

# The AzA Gazette



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

March 2006 • Number 40 • Year 4

## Events & Features

• Soccer Update: Moving Past the Halfway Mark

p. 4

## Atlanta and Philadelphia Added To AzA Footprint

This month Azteca America is proud to announce the addition of stations in the Atlanta and Philadelphia DMAs, giving the network presence in 26 of the top 30 markets and a total of 43.

According to Nielsen, Philadelphia is the 18th ranked Hispanic household, while Atlanta comes in at number 23, as of January of 2005. The Philadelphia and Atlanta DMAs represent 1.4% and 1% of Hispanic TV households, respectively.

However, Atlanta is the fastest-growing top-25 Hispanic market, growing 15% to 112,000 households, from the prior year Nielsen ranking.

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## Dear AzA Friend:

As we relish in positive news about Azteca America, nothing makes us happier than knowing that our not-so-little network keeps growing fast. I am proud to report that Azteca America has added coverage in the cities of Philadelphia and Atlanta, where 1.4% and 1% of Hispanics live, respectively.

With these great additions, Azteca America has presence in 43 markets where 81% of Hispanics households are located. I would like to extend my warmest welcome to Council Tree Communications, our affiliate in Philadelphia, to this young but fast-growing network, and say thanks

again to Una Vez Más, our largest affiliate group, for its continued trust in Azteca America: this is the kind of buildout that makes this network a thriving reality.

New markets make it possible for us to bring the best Spanish-language programming to more Hispanics every day. We are proud to bring the best entertainment and the most accurate information to millions, and in the process support Fundación Azteca America, a non-profit venture dedicated to improving the life of the Hispanic community in the US.

Since Adrian Steckel joined our team as our CEO, great changes are ongoing in our network operations: we are reorganizing to be more efficient and responsive to our audience and advertiser needs. We also have exciting news on the programming side. We have brought our network newscasts to Los Angeles, and are proud to feature our anchor team in this edition, as well as one of our editorialists, Jorge Gestoso. (see Our Talent and Names & Faces). Finally, I am glad to report that we had a great final concert of *La Academia USA*. For more on all these issues please enjoy our AzA Gazette.

Thank you for your interest,  
**Luis J. Echarte • Chairman**

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## Station Spotlight: *Monterey-Salinas* *KMCE Channel 43*

*Brad Jackson*  
*Operations Manager*  
*KMCE*

The pieces have come together for KMCE, as the station today counts with carriage agreements with Comcast, Charter, Dish Latino and continues to close in on a DirecTV deal.



"This fall we'll be reaching with cable and our over-the-air signal at least 90% if not more television households in the Monterey-Salinas DMA," said Brad. "We're very satisfied with this milestone."

The station has also signed a national repping agreement with Interep's Azteca America Spot Television Sales, hoping to see a revenue stream from the agreement as early as within the next few months.

On the promotional side, Brad says that KMCE is taking full advantage of its relationship with Comcast and doing considerable joint promotions work at local events, as well as running promotional spots.

The annual California Rodeo and California Airshow are considered to be two of the top local events in Monterey-Salinas. KMCE continues to capitalize on the events and plans to be a media sponsor for this year.

"They're two of the best opportunities to get out and meet the public," he adds. The two events combined, the rodeo in July and the airshow in October, attract an estimated 150,000 people.

As for cross promotion with radio and print media, Brad has worked successfully with the local Wolfhouse station and sees promising opportunities with Radio Lazer.

The action at KMCE has allowed for the recent hiring this year of an additional account executive as client demand continues to increase.

As for local programming, KMCE is airing a locally-produced sports show, a real estate program designed to educate first-time buyers and a religious show that runs six days a week Brad says that he hopes to start producing local news cut ins later this year.

## **BEST WISHES TO KMCE!!**

| Station                      | Data             |
|------------------------------|------------------|
| Market                       | Monterey-Salinas |
| Call Letters                 | KMCE             |
| Channel                      | 43               |
| <b>General Market</b>        |                  |
| Market Rank                  | 121              |
| Population 2004*             | 739              |
| Households*                  | 235              |
| % Cable TV                   |                  |
| Penetration 2004             | 68.0%            |
| Retail Sales (Million US\$)  | 9,528            |
| % of Hispanic Origin         | 41.3%            |
| <b>Hispanic Market Info.</b> |                  |
| Hispanic TV HH Market Rank   | 32               |
| Hispanic TV HH               |                  |
| Market Coverage              | 0.6%             |
| Hispanic TV HH Market *      | 62               |
| Hispanic P2 + Coverage       | 0.7%             |
| Hispanic P2 + *              | 277              |

\* In thousands

## *Programming Highlights*

### **La Academia USA Finishes Strong**

The February 26 final concert of *La Academia* broke into the week's top 25 programs, according to Nielsen data, finishing a strong season as Hispanic America's favorite musical reality show.



With a 2.4 network household rating, the show attracted 622,000 viewers ages two or older (2+), and 435,000 viewers in the coveted 18-49 demo. Both figures beat the competition's *Objetivo Fama* hands down, which garnered 602,000 and 237,000 viewers, respectively, for 2+ and 18-49 demos during the same night.

The average audience for the run of the 15-week series was 510,000 for ages 2+ and 336,000 for the 18-49 demo, just slightly off the mark of the historic number of the Fourth Generation.

We look forward to carrying the momentum into our summer concert series. More details to come shortly.

### **Desafío Shows Strong in New Slot**

Picking up the lead from our *La Academia USA* success, *Desafío de Estrellas* is showing strong on Sunday evenings.

Ratings growth was over 100% when *Desafío* moved from its Saturday slot to Sunday evenings in early March, as the program tapped into loyal *La Academia* followers.

The program is an all-star *La Academia* venue, with participants

from the first four generations, in addition to outside talent. For information on talent interviews for

radio or print media, contact Daniel McCosh.  
(dmccosh@aztecaamerica.com)





## *Soccer Update: Moving Past the Halfway Mark*



As the Clausura 2006 season passes to the second half with 10 matches played at the time of publishing of a 17-week regular season, Pachuca stands out as the general leader with 21 points, followed by the Chiapas Jaguares with a similar 21 points, albeit with one goal less.

The Tuzos of Pachuca continue to play excellent soccer and are a sure bet for post-season play if they maintain their current rhythm as they lead Group Two with a comfortable margin of 6 points. Head Coach José Luis Trejo says the team still has weaknesses that need improvement, but nevertheless they continue to win games.

Cruz Azul was in third place overall at the time of publishing with 18 points, behind Jaguares in Group Three. As the squad pushes to move up the ranks, it will take a lot to beat the Jaguares out of its leadership.

The Tecos have been the disappointment at midseason. After

winning their first four consecutive games, they are currently on a run of six straight losses, in fifth place of Group One. Nevertheless, they are just two points behind the group leader America, which has 14 points.

Monarcas, Veracruz and Santos are also bottom feeding, with last or next-to-last places in their respective groups as well as the last positions in the overall rankings. Monarcas and Veracruz have a paltry nine points a piece, while Santos has only five.



## *Our Talent*

### *NANCY AGOSTO*

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A native of Puerto Rico, Nancy Agosto has 15 years of television news experience, formerly serving as a morning news anchor for Univision in Los Angeles. Before that, she was a reporter and news writer for Univision in New Jersey. She has also hosted and co-produced a morning show, *Puerto Rico This Morning*, as well as working as an anchor and news writer for Telemundo in New Jersey.

Her journalism awards include six Golden Mike Awards, including one for Best Investigative Reporting for her series, *La Otra Frontera*, a special report on the suffering and challenges immigrants face while crossing the border from Central America into Mexico, as well as the Guillermo Martínez Award for Best Broadcast Reporting by the NAHJ for *La Ruta de la Muerte* (The Road of Death). She has also received two Emmy Awards, including one for reporting on the Los Angeles riots.

She has covered Pope John Paul II's visit to Cuba; the historic meeting between President Ronald Reagan and Soviet President Mikhail Gorbachev that brought the end to the Soviet Union; the Zapatista uprising in Chiapas; as well as coverage of all national Democratic and Republican conventions over the past 12 years.

She is working on the publication of two books this year, in addition to lecturing on journalism at USC in Los Angeles.

She currently co-anchors the evening edition of *Noticiero Azteca America*, our network newscast.

### *JOSÉ MARTÍN SÁMANO*

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With 19 years of experience in television and radio, José Martín Sámano began his television news career at Televisa. However, it is here at Azteca where he has developed professionally. He has done special reports for our *Hechos* broadcast news show in Mexico, as well as anchoring the Saturday edition of *Hechos* for two years.

Television reporting has taken him from Cuba to cover balseros, to Haiti to cover the US invasion and to El Salvador to cover the earthquake. José Martín has done a series of special reports on Mexican migrant workers in the United States and related topics. In all, José Martín has done reporting in 25 countries across four continents.

He has been presented the prestigious *Palma de Oro* and *El Sol de Oro* awards in Mexico, as well as a special recognition by the FBI for crime reporting that led to an arrest in

Mexico. In 2004, he was awarded the *Premio Nacional de Periodismo* (National Journalism Award) in Mexico for reports on Mexican immigrants in Alaska and other migrant border issues. He was also received acclaim for recent reporting on Hurricane Katrina and the Mara Salvatrucha gang network from El Salvador.

He currently co-anchors our two daily network newscasts.

### *JACKELINE CACHO*

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Born in Peru, Jackeline Cacho was the solo weekend anchor for Univision in San Antonio. She also contributed reports to Univision's network newscast, which is viewed in over 13 countries. Achievement awards include: The Outstanding Hispanic Woman Award (2003); The Yellow Rose of Texas (2003); and The Media Award at the Seventh Annual Salute to Latina Women in Action (2004). In 2002 she was honored by the Israeli government as Pilgrim of The New Millennium for a series on the 9/11 attacks. She also received a special award from LULAC in 2005.

She is currently co-anchor of the nightly edition of *Noticiero Azteca America* network newscast along with José Martín Sámano.



## cont. from p. 1

The Atlanta station is controlled by Una Vez Más, our largest group in number of stations. Meanwhile, the Philadelphia station brings a new station to the fold, by Council Tree Communications.

Council Tree Communications was formed in 1998 with the three-fold goal of:

(1) Partnering with minority-owned and women-owned interests to enhance diversity of ownership.

(2) Developing innovative approaches to achieve success in highly challenging deals.

(3) Partnering with established operating entities. Since 1999, Council Tree has invested nearly \$500 million in PCS, television and radio, and has returned approxi-

mately \$1 billion to its investors, which have included over 44,000 Native Americans.

Dallas-based Una Vez Más is our largest affiliate group in terms of number of stations with a current total of 16 in: Dallas, San Antonio, Phoenix, McAllen, Brownsville, Austin, Las Vegas, Albuquerque, Tampa, Tucson, Corpus Christi, Santa Barbara, Victoria, Lubbock and Amarillo, in addition to Atlanta.



## Names & Faces

### *Jorge Gestoso*

Born in Montevideo, Uruguay, Jorge is best known for his 16 years as the anchor of CNN en Español. He also served as chief Washington correspondent, editor in chief and consultant to the President. Prior to his time at CNN, he was the first network anchor of Telemundo.

His coverage has included the Fall of the Berlin Wall, the Mideast Peace Process and Elections in Russia. As a war correspondent, he has covered the Gulf War, Kosovo, Chechnia, Bosnia, Haiti, the Ecuador/Peru border and Iraq. A frequent reporter of America Summits, he has interviewed most Latin American presidents, prime

ministers of Spain and other regional leaders.

From Cuba, he covered the historic visit of Pope John Paul II and anchored the primetime CNN en Español news from Washington and New York following the 9/11 attacks.

His numerous awards include the Dupont Prize for Investigative Journalism for a documentary on disappeared political dissidents and insurgents. He has also been recognized by the ACE, ACCA, ACRIN and INTE, as well as receiving the Jean Cartier Award from Argentina and the Tabare de Oro from Uruguay. La Universidad Tecnológica de El Salvador named him Profesor Meritísimo.

He is currently an editorialist for Noticiero Azteca America.



# **Gran Final La academia USA**

## **Attracted**

**622,000 Viewers 2+**

**435,000 Viewers 18-49**

**We also received SMS votes  
from every state in the  
Continental US, as well as from  
Hawaii and Puerto Rico.**



**AZTECA AMERICA**  
**The Time is Now**

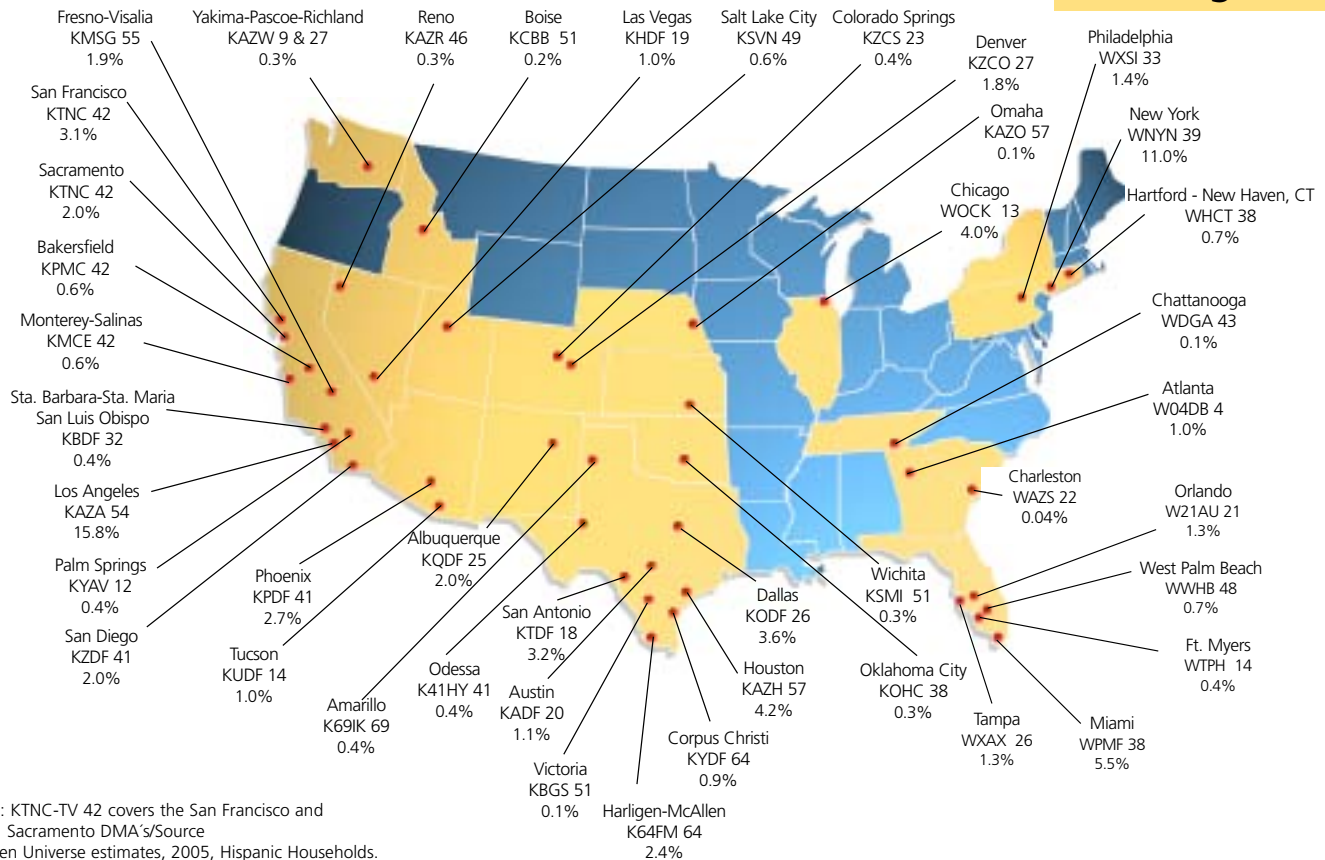
Sales: (212) 207 8535  
[www.aztecaamerica.com](http://www.aztecaamerica.com)

Source: NHI Live viewing type (2/26/06) P2+ (000), P18-49 (000).  
Subject to qualifications which will be supplied upon request.



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Coverage: 81%



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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 four networks: the family-driven Azteca 13, with 278 signals in Mexico; the youth-focused Azteca 7, with 270 signals in Mexico; Azteca Internacional for 13 countries in Central and South America; and Azteca America the fastest growing network in the U.S.