

# The AzA Gazette



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

October 2006 • Number 47 • Year 4

## Events

& Features • Ventaneando America hits the road \_\_\_\_\_ p. 3

## Dish Network Expands With Azteca America Affiliates

The most recent Azteca America addition to Dish Network was KMSG in Fresno on channel 39.

Other recent Dish Network carriage agreements include San Diego (channel 41), Bakersfield (channel 29), Denver (channel 27) and Monterey-Salinas (channel 43).

The distribution complements over-the-air signals and agreements with Comcast, Charter, Cox, Time Warner, Adelphia and DirecTV in the above markets, as well as Dish Latino on a network level.



## Dear AzA Friend:

Azteca America is proud to have been an active part of the Hispanic Heritage Month. I was honored by the City of Los Angeles and by Mayor Antonio Villaraigosa, who declared last Sept. 15 Azteca America Day. In this ceremony, Azteca America was recognized for its contribution to our great Hispanic community, which we will continue to inform and entertain.

Azteca America continues growing, covering more and more markets, and enhancing its coverage by Satellite and Cable in the markets where it has presence.

On Oct. 5, Azteca America launched its new affiliate station in Washington, D.C., with the presence of the Honorable Grace Napolitano, leader of the Hispanic Caucus; the Mexican Ambassador Carlos de Icaza; the Secretary General of the OAS José Miguel Insulza, and other dignitaries. We are proud to bring the best Spanish-language programming to the nation's capital where thousands of Hispanics from all Latin America live.

In this issue of the Gazette, we will provide a profile of our Chicago affiliate, will talk about the activities related to our all-new *Ventaneando America*, feature our new publication, *AzA para la Raza* and our latest programming initiatives.

Please enjoy,

**Luis J. Echarte • Chairman**

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## Station Spotlight:

*Chicago*  
**WOCK Channel 13**  
**Antonio Torres**  
**COO TVC**

As the fifth-largest Hispanic market in the country with almost half a million Hispanic households —the vast majority of them of Mexican descent— it's only natural that WOCK Chicago is smoking. Add a multimedia promotional campaign with one of Azteca America's biggest rating drivers for male audiences and things get even hotter, especially for the 18-49 male audiences.

Coined as *Golazo*, the soccer promotion is a raffle dedicated to soc-

### Stations Data

Markets	Chicago
Call Letters	WOCK
Channels	13

### General Market

Market Rank	3
Population 2005*	9,605
Households*	3,463
Retail Sales (Million US\$)	132,214
% of Hispanic Origin	18.2%

### Hispanic Market Info.

Hispanic TV HH Market Rank	5
Hispanic TV HH	
Market Coverage	3.9%
Hispanic TV HH Market *	438
Hispanic P <sub>2</sub> + Coverage	4.2%
Hispanic P <sub>2</sub> + *	1,638

\* In thousands



cer fans, where winners are interviewed live on radio and qualify for the grand prize: an all-expense trip for two to Mexico to see a final match of Mexican League (FLM) Soccer.

"Golazo is becoming a franchise, and it's a promotion that we want to continue in coming soccer seasons and even expand to our Miami and New York markets," said Antonio. "The impact on soccer ratings has been outstanding."

"We've partnered with the number-one newspaper in Chicago, Hoy, and with the number-one radio station, La Ley."

Coverage in Chicago has grown.

"Any Comcast household with a digital box can see our station strong and clear for no extra charge," said Antonio. "We basically have all the outlets." Digital penetration for Comcast in Chicago is almost 70%.

Aside from soccer, WOCK is pulling strong numbers from *Lo Que Callamos las Mujeres*, our single-episode dramatic series with educational mes-

sages for modern Latina women. It airs weekdays in Chicago at 4 pm.

Also hot is *La Academia*. Chicago had strong participation in *La Academia USA*, and recently followed up with a talent contest at the Viva Chicago festival, an event that attracts over 300,000 people for a two-day event that was held on the 26th and 27th of August this year in Grant Park. The winners of the event accompanied *La Academia* stars Mariana and Frankie on stage, and one contestant has even caught the eye of Azteca Music executives.

WOCK has also just signed the contract renewal of an aggressive outdoor campaign that included over 50 billboards throughout Chicago, which guarantees the Azteca eagle on the Windy City streets for the next six months. The station is also exploring local news options, which could be in place as early as February of next year.

For 2007, Antonio says he expects continued strong sales growth and increased viewership as GM Juan Montenegro continues with this growing operation.

## *Programming Highlights*

### ***Pati Chapoy Gives Opening Address at the Latin Emmys...***

Pati Chapoy gave a thrilling presentation to kick off the Latin Emmys on Oct. 19. Other guests of honor included Mariana Ochoa. Although the event is not televised yet, we look forward to increased participation with the National Academy of Television Arts & Sciences as this event continues to gain momentum.

Mrs. Chapoy also had the debut of her exclusive Azteca America version of *Ventaneando* during the same week. The show boasts the same stellar cast of Pati, Daniel Bisogno, Mónica Garza, Atala Sarmiento and Inés Gómez Mont, but now with ALL segments focused on the US Hispanic market.



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### ***...Then Hits The Road***

To kick off November Sweeps, *Ventaneando* will be taking to the streets. Confirmed cities at the time of publishing included Los Angeles, San Diego, Dallas and Phoenix.

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### ***José Martín Sámano Welcomes San Diego Local News***

Network anchor José Martín Sámano broadcast his 6:30 program *Noticiero Azteca America* from La Jolla, Cal., Downtown San Diego and Coronado as a show of support for Azteca America San Diego's local news launch on September 18, 19 and 20.

Local anchor Claudia Llausás shared José Martín's anchor space during the first transmission of the network news, adding to her well-established credibility as a seasoned reporter. The local segments consist of three news brief segments that are aired through the afternoon and evening, and are supported by Azteca America San Diego's sister station the McGraw Hill ABC affiliate 10 News/ KGTV.



Azteca America San Diego can be viewed over the air on channel 41, as well as on Dish Network channel 41; and channel 15 on the Cox, Time Warner and Adelphia cable systems.

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### ***La Academia Update Countdown to the La Academia Final***

With nine contestants still standing at the time of publishing, the countdown continues to the Grand Final of *La Academia*.

At the time of publishing, still standing were Samuel, Julia, Sebastián, Vince, Renata, Colette, Jazmín, Julio and Marbella. With four weeks left at the time of publishing before the final concert, the tension is rising in hand with the increased competition in an increasingly selective pool of talent.





## Hispanic Facts: Purchasing Power

According to a study by HispanTelligence, U.S. Hispanic purchasing power in 2004 was roughly \$700 billion and is projected to reach over \$1 trillion by 2010. In the past ten years, U.S. Hispanic purchasing power has increased at a compound annual growth rate of 7.5% (more than twice as fast as the total U.S. disposable income, which grew 2.8%), the outlook for this growth remains strong.

### Distribution

As of 2004, California had approximately \$158 billion in Hispanic purchasing power, followed by Texas with approximately \$85 billion. Together, these states accounted



for 34% of all Hispanic purchasing power and nearly half of the entire U.S. Hispanic population.

71.8% of the U.S. Hispanic population is distributed in six states, accounting for 47.5% of the purchasing power.

Employment is an important factor affecting this growth. Hispanic

employment has increased more than 14.5 percent from January 2000 to March 2004, and higher-paying managerial and professional jobs are one of the fastest-growing occupational categories for Hispanics. These jobs accounted for 18 percent in 2004, according to the Bureau of Labor Statistics

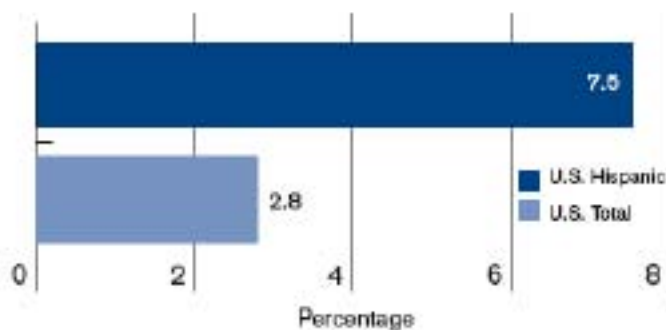
Source: US Census Bureau, HispanTelligence

**Hispanic Market as a Percentage of U.S. Market: 2001-2005**

Year	Purchasing Power (\$B)	% of U.S. Total	Population (thousands)	% of U.S. Total
2001	\$584.61	7.5%	36,850	12.9%
2002	\$626.56	7.8%	38,091	13.3%
2003	\$668.51	8.1%	39,335	13.4%
2004	\$699.78	8.5%	40,572	13.5%
2005	\$767.80	8.9%	41,801	14.1%
Growth '01-'05	31.3%		13.4%	

Source: HispanTelligence reports: U.S. Hispanic Purchasing Power: 1976-2010; The U.S. Hispanic Media Market, 2000-2007; U.S. Census Bureau.

**Compound Annual Growth Rate: 1994-2004**

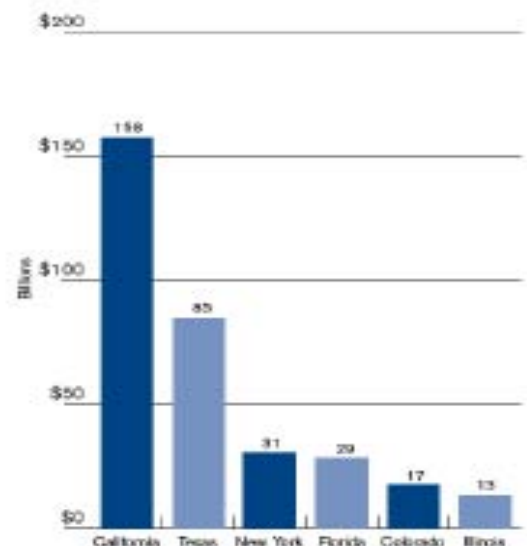


Source: HispanTelligence®, "U.S. Hispanic Purchasing Power: 1976-2010." May 2004.

**U.S. Hispanic Purchasing Power, by State: 2004**

	% of Hispanic Purchasing Power	% of Hispanic Population
California	22.5%	30.8%
Texas	12.1%	18.9%
New York	4.4%	7.9%
Florida	4.1%	7.8%
Colorado	2.5%	2.1%
Illinois	1.9%	4.3%

**U.S. Hispanic Purchasing Power, by State: 2004**



## *The Best of AzA para la RAzA*

For more information,  
contact Tatiana Clasing:  
[bclasing@tvazteca.com.mx](mailto:bclasing@tvazteca.com.mx).



### **La Academia on Stage With Franco de Vita!**

A guest star appearance by singer Franco de Vita was a welcome surprise during the most recent concert of La Academia. De Vita congratulated the students for singing a medley of three of his most popular songs: "Un Buen Perdedor," "Tú de Qué Vas" and "Si la Ves." The live audience delighted when da Vita appeared on stage. Later, the singer-song writer thrilled his audience even more when he sang alongside the academicos with songs such as "Louis", "Te Amo" and "No Basta".



### **KISS, KISS, KISS!**



They both sang: "Si No Estás Conmigo". From the time that their eyes met they started singing very close to each other. Vince hugged Cynthia and held her by the waist, and as the song finished, he got near her lips and kissed the former La Academia student. Even though it was all like a dream, Vince had to wake

up to reality and realize he had to respect his relationship with Marbella - so when he got home he had to tell her what happened. Marbella was quite annoyed, but finally forgave him as she understood how one thing had led to another.





## *October Grid Changes*

As of Oct. 2 we have combined the best of Azteca's top morning magazine formats for the two-hour program *Morning Show Venga la Alegria y Con Sello de Mujer*, airing weekdays at 10 am / 9 am CST.

Weekdays at noon / 11 am CST we present the best of top Hollywood and Mexican films in our two-hour *Cine a la Carta*.

Finally, weekdays at 2 pm/ 1 pm CST we present the popular talk show *Cosas de la Vida*.



## *The Twenty Something of FLM Soccer*

At the time of publishing, with three weeks left of the regular season, it appeared to be a race of twenty somethings.

In fact there were four clubs with exactly 20 points, three teams with 21 points, two with 23 points and a team each with 22, 24 and 26 points, respectively. This is without mentioning the 19 points of Querétaro.

A win represents three points. What this means is that the race is tight, with nine points still on the table before the end of the regular season. The above mentioned teams are a total of 13 teams. However, only eight will make it to the playoffs.

Who's on top? If the playoffs were today, we'd be talking about the top two teams of each group: Atlas and Cruz Azul from Group One, Pachuca and San Luis from Group Two, and Toluca and America from Group Three.

Then from the twenty-something crowd, the next best two teams would be Jaguares and Atlante.

However, aside from the bottom feeders Santos, Tecos and Tigres, the season is still fair game for any team.

One season surprise is Querétaro, which despite being number five in Group One, recently beat the powerful Club America in a surprising upset and is a single point from the 20 club.

In other news, the race for a new National Team coach remains heated. At the time of publishing there was a short list of four candidates, but many insiders continue to see Hugo Sánchez as a shoo-in.

***Stay Tuned!!!***



## *Bakersfield Rocks with Mariana, Gustavo and Pati Chapoy*

The Kern County Fair was painted Azteca America this year, as Azteca America Kern County and sister station, ABC affiliate KERO 23 teamed up as official media sponsors of the event.

The twelve day fair attracted a total of almost 400,000 people with Azteca America signage throughout the event. The final

day was designated as Azteca Day and attracted an estimated 40,000 people.

*La Academia USA* winner Mariana Vargas and runner-up Gustavo Amezcua performed at the center stage, the Budweiser Pavilion. The two followed Pati Chapoy, who acted as MC for the afternoon, fielding questions, raffling a television and presenting the talented musical pair. The event was followed by a press conference and autograph signing session.

Local client Three-Way Chevrolet also hosted an autograph signing and mini concert the day prior with Mariana and Gustavo.



## **Names & Faces**

### *Our Design Team*

María Cristina Villalpando is our web page designer. She has worked at TV Azteca for three years in the Internet area, where she developed her skills as a web page designer, growing and learning every day. She has been doing web page design for five years. She is especially excited these days because she is soon to deliver a baby girl.

Jorge D. González Navarro describes himself as a very optimistic, cre-



ative and enthusiastic person. As our graphic designer, he considers design his greatest passion in life. He studied in Instituto Nacional de Bellas Artes Graphic Design School and recently painted two pieces for



the Cow Parade, a very prestigious art exhibition that uses the medium of cows. He worked for TV Azteca for three years and recently returned three months ago. He enjoys music and good food.



Don't miss the **Grand Final**  
of **La Academia Cinco**  
**coming soon!**  
only on **Azteca America!**



***La academia***  
AZTECA  
**CINCO**



**AZTECA AMERICA.**



## *Our talent*

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### **ÁNGELA FUSTE**



A native of Venezuela, Ángela Fuste began her acting studies at TV Azteca's CEFAC (Centro de Formación Actoral), and has participated in numerous acting workshops.

She was a long time host of the Azteca morning magazine show *Con Sello de Mujer*.

She has appeared in numerous programs of *Lo Que Callamos las Mujeres*, as well as in the novelas *Como en el Cine* (2001), *La Hija del Jardinero* (2003), *La Heredera* (2005) and *Machos* (2005).

She recently played the role of Iris in the miniseries *Ni Una Vez Más II* (2006), alongside Angélica Aragón.

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### **RAFAEL CORTÉS**

As a graduate from Mexico's Escuela Nacional de Arte Teatral del INBA (Instituto Nacional de Bellas Artes), Rafael Cortés has participated in more than 80 plays, including *La Ceremonia del Fuego Nuevo* (1971), *Solitario de Octubre* (1973), *Cuauhtémoc* (1974), *Luces de Bohemia* (1977), *¡Qué Formidable Burdel!* (1978), *Corazón*,

*Diario de un Canalla* (1981), *Máscara Contra Cabellera* (1985), *Pedro Páramo* (1993), *La Adoración de los Reyes Magos* (1997) and *La Controversia de Valladolid* (1999).

His movie credits include: *Ok, Mister Pancho* (1979), *El Único Testigo* (1988), *La Cruz del Sur* (1990), *Desiertos Mares* (1992), *La Otra Conquista* (1995), *A Corner of Paradise* (1996), *Santo Luzbel* (1996), *En un Claroscuro de la Luna* (1998), *Hijos del Viento* (1998) y *Zapata, El Sueño del Héroe* (2004).

He has also participated in radio theater and radio novelas.

For television, he has acted in the novelas *María la del Barrio* (1995), *Los Hijos de Nadie* (1997) and *Huracán* (1998). At TV Azteca, he regularly



appears in *Lo Que Callamos las Mujeres* and *La Vida Es una Canción*. He was also part of the cast of the novelas *Azul Tequila* (1998) and *La Calle de las Novias* (2000).

In the miniseries *Ni Una Vez Más II*, he played the role of Facundo.

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### **MAYRA SÉRBULO**

A graduate of Mexico's CUT (Centro Universitario de Teatro), Mayra Sérbulo has also trained under noted dance and acting teachers such as

Ludwik Margules y Héctor Mendoza.

In theater, she has participated in *Woyzeck* (1984); *Los Signos del Zodiaco* (1989); *El Anzuelo de Fenisia* (1991); *El Retablo de El Dorado* (1995), where she was bestowed the prestigious *Salvador Novo* award; *Las Adoraciones* (1993); *Nora* (1999); *Ixok* (2000) y *En la Noche en que Raptaron a Epifania* (2001).

She has also given dance and acting classes at the CUT.

On the silver screen, she has acted in *Cabeza de Vaca* (1990); *Desiertos Mares* (1992); *Novia que te Vea* (1992); *El Jardín del Edén* (1993); *La Reina de la Noche* (1994); *Fibra Óptica* (1996); *Un Embrujo* (1997), which was nominated for an Ariel award for supporting actress; *Piedras Verdes* (1999); *Y tu Mamá También* (2000); *Cuento de Hadas para Dormir Cocodrilos* (2000), where she received an Ariel nomination y *Apocalypso* (2005), directed by Mel Gibson.

At Azteca, she regularly appears in *Lo Que Callamos las Mujeres*, in addition to appearances in the novelas *Yacaranday* (1999) y *Todo por Amor* (2000).

Her most recent novela appearance was in *La Heredera* (2005), alongside Silvia Navarro and Sergio Basañez.



# FUNDACIÓN AZTECA AMERICA



In past months, Fundación Azteca America has been identifying and contacting Hispanic organizations to promote public service campaigns (PSAs) that strongly contribute to health, education and nutrition in our community.

Fundación Azteca America is focusing on a specific social cause for each month. November will be dedicated to cancer treatment / research and diagnosis.

The promotion will be centered on the non-profit organization Padres Contra el Cancer and Eva Longoria will be representing and hosting the campaign.

The Fundación is always open to working with new organizations. Contact Fernanda Ostos or Nathalie Rayes for more information [fostos@tvazteca.com.mx](mailto:fostos@tvazteca.com.mx)

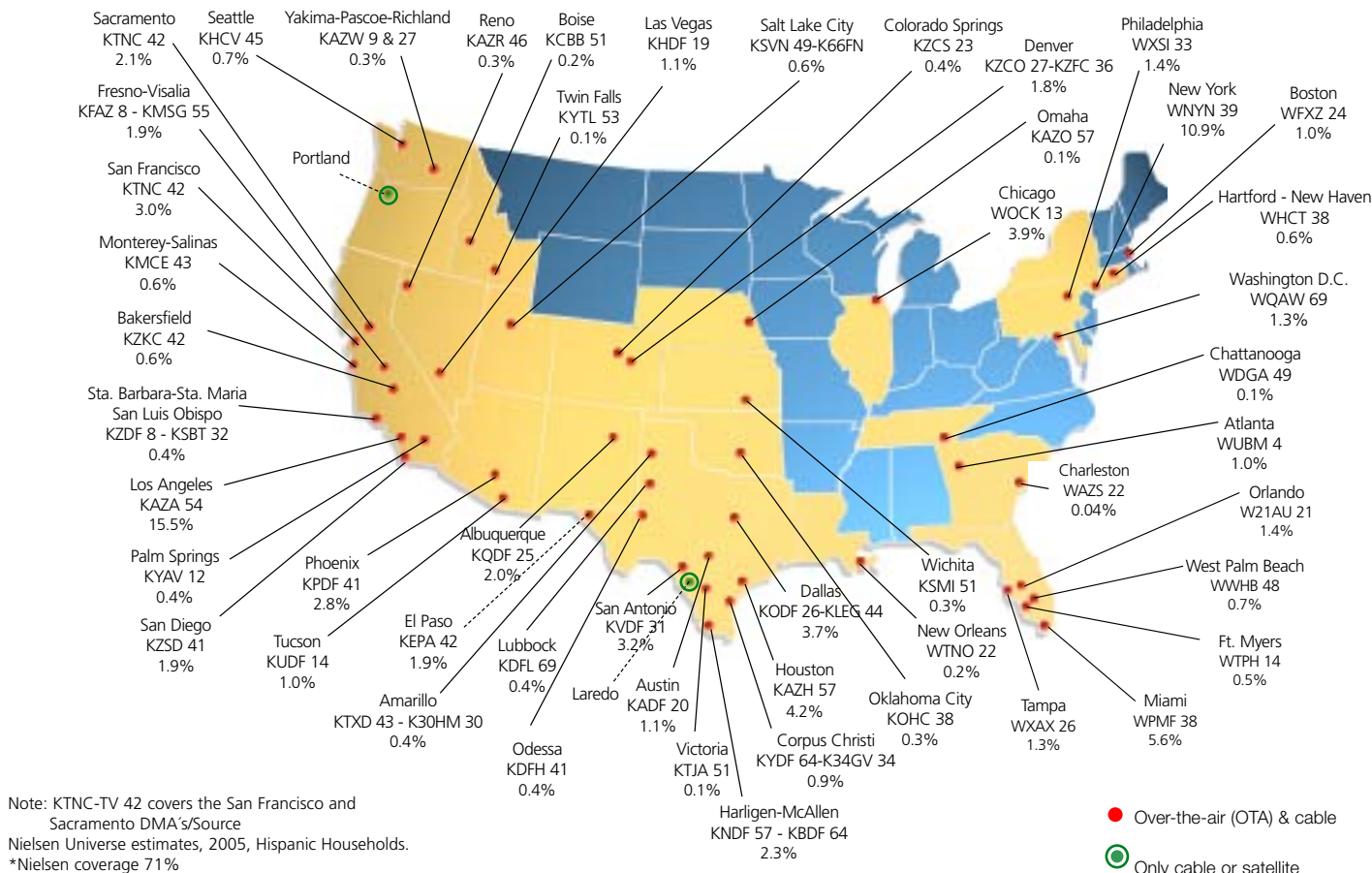


Fundación Azteca America is working hard to fulfill our dream of using the AzA screen for the benefit of our community, in the coming months we will present more results of these efforts.



# 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.