

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

November 2006 • Number 48 • Year 4

Events

& Features • Pachuca Advances to Liguilla Soccer Semifinals _____ p. 7

Atlanta Adds DirecTV and Comcast Carriage

Una Vez Mas' Atlanta station WUVM TV 4 added both DirecTV and Comcast Cable carriage effective Nov. 15. Comcast is the largest cable system in Atlanta and the channel position is a single click from Telefutura.



Dear AzA Friend:

I am writing this letter during the Thanksgiving holiday, a fitting time to reflect on what life has given us.

For me, the last five years in Azteca America have been full of blessings. I have had the opportunity to make new friends and meet a group of truly extraordinary people. One important example is our affiliate group of visionary entrepreneurs who have invested considerable resources in buying stations, creating jobs and bringing diversity to their broadcast markets.

This is a special network, one built on partnerships. We have no O&O stations, unless you consider the LMA agreement for the LA station. Our network is 100% affiliates. They are everything to us and AzA is of utmost importance to them –what a strong partnership!

Another group of extraordinary people are of course our AzA employees themselves: passionate, experienced, hard working and true believers in this project; our small AzA team has always exceeded its goals. This is a highly diverse group with ages from 20 to 60 something, and nationalities ranging from English to French; Mexican to Cuban; Venezuelan to Lebanese, Argentine and of course, American. In short, a great melting pot.

I celebrate this energy and diversity, and I am grateful for the remarkable privilege of leading this team along with our CEO Adrian Steckel—another extraordinary young man.

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Station Spotlight:

Wichita
Phil Newmark
General Partner
KSMI Channel 51
Cox Digital 312

Many might think that Wichita, Kansas would be one of the last places to find a robust Hispanic population. Nielsen ranks the market at number 52, one notch up from Oklahoma City and two above Reno.

However, a large meat-packing industry in outlying Dodge City and Garden City bring Hispanic concentrations to over 50% in these communities, with central Wichita about 12% Hispanic, according to Phil's estimates. And the community

Stations Data

Markets	Wichita
Call Letters	KSMI
Channels	51
Cox	321

General Market

Market Rank	67
Population 2005*	1,171
Households*	452
Retail Sales (Million US\$)	15,978
% of Hispanic Origin	10.6%

Hispanic Market Info.

Hispanic TV HH Market Rank	87
Hispanic TV HH	
Market Coverage	0.1%
Hispanic TV HH Market *	11
Hispanic P ₂ + Coverage	0.1%
Hispanic P ₂ + *	36

* In thousands



actually has a Hispanic mayor, Carlos Mayans, who was born in Cuba and raised in Wichita.

As the only Hispanic broadcast option in the city, and possibly the state, Phil has a captive market. However, he also has a duty to communicate to his community.

As of September, KSMI has been broadcasting a half hour news show at 5 pm called *Al Día Con Sabor Latino*, which includes local and regional news, weather and sports.

"The focus is more on community issues and local leaders than on what is traditionally considered 'hard' news," said Phil.

Local adult soccer league coverage is key, and the station takes footage of league games every week, as well as inviting winners to the show. Other invited guests can range from the latest visiting music group to Mayor Mayans.

And he adds that his is unabashed about aligning clients' interests with programming as long as there is a benefit for the

community. Some examples includes special anti gang messaging in cooperation with the Kansas State Government; airport security tips in conjunction with the local airport; or car seat safety in conjunction with a local car dealer.

Phil is a pioneer in cross promotion and has a parallel company called Newmark Communications, which is dedicated to media research, planning and purchasing.

Additionally he does intensive cross promotion with a local radio station that also publishes a newspaper twice a month.

KSMI also teams up with Cox for promotions during the annual Riverwalk festival in May. The event is the largest of the year and attracts about 100,000 attendees.

As for network programming, he says that local favorites are soccer coverage and *La Academia*, and expects great things from our strengthened novela lineup.

Best of luck to you, Phil !!

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In these five years of exceptional passion and learning, we have accomplished a lot, and I am sure that together we will create many more blessings to celebrate in future years.

Thank you all for being such an important part of the Azteca America Family,

Luis J. Echarte • Chairman

Programming Highlights

Mariana Vargas Triumphs in Dallas

The winner of *La Academia USA*, Mariana Vargas, toured two of the top night spots in Dallas during a recent tour on Nov. 10.

Showing her stuff at Kaoba and Decache, Mariana delighted fans with her crowd-pleasing renditions of *Paloma Negra*, *La Trampa* and *Me Asusta Pero Me Gusta*.

Fans from as far as Houston and Amarillo came to see their *La Academia USA* favorite, who thanked them for their support and promoted her CD *Mi Historia en La Academia*, a compilation of her top tracks from *La Academia USA*.

The club tour is added to previous successful concerts in cities like Los Angeles, Las Vegas, Washington, Chicago and Albuquerque.



Ventaneando America Reaches Out to Audiences

Ventaneando America fans in Los Angeles, San Diego, Dallas and Phoenix got a special treat as the cast of their favorite entertainment show hit the road for on-site transmissions earlier this month.

With special guests including renowned national radio host el Cucuy de la Mañana, the four-city tour was a great success.



Pati Chapoy and Pedro Sola jump started the tour in the first three cities. Then Daniel Bisogno and Atala Sarmiento took the reins in Phoenix and finally back to Los Angeles at Universal Studios Hollywood.

As Pati signed off of the tour in Dallas, she left words of optimism for her fans: "It's only through hard work and discipline that we advance and become great people. And this is what our community does here in the US."





nov. / 15th / 2006
Harbor Freeway 110 Los Angeles C.A. 4:00 p.m.



nov. / 15th / 2006
Harbor Freeway 110 Los Angeles C.A. 7:15 p.m.



vs.



Tiburones VS Chivas • nov./15th/2006 7:00 p.m.

If you missed the Wildcard Playoff Series of FLM Soccer, you lost out on 649,000 18-49 captive viewers

Liguilla Apertura 2006

"The Mexican Soccer Finals"



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The Best of AzA para la RAzA

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"A NO-TALENT GENERATION" ARTURO LÓPEZ GAVITO

Frustrated, angry, but mainly disappointed is how La Academia judge Arturo López Gavito feels about this season's group of artists, none of whom, he says, are as talented as they should be.

"La Academia is not a drama fest. People want to see their favorite singers grow, develop and come out winners. It's incredible that of 18 contestants, only three are at all interesting. At this point, I don't have any winners on my slate."

He did say, however, that he has some favorites for the finals: "I think Marbella, Samuel, Colette, Yazmín and Renata can all do well in the finals. I have faith in them."



Do you know what he thinks about the contestants?

Marbella: Bold about her talent
Colette: Great vocal potential

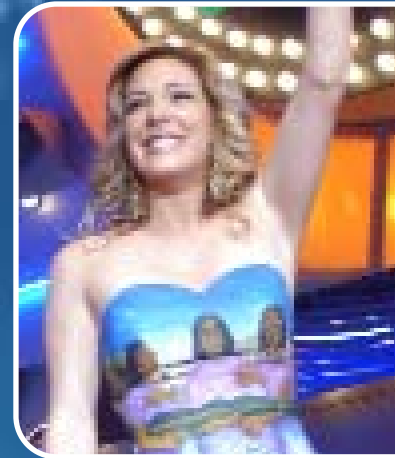
Samuel: The best of the bunch
Julia: Popular, but already did her best
Renata: She glows...
Vince: Fierce and committed
Yazmín: Good work, but inconsistent

YAZMÍN ELIMINATED!

At the close of an exciting evening came the announcement of the six La Academia 5 finalists. Jittery and holding hands, the seven contestants were waiting for the decision when José Luis, Yazmín's mentor, told her she had been eliminated.

She took the news calmly and bid good-bye to her fellow contestants, wishing them all the best of luck.

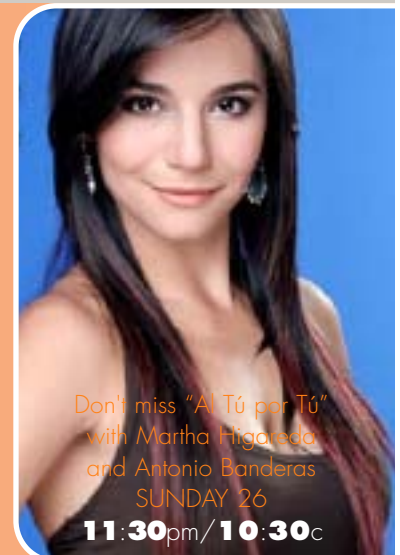
We're down to the final stretch of La Academia!



Martha Higareda Al Tú por Tú With ANTONIO BANDERAS

This beautiful and talented actress interviewed Antonio Banderas for Azteca America's new show "Al Tú por Tú".

"Banderas is a very professional and cool person, but I got nervous to the point that I can hardly remember what he answered!" With her characteristic flirty smile, Martha told us that she is currently working on the remake of the Mexican thriller "Hasta el Viento Tiene Miedo"



Don't miss "Al Tú por Tú"
with Martha Higareda
and Antonio Banderas
SUNDAY 26
11:30pm / 10:30c

Luz María, The Story of Forbidden Love

Love can be pure, simple and profound, even when it is forbidden. This is the story of the novela "Luz María."

This proven success is set in the late 19th Century, where Luz María, better known as "Lucecita," a poor, sincere girl from the countryside, travels to the city to see her dying mother.

She has no idea of how much her life will change, as she discovers the truth about her family, and meets her true love, Gustavo, a



simple, honest man who is in touch with nature... and also married.

Starring Angie Cepeda, Christian Meier, Mariela Alcalá, Sonia

Oquendo and an outstanding supporting cast.

Don't miss Luz María weekdays at 9pm EST and PST/8pm CST

Xica Strengthens Our Novela Lineup

With proven success, Xica is based on a true story, which narrates the 18th century rise of a beautiful and ambitious slave, Xica, who uses her wit and power of seduction to climb out of poverty and eventually be crowned Empress.

Xica is the illegitimate daughter of the town *comendador*, the ranking authority appointed by the crown of Portugal in the Brazilian diamond mining town of Tijuco. Unwilling to recognize Xica as his daughter, the *comendador* sells her into slavery, first to the local brothel and then to an elderly Sergeant Major.

However, Xica's true love is the young, new *comendador*, Joao Fernandes,



who buys Xica from her former owner and frees her, taking her in as her lover.

Starring Taís Araujo, Víctor Wagner, Drica Moraes and Carlos Alberto, the novela is a brilliant combination of

drama and humor, where passionate love is met with intrigue and deceit.

Don't miss Xica weekdays at 10:30pm EST and PST/9:30pm CST.

Letter From the Editor

Four Years and Going Strong at The AzA Gazette

As we complete four years with the AzA Gazette, it's time to be nostalgic and reflect back.

I had been here for a full month when a few colleagues suggested we do a newsletter for Azteca America. For some reason or another, past attempts hadn't made it off the drawing board.

But The AzA Gazette, as it had been baptized, had a clear mandate: it was to be lighthearted and informative, with a mix of text and graphics much like US-style news bulletins, with a slightly irreverent tone in line with our corporate culture. But most of all it should be fun to read. Oh... and under the mandate of the big boss Ricardo Salinas, the publication was to always be electronic (we have bent this rule with an average of 1-2 printed issues per year).

Of our original editorial committee, four of us: Héctor Romero, María Elena Arceo, Juan Pablo Álvarez

and myself are still cranking out the publication every month (we did have to revert to a double issue in 2003 to make the Upfront printing deadline).

Linda Garcidueñas is on maternity leave (with Jorge González graciously picking up our frantic pace), Omar Ávila has opted for banking with Banco Azteca, and Paco Boy is now in Finance at TV Azteca.

However, the new faces like Marcia San Román and David Mejía making regular contributions, in addition to the help of Fernanda Ostos, Tatiana Clasing, Iván Vidal and Lorena Herrera, we continue to maintain a varied and quality editorial product.

Our editorial meetings are short and to the point. With our expansion we now have to conference in Joshua Mintz and Juan Pablo from Los Angeles. There are no fully-dedicated AzA Gazette professionals; we all work in our "spare" time.

Usually a few hours before or after our self-appointed deadlines (and a few stern notes or calls from Elena), copy begins to come in with varying degrees of polish from all of our contributors and it's edited and then turned around to Jorge. We

give it a few levels of proofreading (apologies to anyone who may have been misquoted, slandered or misrepresented over the years – any errors are almost always a result of the editor's dyslexia and not malice) and then it's out to our distribution list of 6,000 friends, clients and associates.

Our first issue boasted 42% coverage with the new addition of Miami, West Palm Beach, Fresno and Bakersfield, bringing our total presence to a whopping 17 markets in four states. And we featured our New York network sales office in our Names & Faces section with all of four people.

Today we're at 54 markets, which represent 88% of the Hispanic population. And perhaps most importantly, almost all of our markets have either complete or substantial cable and DBS coverage. Including affiliates, our Azteca America family now numbers about 1,000 people across the nation.

The mysterious bald guy still appears on the cover with kind words to say, and we look forward to the next four years and beyond.

Saludos,
Daniel McCosh

Pachuca Advances to the Semi-Finals of the Liguilla Playoffs

Following the combined score, Pachuca advances past the Pumas to

the second round of the Liguilla playoffs. The score is the sum of a 1-1 game on Nov. 24 and 0-1 win on Nov. 26 Pachuca will face off against Toluca on Nov. 29, in a match that will be aired live exclusively by Azteca America. The other semifinal match will be Guadalajara vs. America. Don't miss the Wednesday at 8 pm EST / 7 pm CST and 5 pm PST.





Luz María

A Forbidden
Love

Weekdays at 9pm EST and PST / 8pm CST

Passion...
Ambition...
Deceit...

Xica



Weekdays at 10:30pm EST and PST / 9:30pm CST

Our talent

ANGIE CEPEDA

Born in Cartagena de Indias, Colombia, Angie Cepeda has a successful acting career that spans most of Latin America.

She started out in Bogotá with roles in telenovelas and feature-length films including *La Maldición del Paraíso*, *Sólo una Mujer*, *Las Juanas*, *Llona Llega con la Lluvia* and *Pantaleón y las Visitadoras*

She award "Best Actress" at the

Viña del Mar film festival in Chile for her role in *Samy y Yo*, which was distributed in Colombia, Spain, Peru, Argentina, Italy and the United States.

After having studied acting for four years in Los Angeles, she is currently trying her luck in Spain.

CHRISTIAN MEIER

Born in Lima, Peru, Christian got his start in the entertainment world with music. He started out as a solo vocalist at age 12 and eventually



formed his own band, Arena Hash, five years later.

However, once he got the acting bug, there was little stopping him. Son of Gladys Zender (Miss Peru and Miss Universe in 1956), he appears to have inherited his mother's talent and good looks.

His first television role was in the telenovela *Gorrión*, followed by *Malicia* and *Obsesión*.

His first feature-length film was *No se lo Digas a Nadie*, based on the namesake novel by Jaime Bayli, followed by *Ciudad de M*, *Un Marciano Llamado Deseo* and *La Mujer de Mi Hermano*.

Although he describes himself as a "musician who acts," it's the latter activity that has earned him roles in novelas from Mexico, Miami and Colombia that have been viewed throughout the Americas and Spain.

He is currently filming the novela *El Zorro* in Colombia.



Hispanic Facts: The Mid-Term Hispanic Vote

During the month of October, the Pew Hispanic Center estimated that more than 17 million Hispanics would be US citizens over the age of 18 and eligible to vote in the November 2006 election.

Among them, the native born represent the largest share of the Hispanic electorate, accounting for 75% of the total. Native born Hispanics, specifically second generation immigrants, are also the fastest growing group, and account for 46% of the increase in the Hispanic electorate.

How did this impact November election results? Here are some interesting facts:

- There was a huge increase in Hispanic voter participation and it overwhelmingly went in favor of Democrats.
- Exit polls reported by CNN indicated that 69% of Hispanic voters supported Democrats and 29% voted for Republicans. These polls also showed Hispanics making up 8% of total voters, which translates into



over 6.5 million Latino voters, a 38% increase from the 2002 mid-term election.

- Census figures show Hispanics make up at least 10 percent of the population in 11 of the 28 US House Districts that switched from Republican to Democratic hands.

Exit polls from the November elections conducted in the cities of New York, Los Angeles and Seattle by researches of several universities show that:

- Two out of three voters (66%) in New York and Seattle, and three

out of four (75%) voters in Los Angeles, closely followed the news of the immigration rallies, and are interested in the immigration debate.

- 10% of New York voters said they or a family member took part in the immigration rallies.
- 33% of foreign-born voters and 16% of native-born voters participated in the rallies.
- 8% of foreign-born voters in New York and 12% in Los Angeles reported being first time voters.
- About two-thirds of all first-time voters in this election said they were foreign born.

Names & Faces

Our Editorial Committee

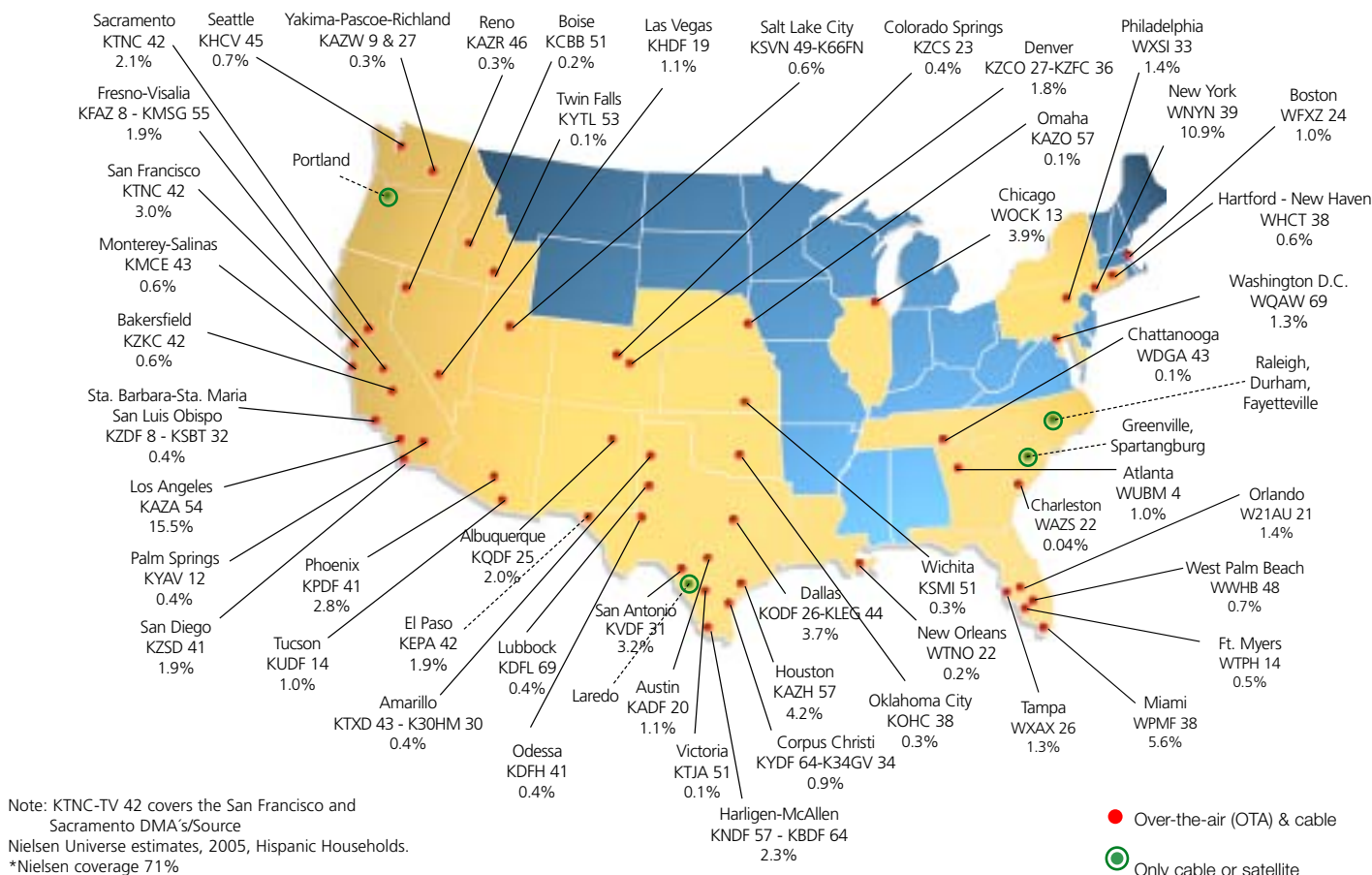
Since we're spread out between Mexico City and Los Angeles, you'll have to imagine the faces. As for the names, our masthead says Héctor Romero, Daniel McCosh,

Jorge D. González, Elena Arceo, Juan Pablo Álvarez, Fernanda Ostos, David Mejía, Joshua Mintz and Marcía San Román.

However, we're much more than that. And named or unnamed, its time to say thanks to everyone who has been a part of the AzA Gazette.

The Fastest Growing Hispanic Network in the U.S.

54 Markets; Geographic coverage: 88% *



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A Grupo Salinas Company
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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.