

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

September 2006 • Number 46 • Year 4

Events

& Features • Pati Chapoy to Visit Bakersfield, Kern County Fair _____ p. 6

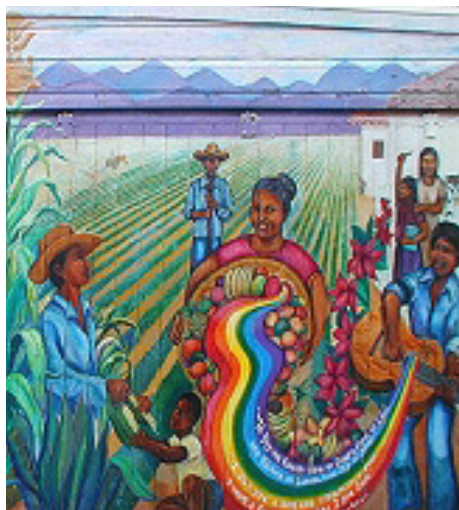
El Paso Station on the Air



Una Vez Más' KEPA Channel 42 in El Paso, Texas fills out coverage in the 15th-largest Hispanic DMA, and ads to existing Time Warner and DirecTV carriage announced earlier this year.

The DMA represents over 200,000 Hispanic television households and has the highest proportion of Hispanic residents of any top-30 Hispanic market after Brownsville/McAllen.

"With a community that is over 70% Hispanic and overwhelmingly
cont. pag 2



Dear AzA Friend:

Hispanic Heritage Month is here, and the fastest growing Hispanic television network is proud to be an active participant in the celebrations. We should always be proud of our roots, and this month reminds us why we love being Hispanic: from our food and our music to our festivities, and the memories of our land. And do not forget the sweet sound of our language: El Español, which we all speak with different accents, but always with love and pride. Even

when our family has generations living in this country we speak 'en español' to the people that we love, and enjoy our time together chatting in our language.

Azteca America is proud and happy to commemorate our Hispanic Heritage. We will be participating in the organization of the traditional 'El Grito' ceremony from Los Angeles, and will air the Grito from Mexico City and some special programming to kick start this special month on September 15 –more details inside.

Azteca America keeps growing; I guess it is in our nature. Last month we incorporated into our network a UVM affiliate in New Orleans, and today we are announcing the addition of an over-the-air station in El Paso—where we had previous coverage via Time Warner Cable and DirecTV. Today we reach 52 markets where almost 90% of Hispanics live. We are making history and we are proud of our Heritage and to serve our community.

Here is our AzA Gazette, please enjoy.

Luis J. Echarte • Chairman

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Station Spotlight:

*Naples, Ft. Myers
and Cape Coral*
Mayela Rosales
Executive Vice President
Azteca America
Southwest Florida

WTPH Channel 14 has moved into high gear since the husband-wife team of Orlando and Mayela Rosales have taken control of the operation in Ft. Myers.

With a multi-media platform that includes a magazine, Internet and coming soon a weekly newspaper, there are cross promotion options galore for the station.

Stations Data

Markets	Los Angeles
Call Letters	KAZA
Channels	54

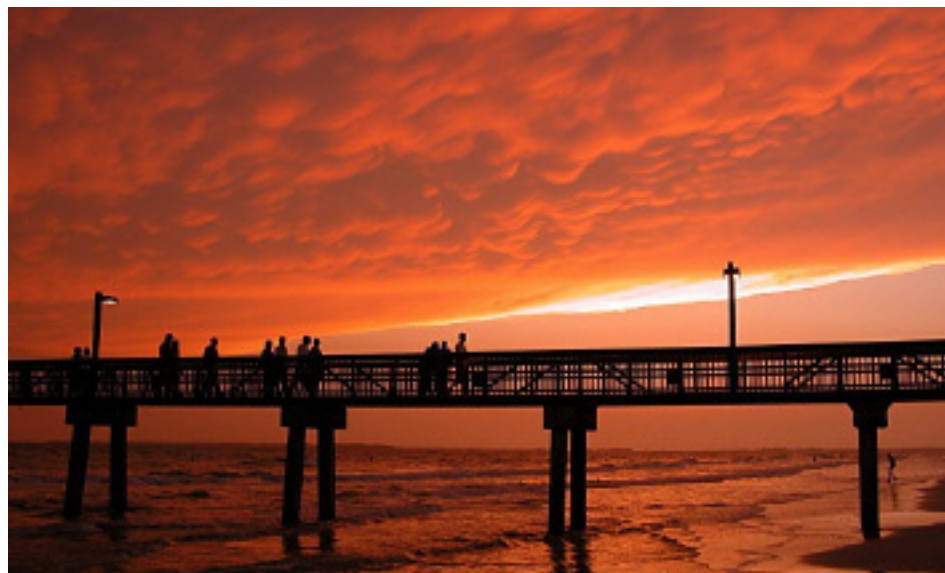
General Market

Market Rank	2
Population 2005*	17,377
Households*	5,624
Retail Sales (Million US\$)	245,081
% of Hispanic Origin	43.0%

Hispanic Market Info.

Hispanic TV HH Market Rank	1
Hispanic TV HH	
Market Coverage	15.5%
Hispanic TV HH Market *	1,742
Hispanic P2 + Coverage	17.7%
Hispanic P2 + *	6,902

* In thousands



Local news and entertainment magazine *D'Latinos* is a leading local program that airs daily from 5 pm to 6 pm on channel 14. Mayela says that starting early next year the station is also planning a daily local news program. First with two daily news updates and then a full half-hour program by mid-year.

In terms of promotional events, WTPH sponsored the March *Viva Ft. Myers* festival this year and looks forward to bringing Azteca talent to the event for 2007. The event attracts about 20,000 people.

With frequent trips to Washington, as a NAB representative, Orlando is representing Azteca America interests in this influential trade group, while he also oversees the growing business, which has increased its staff by 50% in the last nine months.

Aside from her managerial position, Mayela is also the primary on-screen personality for *D'Latinos*. As the program continues to be the top local Hispanic program, the name-sake magazine is also growing, with a circulation of 12,000, as it celebrates a relaunch with new sections

that include new novela and sports segments that will showcase Azteca America offerings.

Mayela also plans to launch a joint venture newspaper by the end of next month with Scripps Newspapers.

The station expects an extensive carriage agreement with Comcast in coming days.

**Best of luck to Mayela,
Orlando and their partner
Gaston Cantens!!!**

cont. from pag 1

of Mexican descent, it gives us great pride to have our signal available for free television in El Paso," said Luis J. Echarte, Chairman of Azteca America. "This is a great way to kick off Hispanic Heritage month."

"Many El Paso residents are already familiar with and trust the Azteca brand," said Randy Nonberg, President and COO of Una Vez Más. "This completes an important part of our distribution in El Paso, and is another example of our commitment to this community."

Programming Highlights

City of Los Angeles to Honor AzA During Launch of Hispanic Heritage Month



Azteca America is sponsoring a special breakfast on Sept. 15 to kick off Hispanic Heritage month in Los Angeles' City Hall. Later the Council will honor the network for its contributions to the community in a special chamber session.

Azteca America is working in conjunction with the Los Angeles Public Library on a bilingual reading program, where on-screen talent will be visiting library branches throughout Latino Heritage Month for reading hours to foment literacy and the use of the public library system as part of the *Para Crecer, Acércate al Saber/To*

Grow, Get Closer to Knowledge campaign.

Azteca America is also working in conjunction with the LA County Department of Children and Family Services (DCFS) on an educational campaign that includes special news segments and public service announcements on adoption and the prevention of child abuse.

"We are here to celebrate five years on the air in Los Angeles at the same time that our parent organization Grupo Salinas celebrates its 100-year anniversary. Our company is an example of the greatness that Mexico has to offer and we showcase with much dignity," said Luis J. Echarte, our Chairman.

Azteca America is also sending *La Academia* talent Mariana Vargas, Gustavo Amezcua and Yoshigei from *La Academia USA*, and Cynthia from the Fourth Generation to perform alongside *Banda El Recodo* as part of the evening festivities of the traditional "Grito" celebration of Mexico's independence. The talent will be part of a

two-hour program from which a special transmission will be broadcasted by Azteca America.

La Academia Update

Big Night for Iván: He Gets Engaged and Exits La Academia

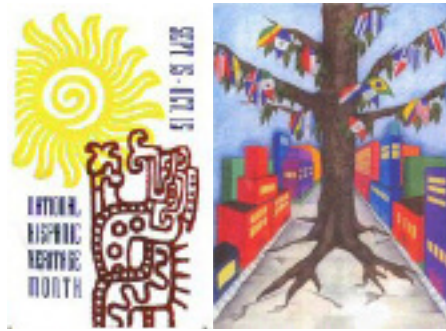
Concert 10 was a night of surprises for Iván – he was about to sing when out of nowhere Lilia his girlfriend appeared. Iván kissed her and hugged her, but he was even more surprised when Lilia pulled an engagement ring from a table and said: "Marry Me!".

Lilia's proposal fired up the audience with joy, and tears started rolling down Iván's cheeks. Iván accepted and kissed Lilia. The studio broke out in applause. He seized the moment and sang "So in Love". But his effort and high spirits weren't enough to save his place in *La Academia*. At the end of the concert Iván became the ninth student to be expelled from *La Academia*.



What We Should Know About Hispanics during Heritage Month

- The estimated Hispanic population (not considering the residents of Puerto Rico) as of July 1, 2005, was 42.7 million, representing 14% of the total US population.
- From July 2004, to July 2005, Hispanic population grew 3% (fastest growing minority group in the country).
- 64% of the Hispanic population is of Mexican descent; followed by Puerto Rican (10%), Cuban (4%), Dominican and Salvadorian (3% each), Colombian and Guatemalan (2% each).
- More than 50% of the Hispanic population that lives in the states of Idaho, Arizona, New Mexico, Colorado, Texas and Arkansas are of Mexican origin. Roughly half of the nation's Dominicans live in New York City and approximately half the nation's Cubans reside in Miami-Dade County, Fl.
- The average Hispanic household has 3.5 members.
- The median age of the Hispanic population in 2005 is 27.2 years, compared to 36.2 for the population as a whole.
- According to the American Community Survey in 2004, 60% of Hispanics age 25 and older had



at least high school education and 13% had at least a Bachelor's degree.

- Additionally, 18% of Hispanics were enrolled in college or graduate school.
- 68% of Hispanic population of over 16 years of age is in the labor force.
- Management and professional occupations are the fastest-growing job categories for Hispanics (17.6% in 2004).
- Median Hispanic household income in 2004 was \$35,929 and mean earnings were \$46,948.
- US Hispanic purchasing power has grown to nearly \$700 billion and is projected to reach \$1 trillion by 2010.
- US Hispanic households increased their annual consumer expenditures by 6.87% annually from 1997 to 2001, compared with just 4.35% for the nation as a whole.
- The number of Hispanic-owned businesses grew 31% between 1997 and 2002.
- Nearly 1.6 million businesses generated \$222 billion in revenue in 2002 (up 19% from 1997).

- 1,510 firms had 100 or more employees, generating more than \$42 billion in gross receipts.

Source: US Census Bureau, Hispanelligence

AzA para la Raza Now Available in English

Due to a great audience demand, our weekly programming gossip publication with colorful graphics, *AzA para la Raza* is now available in English. For more information, contact Tatiana Clasing: bclasing@tvazteca.com.mx.



Soccer Update

As the 2006 Opening "Apertura" season reaches the midpoint, the once frightful Cruz Azul squad is losing steam. The squad started the season with four straight wins, only to follow up with three straight losses.

As Azteca America sports specialist David Faitelson puts it, "they appear to be falling into a crisis." At the time of publishing, Cruz Azul was losing 1-0 against Tecos.

Nevertheless, the squad continued, at the time of publishing, with 12 points; two points behind Group One leader Atlas and one point behind second-place Jaguares. Overall, the Jaguares are number three and Cruz Azul number four.

Remember that it is the top two teams of each of three groups plus the next two best teams that make it to playoff action, which begins in late November.

At the time of publishing, the traditional matchup of Cruz Azul-America, known as the *clásico* had yet to be played, scheduled for Saturday, Sept. 16 at 6 pm/5 pm CST/ 3 pm PST. Expect strong ratings from this matchup.

The overall league leader is Toluca, with 17 points. Midway in standings, the Pumas are struggling to remain in the First Division, since the weakest team of a three year average gets sent every year to the minor leagues.

Veracruz is in a three-way tie for Group Two, while other Azteca teams Tecos, Pachuca, Monarcas, Querétaro and Santos all have less than 10

points and need to switch gears quickly to get into the playoff fold.



Date 9 September, 16 - 17

Jaguares	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.	Jaguares	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	
Jaguares	vs.	Toluca	15:00 hrs.	Saturday
Veracruz	vs.	Santos	17:00 hrs.	Saturday
Monarcas	vs.	Guadalajara	17:00 hrs.	Sunday

Pati Chapoy to Visit Bakersfield, Kern County Fair

Pati Chapoy will be in Bakersfield on Oct. 1 for the Kern County Fair, an event that draws about 40,000 people, where she will be a guest MC and sign autographs.

In preparation for the event, our McGraw Hill affiliate has purchased a heavy radio advertising campaign on four leading Spanish-language stations in conjunction with a billboard campaign that began in September.

On-air promotion preparations for Pati's visit include a teaser campaign that Pati's coming to Bakersfield, with the second phase details about when and where to meet Pati at the Kern County Fair. And the final 10 days prior to her arrival, KZKC will do a countdown to Pati's appearance in Bakersfield.

In addition to inviting outside print media and radio, news crews from both KZKC and ABC affiliate KERO will cover Pati and air stories on her arrival and appearance with fans in both Spanish and English.

Congratulations!



Names & Faces

Our AzA para la Raza Editorial Team

Now on its seventh week of publication, *Aza para la Raza* is a light-hearted programming gossip publication designed to foment viewer loyalty and interest. It was originally designed in Spanish. However, affiliate demand has led to an English version as well, which is currently in its third week of publication.

Here, we present the publication editor, Tatiana Clasing, and designer, Claudia Sánchez:

Tatiana

Halfway through journalism studies at Mexico's Carlos Septién García Journalism School, which also hap-

pens to be Pati Chapoy's alma mater, Tatiana has been complementing her studies with Azteca America for over a year. In addition to editing *Aza para la Raza*, she also distributes and edits the weekly columns written by José Martín Sámano and David Faitelson, as well as an internal daily news roundup.

In her spare time she enjoys reading, listening to music and traveling.



Claudia

With over a year at Azteca America, Claudia focuses on promotional and programming graphic designs for the network. She enjoys the adrenaline, challenges and people of Azteca America. With a variety of thematic material and deadlines, she adds that there's never a dull moment. In her spare time she enjoys going to movies with friends.



Amor sin Condiciones

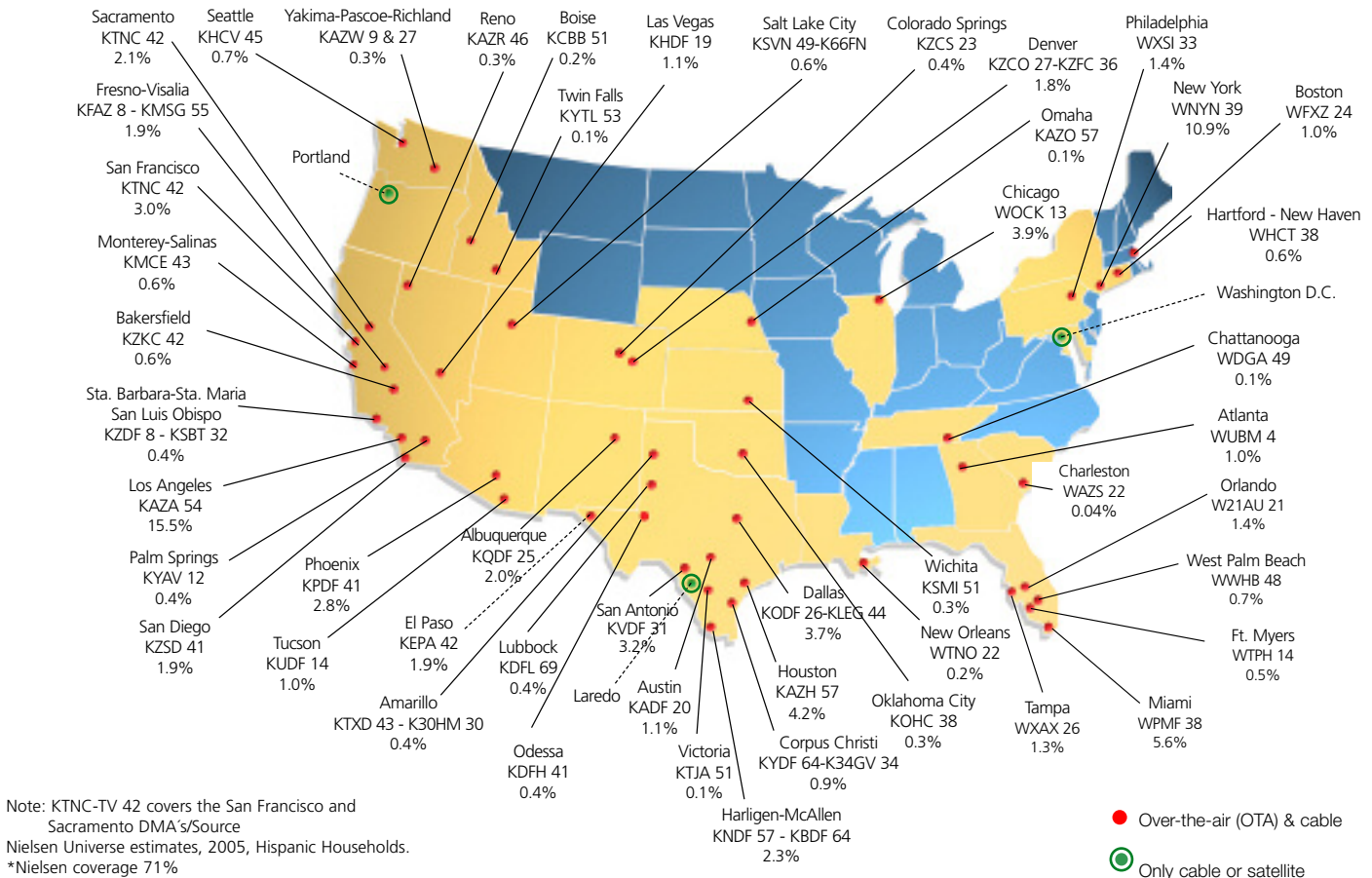
A LOVE STORY
THAT WILL TOUCH
YOUR HEART



AZTECA AMERICA

The Fastest Growing Hispanic Network in the U.S.

52 Markets; Geographic coverage: 88%*



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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.