

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

June 2005 • Number 32 • Year 3

Events & Features • La Academia Makes NHTI Top 25 for Two Consecutive Weeks p.3
• FLM, Mexican League Soccer Season to Begin July 30 p.4

Thank you for joining us.

Upfront 2005-2006

Last May 16, we celebrated our third national upfront presentation at the American Museum of Natural History in New York City. A great evening for great people, this was a fantastic opportunity to see our friends and to show what we are made of. Being the second largest producer of Spanish language television in the world has an edge, and it showed. On page 5 and 6 we present the highlights of our upfront presentation as seen by some trade journalists.



cont. p. 5



Dear Friends

Once again we at Azteca America had the enjoyable experience of gathering with our clients, affiliates and other enthusiastic friends at our upfront presentation.

More than 600 people joined us at the American Museum of Natural History in New York City, and as promised, it was an evening full of surprises, coverage news, exciting programming advances, and of course the perfect occasion to meet with great people.

Mario San Román, Jorge Jaidar, Carlos de la Garza and I took the opportunity to make our point clear: that **the time is now** to look into the future as we continue strengthening your network by delivering on our promises.

In this issue of our AzA Gazette you will find a feature on our upfront presentation, a profile of our station in Chattanooga, exciting advances with soccer and *La Academia*, a well as a spotlight on Johanna Delgado Núñez, the first of our US residents to exit *La Academia* –one of our most successful shows on air at the moment. I would like to congratulate *Una Vez Mas* for its regional upfront held in Phoenix.

Please enjoy,

Luis J. Echarte
President and CEO

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Station Spotlight: WDGA Channel 43 Chattanooga

Calvin Means
General Manager –
Community News
Television, Inc



Although WDGA is in the Chattanooga DMA, its operational and transmission center is actually in Dalton, Georgia.

And even though Dalton-Whitfield county is a mere 90,000 strong, compared to Chattanooga with 155,000, the “carpet capital of the world,” as Dalton is known, is 40% Hispanic within the city limits. Despite a complete cable offering of Hispanic channels, WDGA is the only Hispanic broadcast network in town.

The Hispanic concentration is such that Calvin received an almost immediate favorable response from the local Charter and Optilink carriers eager to take Azteca America programming.

“The thrust of what has worked well for us is the quality of Azteca programming and the fact that it is in demand with local Hispanics in our close-knit community,” said Calvin.

While he continues to look to expand his cable footprint, he said that the Hispanic population density outside of Dalton-Whitfield county is still incipient, although growing rapidly.

Recent local programming initiatives display joint efforts with local Hispanic radio and newspapers to televise the annual Christmas parade and the State’s high school soccer championship.

Operating alongside the company’s English-language independent station WDNN, transmitting since 1989, Calvin says that many of his clients advertise on both stations. The backhaul routes from carpet shipments to Mexico have made Dalton a specially thriving center for Mexican imports.

This year Calvin said he plans to hire several new bilingual reporters to harness his daily Anglo newscasts.

“Generally speaking, the local news items that are of interest to the English-speaking community are also of interest to the Hispanic community,” he said. He also has some talk show concepts that are likely to be launched in the coming year.

“We have a strong comparative advantage against Univision, Telefutera, Telemundo and Spanish-language cable channels since they don’t do anything local at all,” he added.

Aside from the Christmas parade and local sports events, Calvin says that continued cross marketing events with local radio and printed media are key parts of his marketing plan for the coming year.

Best of luck to you!!!!

Station Data	
Market	Chattanooga
Call Letters	WDGA
Channels	43
General Market	
Market Rank	86
Population 2004*	890
Households*	351
% Cable TV	
Penetration 2004	67.0%
Retail Sales (Million US\$)	10,504
% of Hispanic Origin	4.2%
Hispanic Market Info.	
Hispanic TV HH Market Rank	93
Hispanic TV HH	
Market Coverage	0.1%
Hispanic TV HH Market *	10
Hispanic P2 + Coverage	0.1%
Hispanic P2 + *	37

* In thousands

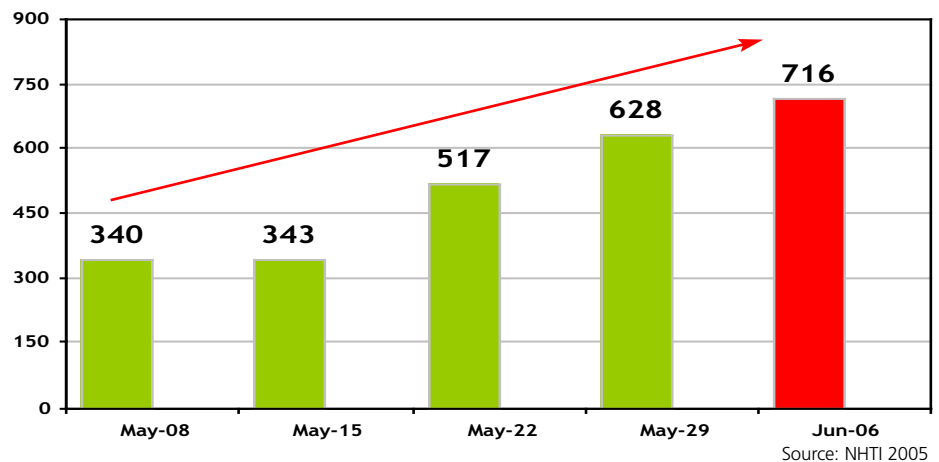
La Academia Makes NHTI Top 25 for Two Consecutive Weeks

Our hit musical reality show *La Academia* made NHTI's Top 25 list for the second consecutive week with 716,000 viewers 2+ for the week of May 30-June 5.

The programming success was added to 628,000 2+ viewers the prior week, which also warranted a top-25 rank. Our June 5 viewership was a whopping 48% higher than Telemundo's competing *Nuevas Voces* on its final concert date of May 29.

Stay tuned for exciting live events that build on this outstanding success!!!!

VIEWERS 2+ IN THOUSANDS
SUNDAY 8:00 PM • MAY 08 – JUN 05



Azteca America *Julio César* *Chávez's "Adios"* *Fight June 18*

Julio César Chávez, one of the greatest Mexican boxers of all times, will be up against the US fighter Ivan Robinson in a match televised on June 18 at 10:00 pm eastern/ 9:00 pm central. The fight is being called his "Adiós" fight and is scheduled for 10 rounds at the Staples Center.

Witness why Julio is commonly referred to as *El Gran Campeón de México*, with 106 victories (88 by

knockout), 5 defeats and 2 draws; as well as 3 world championships in different categories (super feather weight *superpluma*, light weight *ligero* y super light weight *superligero*).

In the same event we also present the rising career of Julio César Chávez Jr., who will look to remain undefeated. Chávez Jr. (17 victories, 12 knockouts) will be fighting Adam Wynant. Audiences will also have the opportunity to see a championship fight between Rafael Márquez and Ricardo Vargas. Finally Jesús el "Matador" Chávez from México will fight Carlos el "Famoso" Hernández from El Salvador, two former champions of the world.

*Our Tecos-
América Soccer
Final Beat Out
Anything from
Telemundo or
Telefutura
for the Third Straight
Week With a Top 25
Program*

Our highest-rated transmission up to date was May 26, with the Tecos-América Mexican Soccer Championship match. We attracted 1.34 million viewers 2+, earning us the number 13 spot of most-watched programs, according to NHTI.

The success builds on a string of programming coups with the FLM Mexican League Soccer playoffs. Starting with the May 12 quarter-final between Santos and Club América, we attracted 630,000 2+ viewers. The successive semifinals attracted 800,000 viewers for the May 18 Tecos-Monarcas semifinal and 807,000 for the May 21 return match. On Sunday May 22, the Cruz Azul-América semifinal attracted 1.1 million 2+ viewers.

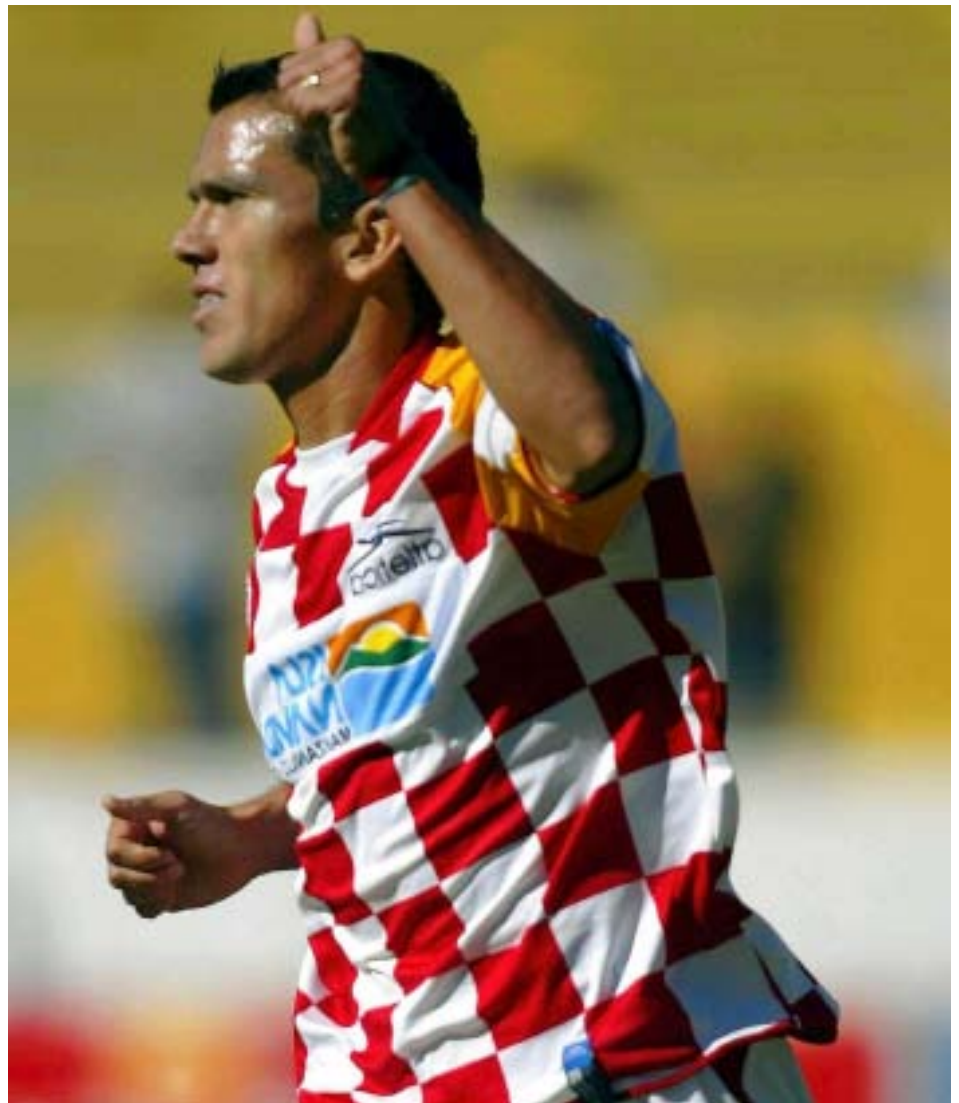
The cycle warranted three consecutive weeks of top 25 programs in all.

Congratulations Tecos, Monarcas, Cruz Azul and Santos for a great level of post-season play. Thanks to these teams we transmitted half of the quarter final matches, three out of four semifinals and the Tecos-América final.

We look forward to Jaguares of Chiapas, the Tuzos of Pachuca, the Tiburones Rojos of Veracruz, and the Dorados of Culiacán to strengthening their rosters to be playoff contenders next season.

*FLM Mexican
League Soccer
Season to Begin
July 30*

The Mexican Soccer Federation (FMF) informed that the 2005 Apertura or Opening season will begin on July 30. New to the league will be Real San Luis, which replaces Puebla, the weakest team of the prior season.





Jorge Jaidar, Mario San Román, Luis J. Echarte and Carlos de la Garza

cont. p 1
Upfront
2005-2006

We decided to turn the tables in describing our upfront presentation this month and interviewed some trade media specialists.

Hispanic Market Weekly Publisher Arturo Villar said the show had a very good flow, better than Telemundo or Univision.

"You also did a very good job of presenting your sports, which are one of your strongest products," he added. "I think the audience also appreciated the humor of Luis Echarte, especially coming from a man who is not known for that."

Arturo was also very impressed with the venue, adding that it was exciting to be in the American Museum of Natural History at night.

"It was definitely original," he said. Referring to our novelas, he said

that Azteca America does a better job of representing the community as it is, as opposed to some of the competition that is known for favoring very light-skinned and blond or "güeros/güeros."

As for Jean Grillo, who is a freelance journalist for publications that include Multichannel News, she said "the presentation was very passionate and enthusiastic and was a very lavish kickoff for the week." This is the first year that Jean has made the complete round of Hispanic Upfronts.

On the negative side, some media folks commented on accents that were at times difficult to understand to audiences that were not bilingual. That's the downside to being a true Hispanic network.

We at Azteca America were very pleased with the event. As always, we counted with a much more extensive representation of our talent than any of our competitors in an effort to show what we really are, a network that is much closer to its viewers and clients.

Attendance was estimated at about 600, a 30% increase from last year. Carlos de la Garza and his team are busy knocking on doors to get the AzA story out to the industry.

We look forward to building on our success for next year. Thanks and congratulations to everyone involved.



The "Una vez más" team



Carlos de la Garza



Pati Chapoy



David Faitelson Airs Radio Capsules on Clear Channel

David Faitelson, our sports director who anchors the evening sports section on Noticiero Azteca America Ultima Edición, as well as being a key panelist on Los Protagonistas and DeporTV, is now expanding to include Hispanic radio.

As of May, David is transmitting six daily radio capsules with *La Preciosa*, the top Hispanic network of Clear Channel. The capsules are transmitted in seven markets: Fresno, San Jose/San Francisco,



Santa Barbara, Las Vegas, Bakersfield, Salinas-Monterey and Santa Maria, where *La Preciosa* is number one in key demos.

Special thanks to Stephanie Aguilar, Marketing Director at in Azteca America Central California of Fresno and Bakersfield for facilitating the contact and persisting. We look forward to future promotional opportunities with the four affiliate groups in these markets.

In addition to David's television and radio work, he continues to write a weekly sports column, *Hablemos de Fútbol*. For further information on the column, as well as those written by José Martín Sámano and Armando Guzmán, please contact Daniel McCosh: dmccosh@aztecaamerica.com

Names & Faces Johanna Delgado

Although reluctant to initially attend the LA casting along with thousands of participants, she commented that her 13-year-old niece Britney said there was no way she could give up a chance to meet Yahir, the heartthrob soloist/actor from the First Generation of *La Academia*.

Johanna's father is from Morelia and her mother is from Ciudad Juárez. Nevertheless, as a native of California her first days inside *La Academia* were like a crash Spanish conversation class.

But she quickly caught on and represented her hometown of Paris, California (LA) for 15 weeks

inside the *Academia*. She had her bouts with Jolette and quickly showed that a karate student from LA is not someone to mess with.

She said her time inside *La Academia* was a growing experience that allowed her to connect with her Mexican roots.

Her best friend from *La Academia* is Paula, who unfortunately left the show in late May, as well as Edgar from Boise, Idaho. However, she considers all of companions from *La Academia* to be good friends.

She promises her fans that she will be back. The first of our Azteca America representatives to leave the show, Johanna says that she will take some additional voice and Spanish classes to continue

pursuing her goal of eventually becoming an established cross-over pop star.



FUNDACIÓN AZTECA AMERICA



Spotlight on The Georgia Project

Note: Following its February launch with anti-drug PSA's, Fundación Azteca America continues to evaluate projects as it builds its legal and administrative structure. The aim of our foundation is to support health, nutrition and education. The Georgia Project was brought to our attention by Calvin Means, general manager of WDGA in Chattanooga. While the station does not currently have a direct participation in the program, it has featured it on its local program *De Todo Un Poco*, which is currently off the air. WDGA's English language sister station WDNN has also featured several segments on this program.

It should be noted that while we do not have formal contact with The Georgia Project, what we would like to express is that "we like what we see." The following information is excerpted from the Georgia Project Website at www.georgiaproject.net.

The Georgia Project is a teacher exchange program for Spanish-speaking teachers in Monterrey (through the University of Monterrey) and teachers from Dalton, Georgia. It was founded in 1996 by Erwin Mitchell, who served as a US congressman from 1958-1961, as well as a state senator from 1960-1961.

Since 1990, the proportion of Latino students in Dalton Public School has grown from 4% to over 58%, with some districts having over 80% Spanish-speaking students. The proportion for the greater Whitfield County area is over 20% Hispanic.

The project aims at improving the high-school dropout rate of 67% in Georgia, the highest in the country, by recognizing that having highly-skilled bilingual teachers is an important factor in keeping Latino adolescents in school.

The project includes a month-long training session, where two weeks are spent in Dalton studying English as a Second Language (ESL) techniques and Spanish. Then they spend the other half of the month at the University of Monterrey, where they continue studying Spanish and Mexican History. To date over 80 teachers have participated in which is known as the Summer Institute.

Additionally, the project offers an ongoing series of workshops on selected themes ranging from second language acquisition and ESL methodology to content-based sheltered instruction strategies. More than 150 teachers have participated in these workshops.

To prepare the teachers of tomorrow, the project has awarded 18 scholarships to bilingual high-school graduates that plan to attend Dalton State College and become teachers.

To more fully integrate Latino families, the project sponsors ESL classes for parents, as well as additional Spanish classes for teachers and promotes high-school exchange programs between Dalton and Monterrey.



For more information contact:
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ADVERTISING OPPORTUNITIES

Azteca America Live!

THE LARGEST ONE-DAY LATIN MUSIC
FESTIVAL TO EVER HIT THE U.S!
AT DODGER STADIUM
AUGUST 20, 2005, 3-11PM



Featuring eight hours of non-stop entertainment from your favorite Latin American stars including: La Academia 4th Generation alumni.

A very unique opportunity to be part of an event that promises to raise the bar for entertainment in the Latino community!

BRING YOUR COMPANY'S MESSAGE TO MILLIONS OF LATINOS BOTH ON-AIR AND ON-SITE THROUGH:

- *radio
- *sampling
- *print
- *TV
- *in stadium
- *and more!

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LOS Sánchez

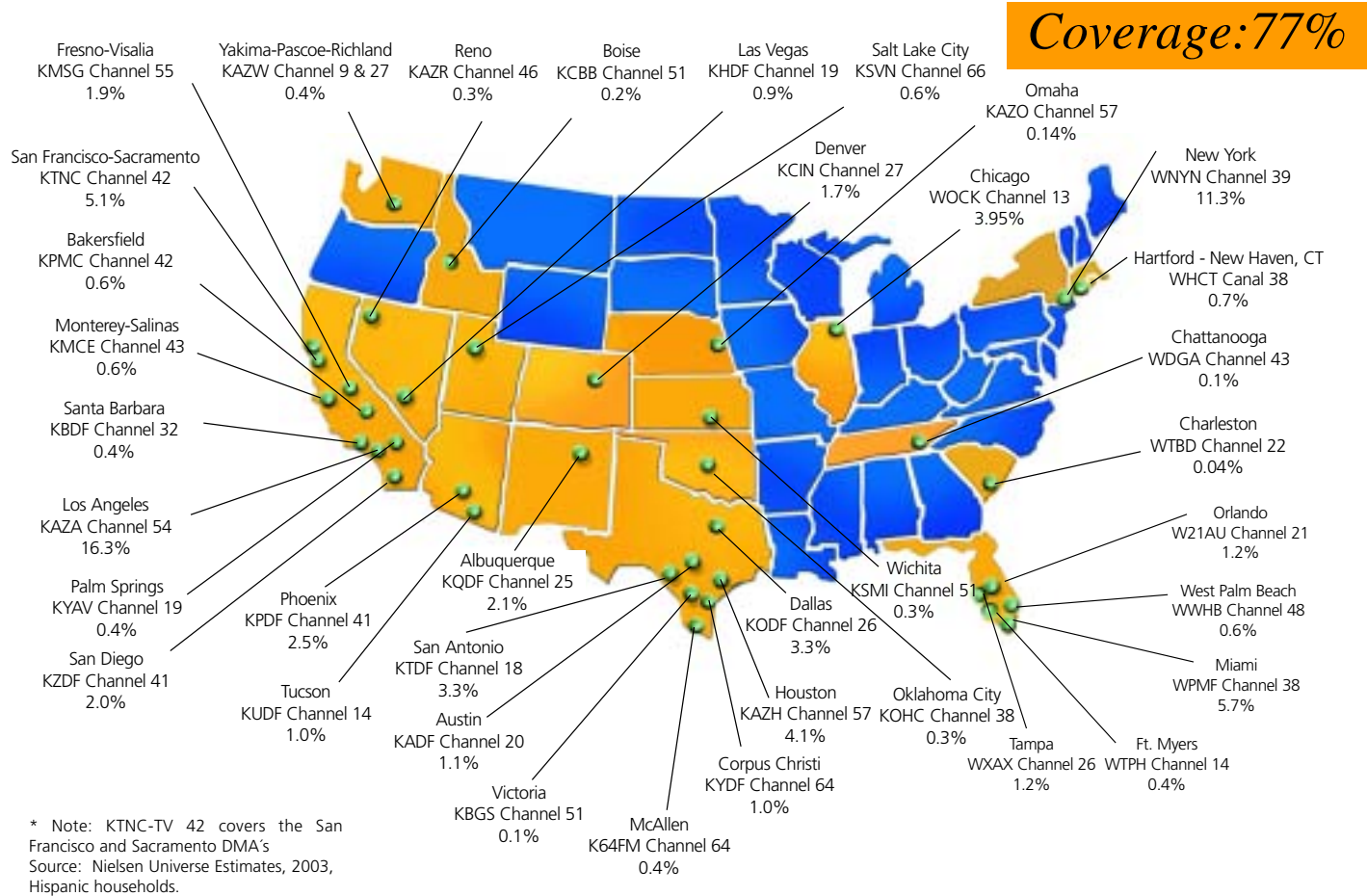
Mexico's Funniest Family



AZTECA AMERICA



The Fastest Growing Hispanic Network in the U.S.



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About TV Azteca

TV Azteca, listed on the Mexican Bolsa, the New York Stock Exchange and Spain's Latibex, is the second largest producer of Spanish-language programming in the world, and one of two nationwide broadcasters in Mexico.

Today 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 International for 13 countries in Central and South America; and Azteca America the fastest growing network in the U.S.