

# The AzA Gazette



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

*June 2004 • Number 20 • Year 2*

## Events & Features

• Phoenix and Las Vegas Viewers Visit Ventaneando Set and La Academia Concert p.4

## Attendance Grows Strongly at Upfront 2004

Azteca America's 2004 Upfront was a lively event this year, where attendance at the Gotham Hall increased to over 500, higher than the 70% of the previous year. A 10-screen multi-channel media show boasted the best of our programming highlights for the 2004-2005 season.

A revamped novela line-up, including *Belinda* and *La Heredera*, Azteca America's first novela based on US Hispanic characters, was presented along with a new series of Latino boxing events, which will build on our already outstanding soccer lineup. Also new will be the *Cinema Azteca* movie series, which includes 27 titles never-before seen in the US.

*cont. p.5*



## Dear AzA Friends:

Our second upfront was a smashing success not only because of the great event it was, but also because it was well attended by key business partners and friends.

Having the honor to host a client and a friend is always remarkable; having over 500 of them is magnificent since every single one of our guests represents a very special relationship for us. I will never tire of expressing my thanks to the people that make this project possible by trusting their resources and time with us.

On May 17, 2004 Gotham Hall witnessed the presentation of our revamped lineup for the next sea-

son. Jorge Jaidar, AzA's COO presented a whole array of new and exciting programming, from a renovated novela line-up, to our popular game shows; and now our well-known reality show will have its exclusive edition for the US with *La Academia Hispana*. We also have new boxing and professional wrestling shows –please stay tuned.

Azteca America now has presence in cities where 78% of Hispanics live. This already represents a great opportunity, and our commitment is to reinforce our reach. We are proud to say that Azteca America is television by Hispanics for Hispanics; we have had the opportunity to show our heritage last month.

In this issue of our Gazette, we provide a vivid chronicle of our second AzA upfront, we present our Chicago affiliate, and offer a profile of our Hispanic *La Academia* graduate, Suzette. Please enjoy.

We appreciate your interest in Azteca America

Luis J. Echarte  
President and CEO •  
Azteca America

## Content

Station Spotlight: Chicago WOCK Channel 13	2
Suzette Thrills Her Hometown of Tucson-Phoenix...	3
Then Returns to La Academia III	3
Special Three-Part Report on Selena's Murder	4
Names & Faces: Our Programming Team	6
AzA Coverage / Contacts	7

## Station Spotlight: *Chicago WOCK Channel 13*

*Orlando González*

*Senior VP • TVC*

Aside from an enviable position as the number four Hispanic market behind Los Angeles, New York and Miami, Chicago is one of the few major Hispanic cities west of the Mississippi that has a majority Mexican population.

It is here that a team of Cuban and Puerto Rican executives has actually found more acceptance than with their more culturally relevant New York and Miami, two stations also operated by TVC.

"It is in this market that we have people calling the station asking about soccer games and other

programming, even with minimal promotion," said Orlando, senior VP of TVC.

An important advance for the station, which has an antenna atop Chicago's John Hancock Building, has been securing a carriage agreement with DirecTV, effective June 4.

"It's important for the people of Chicago to have several pay TV options," said Orlando. "DirecTV is a great start."

For the moment, local production plans are on hold until further distribution is secured, something that Orlando hopes to have in the coming months. Aside from plans for a local community program, Orlando has had initial talks with a local newspaper to share reporting teams and jointly produce a local newscast, a project that he said he hopes to concrete sometime in 2005.

He said his local sales team will get a talent infusion as soon as next month, when he concludes negotiations for a new sales director for Chicago. He said the candidate is someone who has excellent contacts with local agencies and ample experience with other Hispanic networks.

"It's going to cost dearly, but it's an investment that we are willing to make," he said.

Aside from intensive cross-promotional programs in the works with the daily *Hoy of Chicago*, Orlando has plans for an extensive billboard purchase, something similar to the lighted sub-

way signs that they are in the process of renting in New York.

For the moment, promotional efforts are focused on joining forces with DirecTV, where the operator will be shooting an informational spot hosted by Kate Castillo in Chicago and Mexico City to run during the month of July.



### Station Data

Market	Chicago
Call Letters	WOCK
Channel	13

### General Market

Market Rank	4
Population 2002*	9,342
Households*	3,381
% Cable TV	
Penetration 2002	69.0%
Retail Sales (Million US\$)	119,440
% of Hispanic Origin	16.5%

### Hispanic Market Info.

Hispanic TV HH Market Rank	5
Hispanic TV HH	
Market Coverage	4.0%
Hispanic TV HH	
Market *	384
Hispanic P2 + Coverage	4.3%
Hispanic P2 + *	1,510

\* In Thousands



## *Suzette Thrills Her Hometown of Tucson-Phoenix...*

Suzette Márquez, resident of Tucson, AZ and strong participant of our hit musical reality show *La Academia III* had a very busy week for her intended rest period back home.

As the 11th "graduate" of the *La Academia*, the exit of Suzette came as a shock to many due to her freshness, innocence, talent and determination. Nevertheless, her time was well used given that she managed to visit four local radio stations and four newspapers during her break.

The Phoenix paper *La Voz* and *Prensa Hispana* both placed her on the cover of their June 14 issues. Meanwhile, she is expected to be on another Phoenix front page *TV y Más* for the week of June 21. She also distributed 60 CDs that were recorded by the third generation to local radio stations and did live interviews with them.

## *Then Returns to La Academia III*

The surprise to all is that Suzette, along with 11 other participants, was invited to rejoin the show on June 13. The contestants will remain as emotional support, training partners and chorus until the gala concert scheduled for July 4.

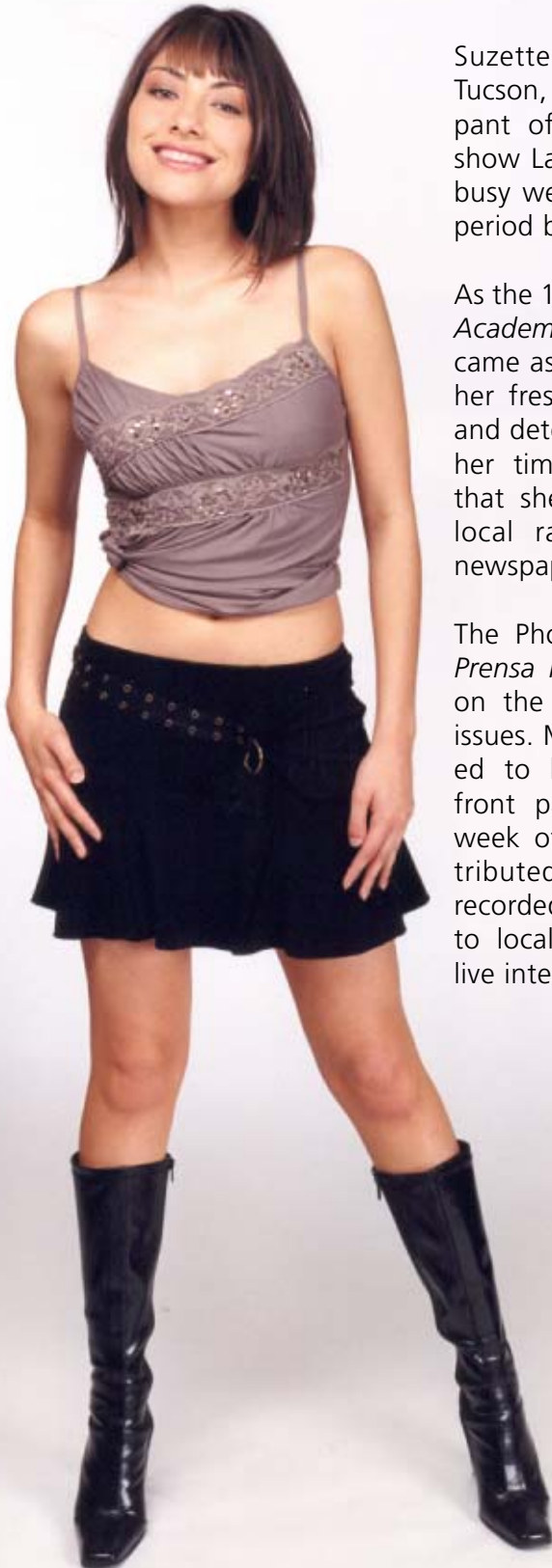
### **The Final Five**

The five semi-finalists of *La Academia* are Carlos, César, Israel, Leticia and Melissa.

Don't miss *La Academia III* with Sunday concerts at 8:00 pm / 7:00 pm central and *Camino a la Fama*, a daily *La Academia* update weekdays at 9:00 pm / 8:00 pm central.

**Congratulations** to our station affiliates in San Diego (KZDF Channel 41), Tucson (KUDD Channel 14) and Phoenix (KPDF Channel) for securing carriage with Cox Cable on channels 109, 120 and 58, respectively. Kudos also go out to our affiliate in Chicago (WOCK Channel 13), who recently secured coverage with DirecTV on Channel 13.

We look forward to sharing more cable and DTS news in the near future.





## *Special Three-Part Report on Selena's Murder*

Azteca America presents this month an exclusive interview with Yolanda Saldívar, the assassin of Tex-Mex singing sensation Selena, in a special three-part series airing June 5, 12 and 19.

Nine years since the murder of Selena in Corpus Christi, many fans are still wondering how could they lose one of the biggest stars in the history of Tex-Mex music. Yolanda Saldívar offers an exclusive interview from her cell in Gatesville, Texas as a parole hearing nears that could put her on the street in less than a year.

A trained nurse, Saldívar was declared guilty of first-degree murder and sentenced to 30 years behind bars. Hundreds of thousands of fans still ask, "why?" Was it a crime of passion or motivated by a \$300,000 fraud? And what happened to the evidence of the case?

While Saldívar raises some questions about the handling of her case, *El Ojo del Huracán* presents new evidence, telephone conversations and photos of the chilling murder.

Don't miss the final chapter of this three-part series of *El Ojo del Huracán* at 9:00 pm/8:00 pm central on June 19.

## *Phoenix and Las Vegas Viewers Visit Ventaneando Set and La Academia Concert*

Our Mexico City studios were buzzing last weekend with visitors from Phoenix and Las Vegas, thanks to a creative cross-market promotion by the affiliate group *Una Vez Más*.

A trip for eight couples was granted in both markets following a trivia call-in and subsequent drawings. In Las Vegas, Channel 19 partnered with Univision Radio's Amor 99.3 to select five couples. In Phoenix, Channel 41 partnered with *La Campesina* 88.3 FM and *Radiofiesta* 1400 AM to select one and two couples, respectively.



The winners toured Azteca's novela, news and entertainment show studios and sat in on the production of *Ventaneando*, where they met Aurora Valle, Daniel Bisogno and the rest of the *Ventaneando* cast.

Following a day of general sight-seeing in Mexico City, they attended the decisive *La Academia III* concert that determined the five finalists. The winners went home with plenty of *La Academia III* CDs and T-shirts. And the promotion will be followed up with local newspaper and radio interviews on their experiences.

Congratulations to *Una Vez Más* and the concert winners for this exceptional promotional effort.



# THE BEST IN LATINO BOXING



AT A RING NEAR

# YOU!

COMING SOON ON...



AZTECA AMERICA



*cont. p. 1*

To round out our news programming from Washington with Armando Guzmán at 10:30pm, and José Martín Samano and Rebecca Sáenz in the evenings at 6:30pm, we presented our perennial entertainment favorite Ventaneando.

Finally, Mario San Román, COO of our parent company TV Azteca, presented *La Academia Hispana*, a version of our hit musical reality show that will be held exclusively for US Hispanic participants.

The event opened with coverage gains presented by CEO Luis Echarte. Last year, Azteca America presented a network of 24 DMAs that represent 60% of the Hispanic population. With the announcement of five new markets in Tampa, Brownsville, Hartford, Raleigh-Durham and Boise, the figure now stands at 38 markets that represent 78% of the Hispanic population.

Jorge Jaidar, AzA's COO, later presented video clips of new program-

ming, while emphasizing the importance of Azteca America's extensive talent network and production studios. He also presented the 60 actors and actresses that were on hand to give an added dimension of glamour to the event.

Carlos de la Garza, president of sales and marketing of Azteca America, showed some examples of how major US retailers and auto makers have taken advantage of the network's extensive product placement advertising options, and encouraged other existing and perspective clients to profit from some of the technology advantages that Azteca America has over its competition.

Finally, Mario San Román stressed the importance of Azteca America for the parent company as a strategic growth vehicle, and invited clients to be a part of *La Academia Hispana*. We look forward to building on this presentation even more, with added coverage gains and

more exciting programming news at next year's event.

Congratulations to everyone involved with Azteca America's Upfront 2004!!



## **Names & Faces**

### *Our Programming Team*

Edith Pavón & Gabriela Romero

They're young with intense interest and experience regarding US Hispanics and media. And their work is giving more organization to an often enigmatic science of program selection and monitoring at Azteca America.

Edith says that one of the biggest things that she is conscious of is the difference in time preferences and work cycles between Mexico

and the US. Since Azteca America's parent company's sales team in Mexico works on weekly sales goals and usually directly with the client, they can quickly monetize popular programming moments, which is the reason for many rapid programming decisions. Obviously the lead time necessary in the US, where most purchasing is made through media buyers and more dependence is on upfront sales, is much greater.

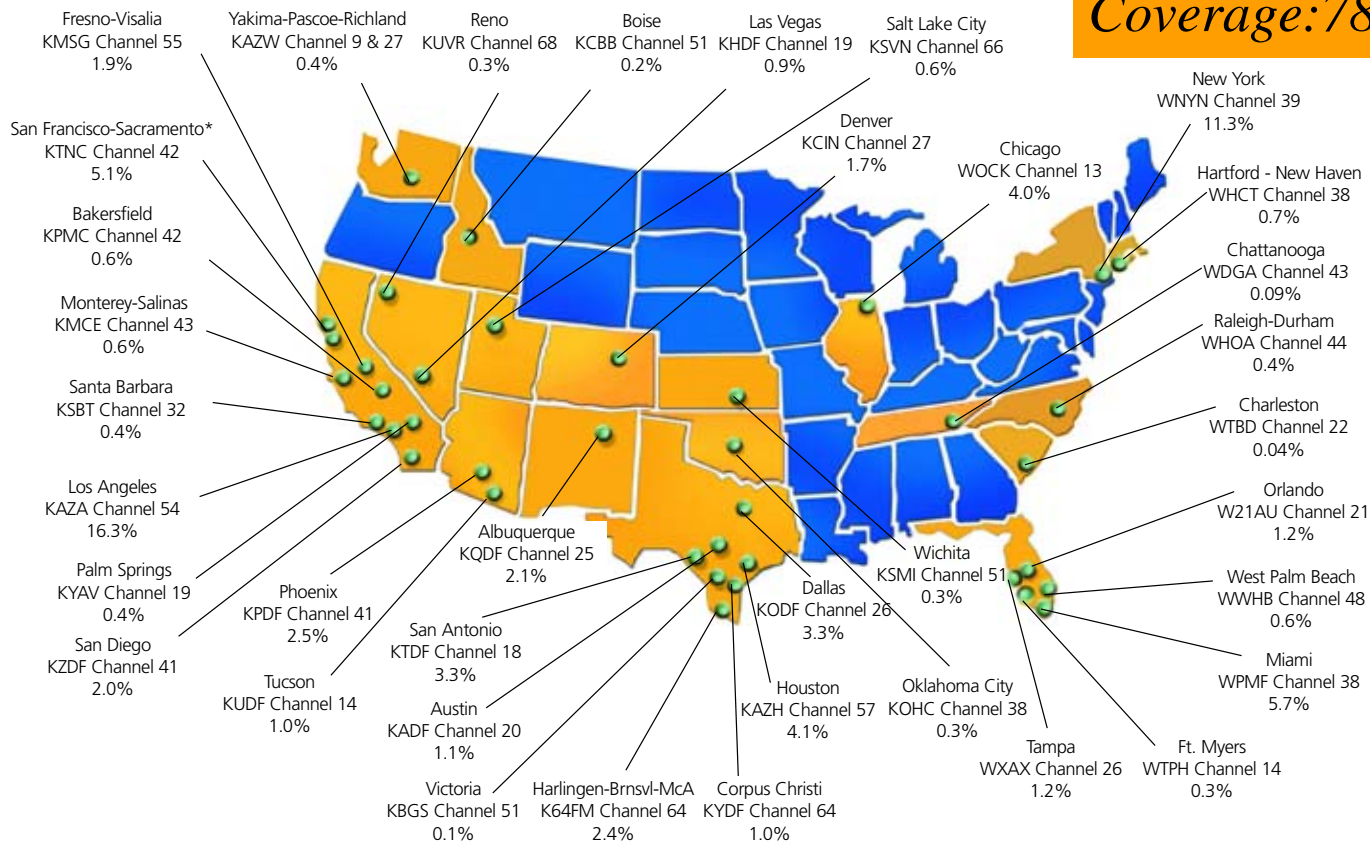
Nevertheless, it is this contact between viewers, production teams, clients and affiliates, that Edith says is most interesting about her work. Her background is an eclectic mix of radio produc-

tion and hosting, Hispanic marketing and television production. Gaby is an important pillar of the programming team, tending to many of the thankless jobs of the trafficking business. The media promotions people thank her for distributing weekly summaries of novelas, and general information about programming lineups.



## *The Fastest Growing Hispanic Network in the U.S.*

**Coverage: 78%**



\* Note: KTNC-TV 42 covers the San Francisco and Sacramento DMA's / Source: Nielsen Universe Estimates, 2003, Hispanic households.

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## *About TV Azteca*

TV Azteca, listed on both the Mexican Bolsa and the New York Stock Exchange, 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.