

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

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Events & Features

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Cante y Gane Is Top Rated Show in Its Timeslot

Cante y Gane, the musical talent show produced in Los Angeles, is the top rated Hispanic show in its 6pm – 7pm timeslot, based on Los Angeles Nielsen numbers.



During the first two weeks of October, *Cante y Gane* posted ratings of 3.0 and 2.9, respectively for Oct. 1 and 8 in the 18-34 male and female segment. Taking into account the six Hispanic television channels in LA, this represent market shares of 27.5 and 21.6%, respectively.



Dear AzA Friend:

To mark the end of the Hispanic Heritage Month, in October 12 we celebrate the discovery of the Americas by Cristobal Colón, the beginning of one of the greatest adventures in the history of humanity: the day when *la raza* was born.

Azteca America is a celebration of this background and we have made an extra effort during the last month to mark these roots.

We have launched a new network image depicting a modern, yet traditional network that is proud of its

heritage. Our affiliate WNYN was present during the 31st annual New York City Columbus Day Parade; Fundación Azteca launched an International Freedom Essay Contest, and finally, an estimated 4,500 participants turned out for our first edition of the annual *Carrera Azteca* run in Los Angeles.

As we near the Nov. 2 elections, another way that we can make sure that our community is represented is by exercising our right to vote. We have a comprehensive series of spots on the air today to promote the Hispanic vote, and some of our affiliates, specifically KAZA in Los Angeles and KAZH in Houston, have also been quite active on a local level.

In other news, our *La Academia* Stars will launch a tour of Houston, Las Vegas, Reno and San José this month. For more information on this event and other thrilling news, please enjoy the pages of our October AzA Gazette.

Luis J. Echarte
President and CEO

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Station Spotlight: Houston KAZH Channel 57

Emilio Nicolás Jr.

General Manager

With 5 million watts of full circularity polarity, KAZH is the most powerful UHF transmission facility in Houston. An upgrade in mid-2003 moved the transmitter to the tallest tower in the city that gives full city-grade reception to even neighboring Galveston.

Also last year, KAZH moved its offices to a central location in Houston that temporarily houses some production facilities as well as sales, traffic and accounting operations, in addition to space for Noticiero Azteca America correspondent Alvaro Ortiz. Despite the facility upgrade, Emilio is still searching for a larger space to house the station and a permanent state-of-the-art fully digital studio for a local newscast. He expects to have the new facility early in 2005 and for his local newscast to later in the year.

"We're going to base the format heavily on the look and feel of Noticiero Azteca America and Hechos," he said.

In the meantime, Emilio depends on his 35-foot mobile marketing and production unit for local promotional events to build station awareness.

Current local independent program production includes: Salvadoreños de Corazón, a music and interview show aimed at the 120,000-strong Salvadoran population; Ritmo Latino, a travel and interview format with Latin American entertainment stars; Fuerza Musical, a tejano and norteno music video show; Estrenando Casa, a home buyer tips show; Volumen, a hip pop culture show, and Palabra de Domingo, a religious program that gives background on Gospel readings.

Important recent promotions include an autograph signing session by Yahir in a local Wal-Mart, which was attended by 1,500 fans, and a very aggressive Hispanic vote campaign.

In the first phase of the voter campaign, the emphasis was on registration. KAZH organized specific registration sites and station

employees volunteered with the sign ups. In coming days the station will focus on getting people out to vote. The 15 and 30-second spots inform about voter rights, such as the right to leave work without penalization to vote and the option of absentee ballots.

In the meantime, KAZH Production Director Jorge Olivares is heavily promoting the upcoming La Academia tour, where Houston is the first stop.

"We're really excited to host the kids here," Emilio added. "It's always amazing to see the reception that they receive from the community."

Station Data

Market	Houston
Call Letters	KAZH
Channels	57

General Market

Market Rank	11
Population 2002*	5,012
Households*	1,824
% Cable TV	
Penetration 2002	54%
Retail Sales (Million US\$)	65,861
% of Hispanic Origin	29.3%

Hispanic Market Info.

Hispanic TV HH Market Rank	4
Hispanic TV HH	
Market Coverage	4%
Hispanic TV	
HH Market *	427
Hispanic P2 + Coverage	4.1%
Hispanic P2 + *	1,533

* In thousands

The Hurricanes

Just a message to our Florida affiliates. We are pleased to hear that all of you are in good health. The biggest problems appear to have been a collapsed roof in Ft. Myers and power outages throughout Florida. As a team, we share common values, goals, and interests. We stand beside you as associates, family and friends and we are ready to assist in whatever way possible.

Mexican Soccer League at Mid Season

With nine weeks of play as of early October, the league standings are beginning to take on more importance for the championship in December as the league takes a one-week recess for FIFA qualifying games on the road to the 2006 World Cup.



Still going strong is the overall leader, the *Tiburones Rojos* of Veracruz. Cuauhtémoc Blanco is on a mission, leading his team to the current streak of eight straight victories. The good news is that Veracruz recently announced that they have Blanco under contract for the next three years.

The surprise of the season is that traditional powerhouses like Cruz Azul, Monarcas, America and Pumas are in the last four spots of overall standings.

Puebla is still undefeated, although with four ties as of week nine, they are number two overall.



Pachuca, which has recently launched a strong international marketing effort is currently in fourth place overall. Although they are currently in third place within their group behind Veracruz and Monterrey, they would have a playoff berth if the season were ending today as the strongest third place in a group.

League newcomer *Los Dorados* of Culiacán is currently leading its group, albeit in *Grupo 1*, which is the weakest of the three, with a slim margin over Tecos. If the Culiacán team wants to keep its catbird seat, it's gong to have to improve its record as an away team, where it's winless with four losses and one tie.

AzA October Transmissions

OCT.	HOME		VISITOR	TIME
16	Chiapas	vs	Necaxa	15:30
16	Cruz Azul	vs	Toluca	18:00
16	Culiacán	vs	Atlante	20:00
17	Santos	vs	Guadalajara	16:30
20	Veracruz	vs	Cruz Azul	17:30
20	Pachuca	vs	Culiacán	21:00
23	Chiapas	vs	Guadalajara	15:30
23	Cruz Azul	vs	Tigres	18:00
23	Culiacán	vs	Toluca	20:00
24	Tecos	vs	Necaxa	16:30
30	Veracruz	vs	Culiacán	19:30
31	Pachuca	vs	Santos	12:30
31	Morelia	vs	Necaxa	16:30

All times listed are EST and broadcast live • Games are subject to change

La Academia Stars To Tour Houston, LV, Reno and San José

Entertainers from all three generations of our hit musical reality show *La Academia* will present a four-city tour in Houston, Las Vegas, Reno and San José. Total combined capac-

ity for the event is over 15,000 people. The tour is being produced in conjunction with the live events promoter *Luna Management* and our local affiliates in these markets *Una Vez Más* and *Pappas Telecasting*.

Promoted as "*Estrellas de la Academia 2004*," participants include: Toñita, Raúl, Estrella, Nadia, Erika, Suzette, Ricardo, Laura, Myriam and Wendolee. The tour will arrive one day before each event for autograph sessions at locations deter-

mined by local sponsors. The Houston concert will be held in Reliant Arena on Oct. 22, Las Vegas in Cox Pavilion on Oct. 25, Reno in the Silver Legacy Pavilion on Oct. 28 and San José in the SJSU Event Center on Oct. 30.

Promotion for the tour includes on-the-air television spots, radio spots and call-ins, newspaper ads and newspaper interviews. We look forward to promoting a more aggressive agenda of similar events for the coming months.

WNYN Floats Through Columbus Day Parade



Our New York affiliate was present during the 31st annual New York City Columbus Day Parade on Oct. 10. Azteca America sponsored a

bright float that featured a five-piece Mariachi band.

Walking alongside the float were representatives from all Latin American countries, including Mexicans with traditional costumes such as feather headdresses or "penachos."

This was the first time that Azteca America has participated in the event that attracts about 1,000,000 parade viewers.



AzA Supports the Hispanic Vote!!

Azteca America continues its support of the Hispanic vote for the

2004 Presidential and Congressional Elections this Nov. 2.

We are running an average of 30 spots daily in two 20-second versions with the theme "*Tu Voto Cuenta*" or "Your Vote Counts."

Fresno Kicks Off Its Golazo Contest

Building on Azteca America soccer success, KMSG of Cocola Broadcasting in Fresno has launched its *Golazo* soccer contest.

Viewers call in to the station following the first goal of a given match to win prizes that include tickets to Sea World, The Monterey Bay Aquarium, Disneyland, gift certificates for soccer equipment and jerseys of Mexico's professional teams.

Weekly TV and radio promos are produced to remind viewers of the *Golazo* game schedule. The *Golazo* games are also promoted through print ads and on Fresno's seasonal soccer calendar poster along with sponsor logos.

We are also running a countdown on each of our two network news programs that feature a large flag and bold numbers illustrating how much time is left until Election Day. The Hispanic vote: our privilege, right, and obligation.

Belinda Novela Concludes

After more than three months on air, Azteca America's prime time novela *Belinda*, starred by Mariana Torres and Leonardo Garcia, concludes in November. Find out if *Belinda* can finally have Ricardo's love and how she faces her "family" envy to make her dreams true, watch the last chapters of *Belinda* weekdays at 8pm EST & PST, 7pm CST.

Tan Infinito Como el Desierto Shines Light on Juárez Killings

Tan Infinito Como El Desierto, a dramatization of the tragic Juárez killings will launch next month as a

**Tan infinito
como el
desierto**

one-week miniseries.

"We think that a mini-series is an excellent way to bring to the public eyes this very grave situation," said COO Jorge Jaidar. "Making a fictional series out of these events is polemic, but we believe that it makes a strong statement about the importance of the issue for our Hispanic communities."

Although the series is fictional, the script is based on real stories of some of the roughly 100 female

murders in Juárez that have caused alarm with officials on both side of the border over the past decade.

The series stars Adriana Parra, Ana Serradilla, Alejandra Hayde, Angélica de Monserrat, Arcelia Ramírez, Daniel Martínez, Evangelina Sosa and will begin following the final of *Belinda*.

Las Juanas Novela Launches

Next month we will launch our new prime time novela *Las Juanas*. The novela stars Fernando Luján and some of our most attractive leading ladies: Venesa Cato, Ana Serradilla, Martha Higareda, Paola Nuñez and Claudia Álvarez.

The novela has a common theme of women named Juana. On her deathbed, Gertrudis confesses to her daughter Juana Valentina that her real father is Calixto, a man who has a "J" shaped birthmark in a special place. When Juana Valentina finally meets her father, she is shocked to find that he has four more daughters: Juana Carolina, Juana Micaela, Juana Prudencia and Juana Martina.



When Calixto finally meets his five daughters together and he asks them all to stay, they unanimously accept. Needless to say, his current wife Doña will not rest until all five Juanas have disappeared from Calixto's life.

Entertainment : Aplauso Aplauso



This month we launch the multi-faceted talent contest *Aplauso Aplauso*. Hosted by Alan Tacher, features aspiring singers of all ages, comedians, solo and couple dancers, actors and models. Contestants are first given a rating from a panel of judges and then voting is open in callers in Mexico, with a final every month. The show will air Sunday evenings.

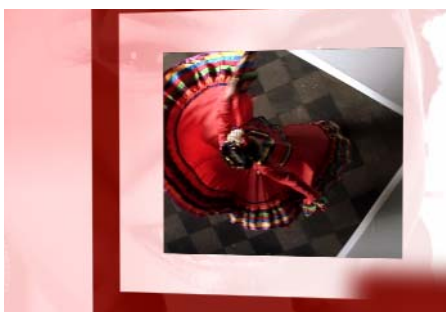
New Network Image Launched

With a bold geometric backdrop and a commissioned theme song, Azteca America launched its new network image last month.

Colored squares are prevalent through the images in red, yellow, blue and green, highlighting the same colors of our Azteca America logo.



The new image is present in four versions of 10, 20 and 30 second spots that feature each one of the four theme colors as well as a 3 minute video. The network is running about 50 spots daily.



"We were looking for something modern, but that reflected Hispanic roots," said COO Jorge Jaidar. "And I think we did it."

The theme song *Una Cadena de Amor* has been successful enough that Azteca America's parent company TV Azteca is also using the track.

Azteca America Talent Close to Hollywood

Finally an almost scientific way to measure who's who in the acting world. A UVA doctoral student applied an algorithm to an Internet movie database to show who's related to who in Hollywood.

The Kevin Bacon game, or The Oracle of Kevin Bacon at oracleofbacon.org gives actors that have acted in Hollywood or participated with Hollywood actors numbers based on how closely they have worked with Kevin Bacon, who was chosen by the designers to represent the center of Hollywood.

If an actor, say Kevin Costner, has ever shared credits with Bacon in a movie—as in JFK, in 1991—then that actor has a Bacon number of 1—since the actor or actress is directly connected to Bacon. Jack Nicholson, for instance, also has a Bacon

number of 1, as he was in a Few Good Men with him. For Tom Cruise, the same number applies as he shared credits with them in this same movie.

What about AzA's talent?

Take Ana Serradilla who appeared in our novela *Mirada de Mujer: El Regreso* and stars in the upcoming novela *Las Juanas*, as well as in *Tan Infinito Como el Desierto*. Ana has a Bacon number of 3, as she co-starred in *Un Mundo Raro* (2001) with Jorge Zárate, who participated in *Before Night Falls* (2000) with Sean Penn, who was in *Mystic River* with Bacon.

Luis Felipe Tovar (*Tan Infinito Como el Desierto*), well, he has a Bacon number 2, as he was with Courtney Love in *Beat* (2000), and Courtney Love was with Bacon in *Trapped* (2002). Martha Higareda (*Las Juanas*) has a Bacon number of 2. Fernando Luján, the father of all of the *Juanas* has a Bacon number of 3.

If AzA's talent in not the center of Hollywood, it is at least close to it.

Fundación Launches Int'l Freedom Essay Contest

Called *Caminos de la Libertad*, Azteca America's non-profit sibling Fundación Azteca has launched an international essay contest with the theme of freedom.

The competition is open to individuals throughout the world, although the essay must be originally written in Spanish and never before published.

Cash prizes include US \$15,000, US\$10,000 and US\$5,000 for first through third places, respectively. The essays are to be submitted by Jan. 17 of 2005 with a pseudonym and will be judged by a panel of internationally recognized intellectuals. Finalists will later be published in a book edited by Fundación Azteca.

For more details visit:
www.fundacionazteca.org

*"FREEDOM DOESN'T MAKE MEN
HAPPY, IT MAKES THEM, SIMPLY,
MEN."*

MANUEL AZAÑA

Carrera Azteca Finishes Strong in LA

An estimated 4,500 participants turned out for the first annual *Carrera Azteca* 5 K and 10 K run.

The action began at 8:00 am outside of the LA Coliseum and the first 10K finisher Christian Hesch was crossing the finish line inside the historic stadium 30 minutes and 12 seconds later.

As the winner, he was presented with a \$1,000 cash prize. The top female finisher, Sarah Boucher also received \$1,000, while the overall second and third-place finishers received \$750 and \$500, respectively.



On hand during the awards ceremony were Jorge Campos, a legendary soccer goalie for Mexico's National Team, the LA Galaxy and several Mexican Soccer League teams, and Mexican Consul for LA Rubén Beltrán, as well as Azteca 54 Programming Director Ramón Delgado and Azteca America COO Jorge Jaidar, who also ran a respectable 52 minute race.

Some runners who also participated in the LA Marathon considered the event one of the best organized in the city.

The event was co-sponsored by *Oye 97.5 Fm*, *Super Estrella 107.1* and Choco Milk, which is celebrating its 75th anniversary.

CONGRATULATIONS TO AZTECA 54!!!

Names & Faces *Our Finance and Administration Team*

We present the folks responsible for some of the most thankless tasks in our organization. We recognize that without the efforts of



those who control the company inflows and outflows, we would hardly be an organization. Thanks to all of you.

Alan Tratchman, as CFO of Azteca International, has been on board since March 2003. His 13 years of experience at Deloitte & Touche's International Tax Services Group have come in handy as he has had to develop many of the accounting, billing and payroll services from the ground up. As of July 2003, he is also in charge of the finances of Azteca 54, as well as consulting other Grupo Salinas companies.

He holds a BA and an MA in Accounting from UCSC and is based in Los Angeles with his wife Teri and daughter Hailey.

Watching the operations on the Mexican side is Daniel Serafin. A ten year veteran of TV Azteca, Daniel has experience in the cost control and accounting areas of our parent company, as well as operations of local stations. He has been AzA's manager of administration and finance since February of this year. He holds a BA from UNITEC in Mexico City.

On the corporate side of Azteca America is administration and finance executive Juanita Villegas. She has monitored Azteca America's budgets since the birth of the project. Prior to joining the company, she worked at a local accounting firm in Mexico City and has a BA in accounting from IPN in Mexico City.

Jlas Juanas

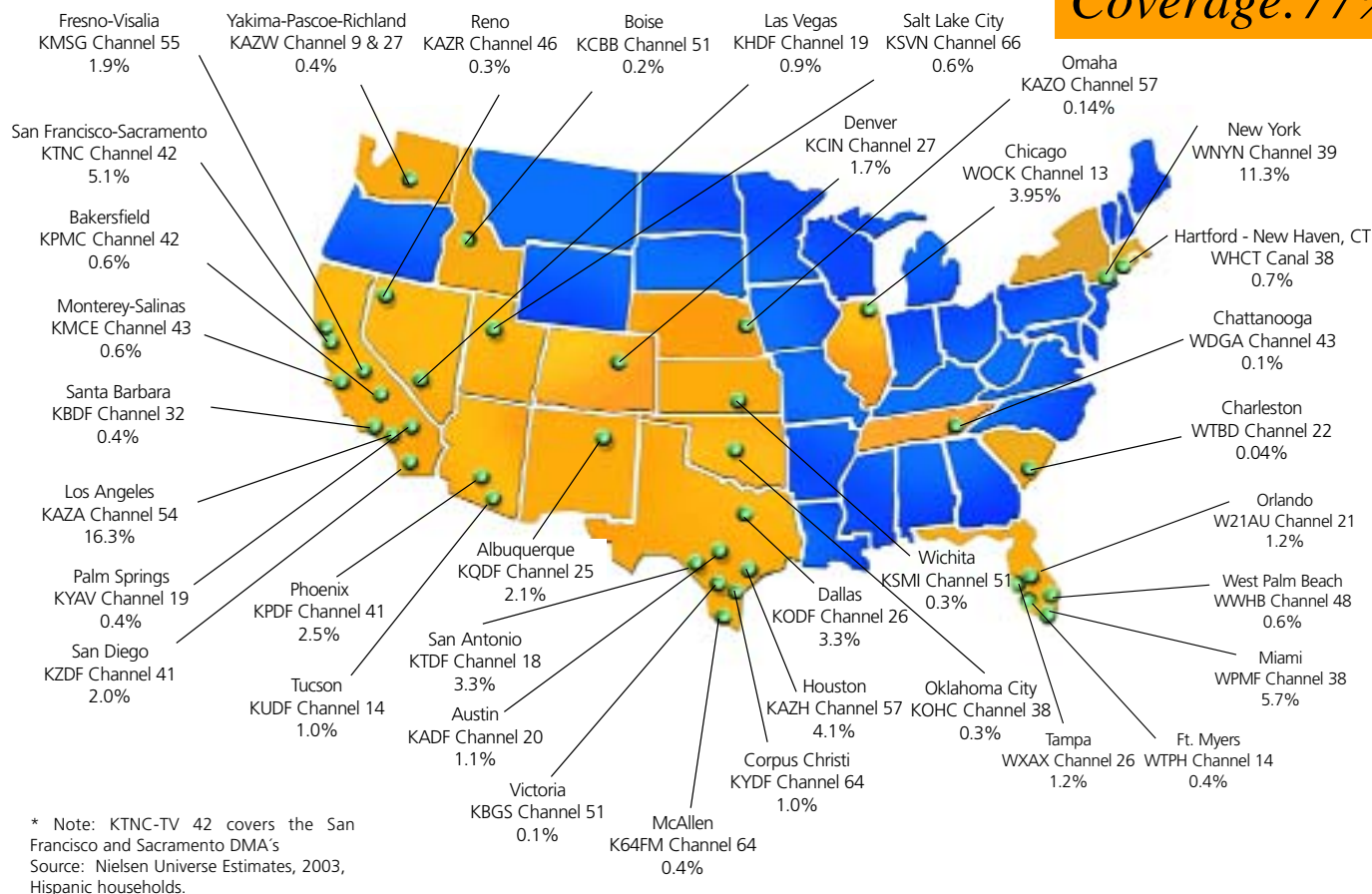
5 beauties that will leave you breathless



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A Grupo Salinas Company

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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.