, Niyet remains upbeat. During promotional interviews with US network Hispanic radio stations and newspapers, Niyet said that she remains optimistic about her future, and plans to return to Guadalajara to complete high school and further voice training.

Don't miss behind the scenes moments of your favorite contestant with *Camino a la Fama* weekdays at 10:00 pm EST and PST / 9:00 pm CST; and live Sunday concerts at 8:00 pm EST and PST / 7 pm CST.





## *HD Filmed Novela Amores Cruzados Launches Aug. 7*



*Amores Cruzados*, our joint-production novela filmed in HD with Azteca and Colombia's Caracol debuts on Monday, Aug. 7 at 8 pm / 7 pm CST.

The novela, which stars the David Zepeda, Michel Gurfi, Claudia Álvarez and the Colombian actress Ana Lucía Domínguez, launches following the runaway success of *Amor en Custodia*, which airs its final chapter in the same timeslot on Aug. 4.

The story centers on Alejandro, the wealthy Mexican player who is sentenced to study medicine in Colombia by his father. However, love triangles become complicated when he sends his friend Diego in his place.



## *Boxeo Azteca Continues With Top Line Bouts*

As Azteca America concludes its first year of Latino boxing, our Boxeo Azteca program continues to showcase stellar bouts, establishing the network as the place to be for top weekend sports events.

Coming up on July 29, direct from Guadalajara, we feature undefeated featherweight Jorge *Coloradito* Solís (30-0-2), ranked number four by the CMB, fighting in his home-

town against Lizardo *Pájaro* Moreno (6-1-2), a NABF featherweight championship contender.



Also featured are Víctor Terrazas vs. Raúl Garay; and Humberto Gutiérrez vs. José Contreras.

From Mexicali on Aug. 12 we feature Ricardo Castillo vs. Julio Zarate in a 12-round eliminator bout for a world championship title.

Other upcoming feature fighters include José Luis Zertuche and Fernando Wary Beltran in bouts scheduled for Aug. 26 and Sept. 9 in San Diego and Bakersfield, respectively.

Stay tuned to Boxeo Azteca for the best in Latino boxing action!!

## *Una Vez Más Debuts In-House Production Team*



Una Vez Más is growing its production capacity with the creation of a five-person production team to produce on-screen sales and marketing campaigns in-house.

The team consists of Delia Andablo, Corporate Production Manager, Wilson Ortiz, Local Production Manager, Miguel Villegas, Graphic



Designer and post-production gurus Jairo Martínez and Moises Muñoz.

The group can create and rapidly tailor advertising and promotional campaigns to each of UVM's 21 affiliated stations.

"The important thing about our production team is the quality of

their work, which is noticeably superior to local productions of our competitors," said Nora Crosby, VP of Operations at UVM.

The team is also a starting point for upcoming local programming initiatives.

Congratulations to UVM!!!

## *Colorado and San Diego Launch La Academia "Watch and Win" Promotion*

Deemed *LoteriAcademia*, Azteca America Colorado Azteca and America San Diego have a creative way to maintain and increase loyal viewers of our hit reality show.

Colorado has teamed up with retailer American Furniture Warehouse, as well as with print media partner *La Tribuna* for the card sponsorship and promotion. The San Diego station is working with *El Latino*, the number-one

Hispanic publication of San Diego, as well as with *Radio Latina*, the fourth-ranked station in San Diego.

Participants can pick up *La Academia* game cards at sponsor outlets or at Azteca America stations. A total of 100,000 cards have been printed for both markets. Every week players cross off the eliminated students from their game card, which includes free spaces from sponsors. Once a player has a complete line, they can send the card to the Colorado or San Diego station for periodic drawings for some great prizes.

Rewards include 500 dollars in cash and a trip for two to Mexico City to watch the final concert live. The promotion will run through the end of the show in November.

Director of Operations Natalie Quaratino says that viewers have been calling for details since the very first day the promotion hit the air.



## Opening 2006 Soccer Season Starts in August

The starting date for the upcoming 2006 Apertura or Opening season of Mexican League Soccer (FLM) is just around the corner. Here is the official calendar as it stands to date (which is of course subject to change).



### Date 1 August, 5 - 6

Jaguars	vs.	Necaxa	15:00 hrs.	Saturday
Veracruz	vs.	Querétaro	17:00 hrs.	Saturday
Pachuca	vs.	Cruz Azul	17:00 hrs.	Sunday
Santos	vs.	Monterrey	To be confirmed	

### Date 2 August, 12 - 13

Querétaro	vs.	Jaguars	To be confirmed	
Cruz Azul	vs.	Atlante	17:00 hrs.	Saturday
Monarcas	vs.	San Luis	19:00 hrs.	Saturday
U.A. De G.	vs.	Atlas	16:00 hrs.	Sunday

### Date 3 August, 19 - 20

Jaguars	vs.	U.N.A.M.	15:00 hrs.	Saturday
Cruz Azul	vs.	Monterrey	17:00 hrs.	Saturday
Veracruz	vs.	U.A. De G.	To be confirmed	
Santos	vs.	Necaxa	19:00 hrs.	Saturday
Pachuca	vs.	Guadalajara	17:00 hrs.	Sunday

### Date 4 August, 26 - 27

Querétaro	vs.	Santos	17:00 hrs.	Saturday
Monarcas	vs.	Atlas	19:00 hrs.	Saturday
U.A. De G.	vs.	Jaguars	16:00 hrs.	Sunday

### Date 5 (double) August, 30 - 31

Pachuca	vs.	Querétaro	To be confirmed	
Veracruz	vs.	Monarcas	17:00 hrs.	Wednesday
Jaguars	vs.	America	19:00 hrs.	Wednesday
Cruz Azul	vs.	Necaxa	21:00 hrs.	Wednesday
Santos	vs.	U.N.A.M.	To be confirmed	

### Date 6 September, 2 - 3

Querétaro	vs.	Cruz Azul	17:00 hrs.	Saturday
Monarcas	vs.	Jaguars	19:00 hrs.	Saturday
U.A. De G.	vs.	Santos	16:00 hrs.	Sunday

### Date 7 September, 9 - 10

Jaguars	vs.	San Luis	To be confirmed	
Veracruz	vs.	Tigres	15:00 hrs.	Saturday
Cruz Azul	vs.	U.N.A.M.	17:00 hrs.	Saturday
Pachuca	vs.	U.A. De G.	19:00 hrs.	Saturday
Santos	vs.	America	17:00 hrs.	Sunday

### Date 8 (double) September, 13 - 14

Monarcas	vs.	Santos	To be confirmed	
Querétaro	vs.	Guadalajara	21:00 hrs.	Wednesday
U.A. De G.	vs.	Cruz Azul	19:00 hrs.	Wednesday

### Date 9 September, 16 - 17

Jaguars	vs.	Atlas	15:00 hrs.	Saturday
Cruz Azul	vs.	America	17:00 hrs.	Saturday
Pachuca	vs.	Monarcas	19:00 hrs.	Saturday
Santos	vs.	San Luis	16:00 hrs.	Sunday

### Date 10 September, 23 - 24

Querétaro	vs.	Atlante	To be confirmed	
Veracruz	vs.	Jaguars	17:00 hrs.	Saturday
Monarcas	vs.	Cruz Azul	19:00 hrs.	Saturday
U.A. De G.	vs.	Guadalajara	17:00 hrs.	Sunday

### Date 11 September, 30th and October, 1st

Querétaro	vs.	U.N.A.M.	17:00 hrs.	Saturday
Cruz Azul	vs.	San Luis	To be confirmed	
Pachuca	vs.	Tigres	19:00 hrs.	Saturday
Santos	vs.	Atlas	16:00 hrs.	Sunday

### Date 12 October, 7 - 8

U.A. De G.	vs.	Querétaro	To be confirmed	
Jaguars	vs.	Toluca	15:00 hrs.	Saturday
Veracruz	vs.	Santos	17:00 hrs.	Saturday
Monarcas	vs.	Guadalajara	17:00 hrs.	Sunday

### Date 13 October, 14 - 15

Querétaro	vs.	America	15:00 hrs.	Saturday
Cruz Azul	vs.	Atlas	17:00 hrs.	Saturday
Pachuca	vs.	Veracruz	19:00 hrs.	Saturday
Santos	vs.	Jaguars	16:00 hrs.	Sunday

### Date 14 October, 21 - 22

U.A. De G.	vs.	Atlante	To be confirmed	
Jaguars	vs.	Pachuca	To be confirmed	
Veracruz	vs.	Cruz Azul	17:00 hrs.	Saturday
Monarcas	vs.	Querétaro	19:00 hrs.	Saturday

### Date 15 October, 26 - 29

Querétaro	vs.	San Luis	To be confirmed	
Cruz Azul	vs.	Jaguars	17:00 hrs.	Saturday
Pachuca	vs.	Toluca	19:00 hrs.	Saturday
U.A. De G.	vs.	America	17:00 hrs.	Sunday

### Date 16 November, 4 - 5

Jaguars	vs.	Monterrey	15:00 hrs.	Saturday
Veracruz	vs.	Guadalajara	17:00 hrs.	Saturday
Monarcas	vs.	U.A. De G.	To be confirmed	
Santos	vs.	Pachuca	16:00 hrs.	Sunday

### Date 17 November, 11 - 12

U.A. De G.	vs.	San Luis	To be confirmed	
Querétaro	vs.	Atlas	15:00 hrs.	Saturday
Cruz Azul	vs.	Santos	17:00 hrs.	Saturday
Pachuca	vs.	Atlante	16:00 hrs.	Sunday



## *Live Events*

### **La Academia USA Winners Tour Central Valley**

*La Academia USA* winners Mariana Vargas and Gustavo Amezcua spent four days in California's Central Valley with intensive promotion in Fresno and Bakersfield.



The two started with a live concert at Roeding Park, an event that was attended by local media and fans alike, and later sang at a local Mariachi festival.

They were also on hand to promote their newly releases Warner Music CDs: Gustavo : *Mi Historia en La Academia USA*, and Mariana: *Mi Historia en La Academia USA*.

Aside from interviews with local press such as *La Mejor*, *El Popular*, *Vida en el Valle*, *Órale*, *Tu Expresión*, *Noticiero del Valle* and *El Pique*, as well as with radio stations *Radio Lobo*, *La Preciosa* and *Conciertos 107.1* in Merced/Fresno/Dinuba, the two filmed a segment for KMSG's *Show de Gil García Padrón*. They were also interviewed on English-language ABC affiliate station KERO, Channel 23 in Bakersfield, and dropped by the *Conciertos 92.1* and the *La Preciosa* radio stations in Bakersfield.

The two took advantage of the sweltering heat to also film promos

and greetings for Both KMSG in Fresno and KZKC in Bakersfield.

Special thanks to Fred Galindo and Stephanie Aguilar for making this happen, as well as the promotional work of Natalie Quaratino and the hard work of Juan Pablo Álvarez and Lorena Herrera.



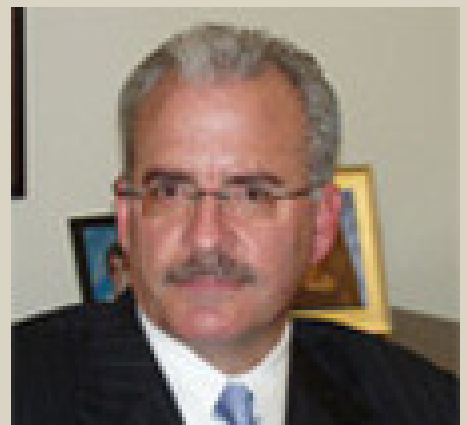
### ***cont. p. 1***

Meanwhile, Carlos de la Garza, former President of Sales and Marketing, will be returning to Mexico to head up New Media for TV Azteca. Mr. De la Garza led network sales for four years at Azteca America.

"Carlos has done a remarkable job during his four years as head of network sales, delivering an impres-

sive track record of continued top line expansion," said Mr. Steckel. "I wish him success in his new responsibilities. Carlos has added enormous value building a solid presence among advertisers in the US, and I am sure he will generate great results in new media in his homeland."

For more on Bob Turner and Interep, see page 2.



**cont. p. 2**

"During our May Upfronts, we promised to be in 50 markets by year-end. And here we are with five months left in the year," said Azteca America Chairman Luis J. Echarte.

"Azteca America is a franchise that continues to break ground on both coasts and we're proud to be a part of the organization," said Boston Broadcasting Corp. President Randy Weigner.

Although the state of Idaho is not viewed as a traditional Hispanic state, local markets experienced surprising success last year thanks

to Edgar Guerrero, a finalist of Azteca's hit musical reality show *La Academia* and resident of Boise. Events included a *La Academia* concert at the Bank of



Azteca Center and autograph signings.

Azteca America can be viewed in Twin Falls on the over-the-air station KYTL, Channel 53, in addition to the local Cable One system on Channel 18. The town is home to the famous Snake River Canyon Jump attempted by motorcycle daredevil Evil Knievel in 1974.

"We're very excited to be part of the Azteca America family," said owner Todd Lopes. "There's no doubt that the Twin Falls community is eager for the top Mexican soccer, novelas, news, entertainment and reality shows that only Azteca America can offer."

## Names & Faces

### ***Luis Mariano Cortés*** ***Chief Financial Officer*** ***Azteca America***

Luis Mariano has been part of the Azteca family for almost 10 years, serving in several key Grupo Salinas areas.

One of the most rewarding tasks has been building the network of Azteca America and maintaining relationships with affiliate stations.

With his mandate complete on the affiliate side, in April of this

year he was appointed Chief Financial Officer of Azteca America. His task is to assure financial development that is stable and progressive with the necessary infrastructure for expected growth.

He is also a member of the boards of Azteca International Corporation, and Fundación Azteca America, where he is CFO. He holds a BS in Civil Engineering from Tecnológico de Monterrey and an MBA from the Instituto Panamericano de Alta Dirección de Empresa (IPADE).

He is married to Claudia, and they just welcomed their first child, Mariano, to the world.





## *Our Talent*

### **RICARDO HERNÁNDEZ**

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Although the Tijuana native did not reach the finals of the third generation of *La Academia*, his charm and fan support landed him a role as host of *Detrás de La Academia USA* a weekday update show for *La Academia USA* that was produced in Los Angeles.

An openly declared favorite of *La Academia* critic Lolita Cortés, Ricardo is now at the helm of *Camino a la Fama*, the weekday update and gossip show of *La Academia* 5.

Although he has lived briefly in California, he prefers his hometown of Tijuana, where he has participated in local talent contests since age 12.

Since exiting *La Academia*, he has recorded a title written by Martín Carmona and Sergio Carmona Lozado. However, all eyes are currently set on television.

### **MÓNICA GARZA**

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Part of the Azteca family since 1998, Mónica got her start alongside Pati Chapoy as a co-host of *Ventaneando*. She was later named host of the program *En Medio del Espectáculo* and then in charge of information for *Caiga Quien Caiga*.

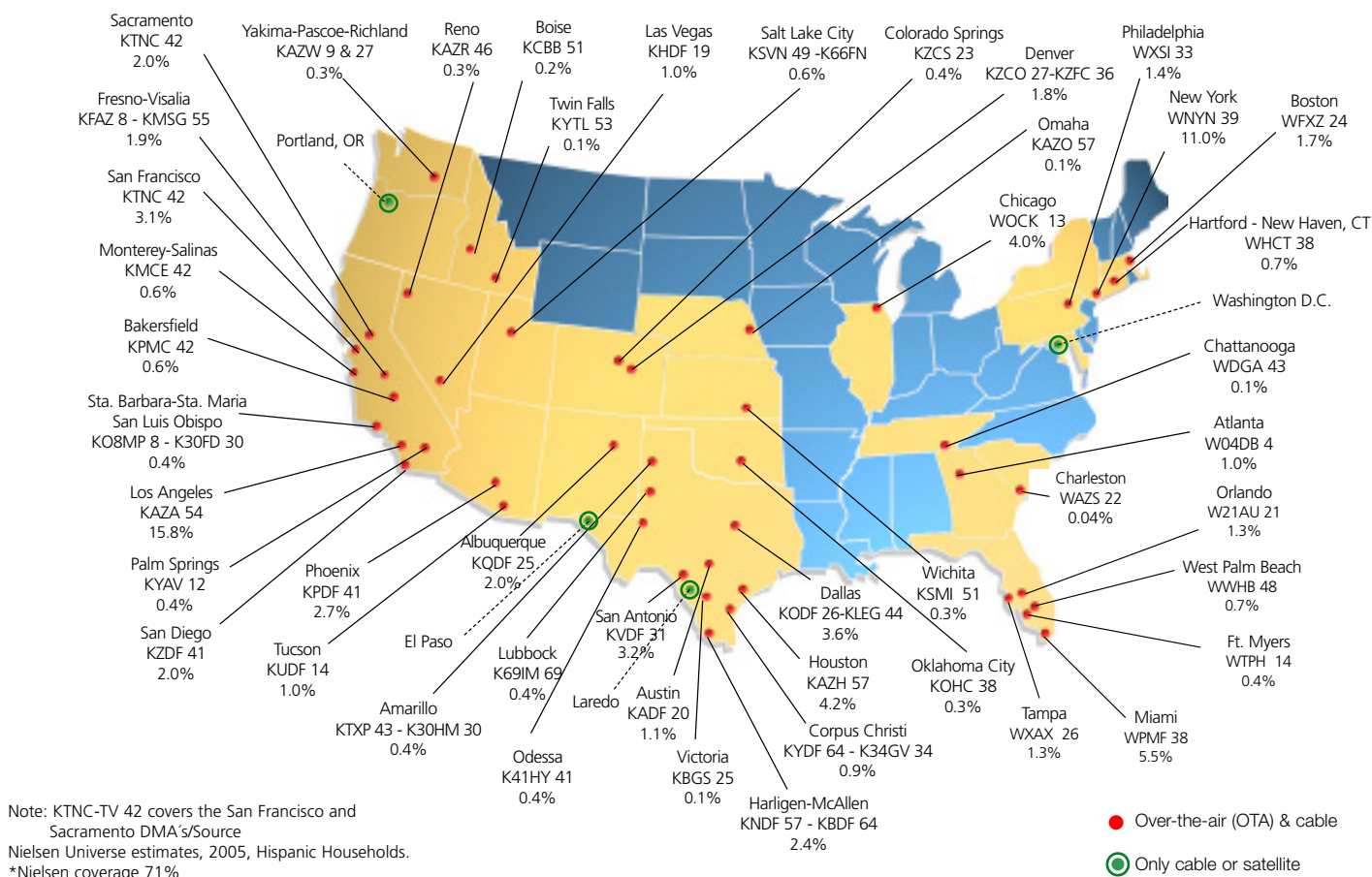
Aside from being the first female host in the history of *La Academia*, she also hosts the entertainment program *Historias Engarzadas*. In addition to holding dual BAs in Science and Latin American Studies, Mónica has done post-graduate work in Screenwriting, French Civilization and French Literature, the latter of which she studied at La Sorbonne in Paris.

Before joining the entertainment world, she held high-level public positions with the Foreign Relations Ministry and also worked behind the camera for former Azteca novela producer Argos.



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

50 Markets; Geographic coverage: 87%\*



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