

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

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Events & Features

• Soñarás Novela Debuts

with Singing/Acting Sensation Yahir

p.4

AzA on Cable in Salinas-Monterey; Bakersfield on DirecTV

Azteca America congratulates its affiliate of California's Central Coast, KMCE channel 43, for its carriage agreements on the two largest cable systems in its area.

Effective Sept. 1, Charter Cable subscribers in Watsonville can see Azteca America on channel 57 and in San Benito County on channel 23. On Sept. 16, KMCE will be carried on Comcast Cable in both Monterey & Santa Cruz counties on channel 19. The agreements increase coverage in the area by 153,000 households.

Azteca America would also like to congratulate Cocola Broadcasting for DirecTV carriage in Bakersfield.



Azteca America a Celebration of our Culture

This is a very special month for all of us, as we celebrate Hispanic pride. Now is an excellent time to reflect on our heritage and our language, from our deeply rooted values, such as loyalty, friendship and family; to our rich and ancient traditions, such as our wonderful posadas and serenatas; our delicious food and joyful music.

With a history full of passion and a colorful language, being Hispanic means being a complex yet caring

person. We celebrate passion and even tragedy; while we are radiant and courteous. As Hispanics we embrace our differences and take pride in our commonalities. With such complexities, its no wonder our character is not easily understood. There is a lot to share and celebrate about being Hispanic, and Azteca America is by definition a celebration of our culture.

To mark Hispanic Heritage Month, we have several special features. We begin with an 'El Grito' celebration from el Zócalo in Mexico City on Sept.15, and continue with a special Mexican Party with La Academia conducted by Ana la Salvia and Daniel Bisogno. We also have a promo series that features 10 Latin American countries and begins airing on the eve of "El Grito."

For more details, please enjoy your AzA Gazette.

Thank you for your interest in Azteca America

Luis J. Echarte
President and CEO

Content

Station Spotlight: Wichita Channel 51	2
Opening Month of Mexican League Soccer	3
Cante y Gane Brings New Talent to AzA	4
Jose Martín and Rebeca Move to Nighttime Spot	4
W21AU Celebrates DirecTV Carriage in Orlando	5
Names & Faces: Victor Luciano	5
AzA Coverage / Contacts	7

Station Spotlight: Wichita *KSMI Channel 51*

Phil Newmark
Owner

Entering small, traditionally non-Hispanic cities is a low-key strategy, but it appears to be paying off for Phil, who has been operating KSMI since Dec. 2003.

He is currently in the process of relocating his studio and master control to a larger space to make room for growing operations.

Local production is already quite prolific at KSMI, which is also available through Cox's digital service throughout 70% of the state since July.

Phil has a female team of two anchors, Yezman Thomas and Karina Silva, for his 12:00 and 5:00 weekday newscasts. Meanwhile, his cameraman Paul Estrada Cruz also doubles as a sports reporter. Fate and love brought Yezman from here hometown of Guadalajara, where she worked on local Televisa productions, while Karina was hired from Miami.

Although the Hispanic population in Wichita is relatively small, an estimated 80,000 in Wichita and 100,000 in the total DMA, there

are areas of extremely high Hispanic concentration in the state, such as Dodge and Garden cities that are covered on the Cox service.



"The predominance of the meat packing industries in these towns has increased the proportions of Hispanics to about 50%, respectively," said Phil.

Although the market is not a metered one, Phil says that his current base of 15-20 clients is being renewed and growing, which is obviously a positive sign. And as the only over-the-air option in Spanish, there's no doubt that he's number one in the market.

The focus of the station for the community is education. And as part of celebrations for Hispanic Month, Phil is broadcasting 20 success stories of local Hispanic residents that will later be copied on DVDs and distributed by the Cuban-born mayor, Carlos Mayans, to local Hispanic residents as testimonies to the benefits on continuing education.

"We want to be known as THE local station for education," he added.

Earlier this year, during Wichita's Riverfest, a stage with Hispanic tal-

ent cosponsored by KSMI and a local radio station drew a crowd of about 5,000.

Local promotions are also strengthened by billboard campaigns that run every quarter and focus on Mexican soccer and the local newscast.

Although Phil is new to the television business, he is no stranger to media, having operated several radio stations in the Los Angeles area and owning a media buying company that works with many music labels in Miami.

Best of luck to you Phil!

Station Data

Market	Wichita
Call Letters	KSMI
Channels	51

General Market

Market Rank	66
Population 2002*	1,172
Households*	452
% Cable TV	
Penetration 2002	69%
Retail Sales (Million US\$)	14,430
% of Hispanic Origin	9.9%

Hispanic Market Info.

Hispanic TV HH Market Rank	52
Hispanic TV HH	
Market Coverage	0.3%
Hispanic TV	
HH Market *	32
Hispanic P2 + Coverage	0.3%
Hispanic P2 + *	115

* In thousands

Opening Month of Mexican League Soccer

This month started out slow for Mexican soccer due to the FIFA-mandated break of Mexican League Soccer to make way for World Cup classifying rounds. Mexico was scheduled to play St. Vincente, but the match was delayed when Florida hurricanes caused flight cancellations.



FIFA games aside, the season has shown several surprises. With less than three full weeks of play, Puebla is tied for first place overall. Last season, Puebla was one of the biggest contenders to fall back to the minor "Primera A" division because of lackluster performance.

Also high on the standings list is Tecos, of Guadalajara, at fourth

place overall. Tecos beat the prior season champs, the Pumas at their stadium, as well as a revamped America in its first two games. Also doing well is Veracruz, with two wins and one loss thanks to performance from the polemic striker Cuauhtemoc Blanco.

With only two games played, Pachuca is close behind with one win and one loss. The newest team in the league, the recently-ascended Dorados of Culiacán is also holding strong with one win, one loss, and one tie, a record that is shared with the Jaguares of Chiapas.

On the lower end, Cruz Azul and Monarcas Morelia have had rough starts. Despite the return of the Olympic gold-medal Argentines,

César Delgado and Luciano Figueroa, Cruz Azul continues to seek its first win of the season after three matches. Monarcas Morelia is also winless after three starts.

One of our most anticipated games of the month is between Monarcas Morelia and Cruz Azul on Sept. 15 as "La Maquina" tries to get its Olympic powers moving.

Cruz Azul will also be facing off against the Chivas of Guadalajara on Sept. 18, both of whom were semifinalists in the playoffs of the prior season championship.

Following is the September schedule of matches broadcasted by Azteca America:

AzA September Transmissions

SEPT.	HOME		VISITOR	TIME
11	Cruz Azul	vs.	Necaxa	17:30
11	Veracruz	vs.	Guadalajara	20:00
12	Pachuca	vs.	Atlante	12:30
12	Tecos	vs.	Santos	16:30
15	Monarcas	vs.	Cruz Azul	20:30
16	Jaguares	vs.	América	15:30
18	Cruz Azul	vs.	Guadalajara	17:30
18	Culiacán	vs.	Necaxa	20:00
19	Tecos	vs.	Puebla	12:30
19	Santos	vs.	Jaguares	16:30
25	Jaguares	vs.	Puebla	15:30
25	Monarcas	vs.	Culiacán	18:00
26	Pachuca	vs.	Veracruz	12:30
29	Tecos	vs.	Jaguares	15:30
29	Santos	vs.	Necaxa	18:00
29	Veracruz	vs.	Toluca	20:00
29	Culiacán	vs.	Guadalajara	22:00

All times listed are EST and broadcast live • Games are subject to last minute changes

Soñarás Novela Debuts With Singing/Acting Sensation Yahir

The hit novela *Soñarás* debuts this month with the singing/acting sensation and La Academia graduate Yahir in the role of "Rey."



The story is centered on the life of Rey, a 20-year-old of very humble beginnings who dreams of being a music star. In the meantime, he works as a waiter and at other menial jobs to maintain his grandparents, with whom he lives. One source of inspiration for Rey is his grandmother Lupita, who has heart problems and needs a very expensive operation.

Rey's life takes a big turn the day he meets Isabela, the daughter of a wealthy family that makes designer wear. However, the romance between Rey and Isabela must overcome the jealousies of Isabela's sister, as well as Isabela's existing boyfriend, the wealthy and arrogant Alfredo. Follow the story line of this youth-oriented novela in *Azteca America*.

Don't miss *Soñarás* at 12:00 pm EST, PST / 11 am CST.



Cante y Gane Brings New Talent to AzA

Cante y Gane, the musical talent show produced by Azteca 54 in Los Angeles, debuts this month to seek undiscovered Hispanic talent in a fun and entertaining setting.

Cante y Gane is hosted by the well-known California entertainment personality Javier "El Jarocho" Hernández and Laura Caro, an entertainer/host who participated in the first generation of Azteca America's hit reality show "*La Academia*".



Each weekday show will feature five new contestants, with winners advancing to a weekly semi-final and then a monthly final. The winner will receive a new car.

Performances will be judged by an expert panel of three industry professionals from the Los Angeles area.

Don't miss "*Cante y Gane*" with El Jarocho and Laura Caro weekdays at 6:00 pm EST and PST / 5:00 pm CST.

Jose Martín and Rebeca Move to Nighttime Spot



José Martín Samano and Rebeca Saenz move to a new nighttime spot for *Noticiero Azteca America* this month: 10:30 pm EST and PST / 9:30 pm CST.

Meanwhile, the afternoon newscast – *Noticiero Azteca America, Primera Edición* – also moves to a new time, 3:30 pm EST and PST / 2:30 CST, and will be anchored by Hannia Novell and Edgar Galicia.

W21AU Celebrates DirecTV Carriage in Orlando

Azteca America Orlando affiliate W21AU rolled out the red carpet late last month to celebrate its Aug. 11—effective DirecTV carriage.

Hosts included David Efron, CEO; Mario Regazzo, station president and general manager and Alejandro Melé, station marketing and sales director, who were all on hand to welcome clients, agencies, media, Hispanic associations and friends to the Hollywood Suite of Universal Studios Florida, the station's home.

As was reported in the last edition of *The AzA Gazette*, W21AU is now carried on DirecTV systems in both Orlando and Tampa DMAs. On-screen talent at the event included Linsley Rivas and Adriana Monzalve, W21AU's local news and entertainment reporters, respectively. From Mexico, Rosalía León and Suzette Márquez, the US Hispanic contestants of *La Academia* were also present.



Following a short video presentation and a few words by Mario, the event continued with live Mariachi bands, as well as a local DJ that kept attendees dancing well into the night.



Congratulations W21AU!

Names & Faces Victor Luciano Direct Response Account Executive

As we continue to grow, so does our sales team. Not only are there more of us, but we are increasingly becoming more specialized.

Victor joined our team this year to focus on a growing advertising niche: direct response.

"The most interesting thing about this market is that you can actually



see and measure the results in dollars and watch clients grow," said Victor.

Raised in the Dominican Republic, Victor says he watched Pati Chapoy and Ventaneando as a child and knew from an early age that he wanted to be in the television business. His industry background includes marketing work at Galavision, sales for Univision's New York stations, and sales for the New York's Latino Mix radio station.

Although friends and clients describe him as fun and easy going, he says that success with direct response comes from always being on top of clients' needs.

Hispanic Heritage Month

We are proud to serve
and be part of the community

- Exclusive soccer matches
- Original novela production
- Local newscasts
- Fun & entertainment

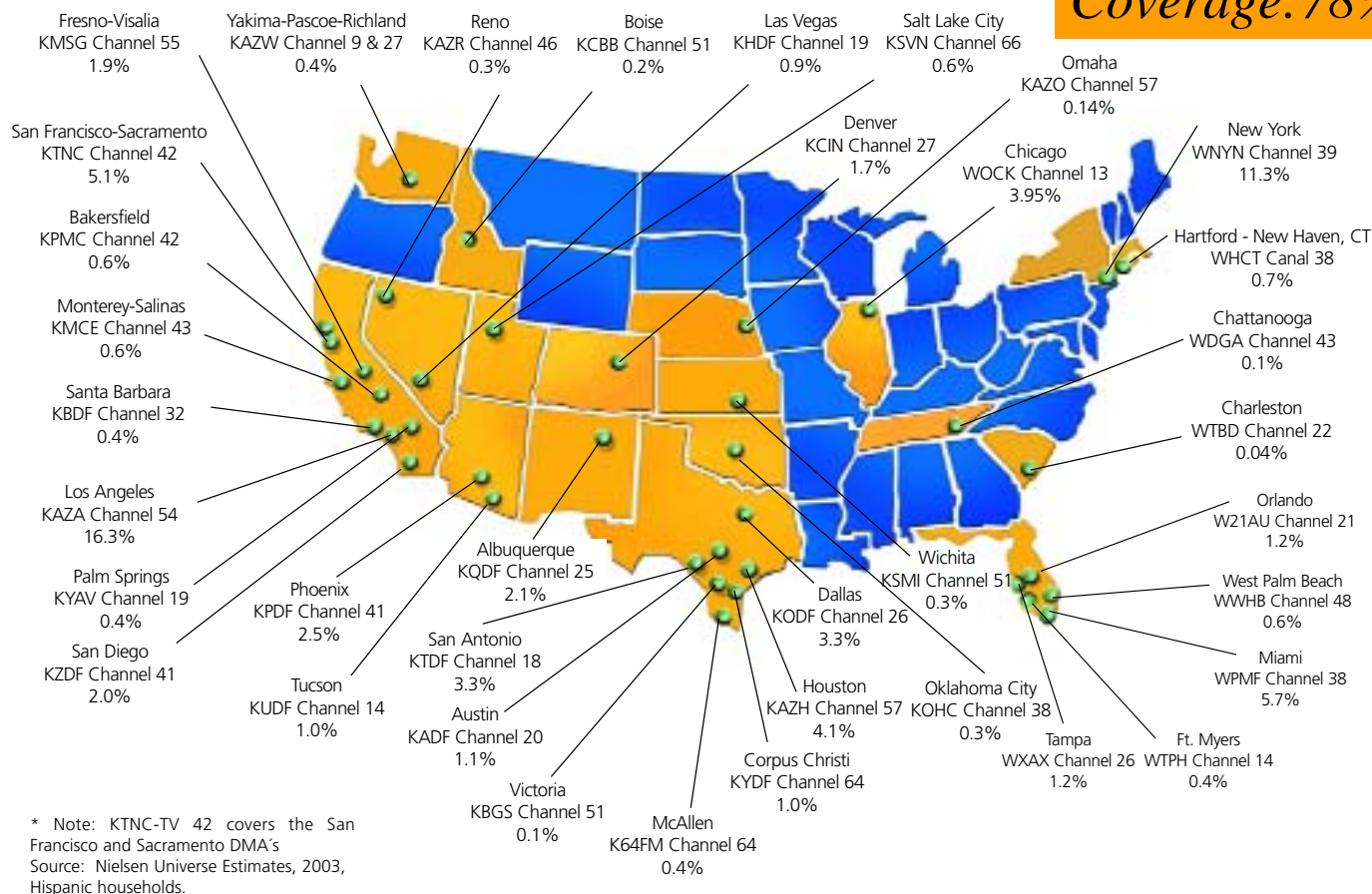
Television for Hispanics **by Hispanics**



AZTECA AMERICA
Television Network

The Fastest Growing Hispanic Network in the U.S.

Coverage: 78%



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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.