

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

December 2003 • Number 14 • Year 2

Events & Features

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Noticiero Azteca America Airls from D.C.

Noticiero Azteca America made a strong start on Dec. 1, with the show anchor Armando Guzmán presenting an exclusive interview with Mexican President Vicente Fox.

In addition to the hour-long weekday newscast at 6:00 pm, *Noticiero Azteca America Última Edición* is also airing from Monday through Friday from 10:30 to 11:00 pm.

The shows are produced and broadcast from Washington DC and include an extensive team in the capital, as well as the support of *Fuerza Informativa Azteca* in Mexico, Central and South America.

Watch for our morning network newscast at 6:00 am scheduled to begin airing in December. 🌈



Dear Friends,

We're closing this year with a bang, not just with distribution, but also with programming news. Thank you all for being with us this 2003.

With all that said, there's still a lot to come this year. *Noticiero Azteca America* was launched on Dec. 1 in its 6:00 pm and 10:30 pm timeslots. However, we still have the 6:00 am morning version to look forward to later this month.

Great luck to you Armando Guzmán and all of the production people working with Elisa Salinas, our new President of Programming and Production.

Aside from our newscasts, we have a new novela, *Dos Chicos de Cuidado en la Ciudad*, and our revamped morning news show from Mexico, *Revista Informativa AM*.

We are also returning from a very successful trip to Capitol Hill, where we met with over a dozen members of congress and staffers, all of whom were eager to hear news about our project.

Today we are present in 31 markets, which account for 69% of households and we're on track for coverage to exceed 70% by year end. This is a nice growth curve from the 18 markets and 53% coverage we had in December of last year. This time next year we'd like to be at about 80% coverage.

Enjoy this month's Gazette.

**Happy Holidays
and Best Wishes
for the New Year,**

Luis J. Echarte
President and CEO
Azteca America

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Station Spotlight: *Santa Barbara* *KSBT Channel 32* *Cable Channel 14*

Nora Crosby • VP of Operations
Una Vez Más

Spreading the word about Azteca America has been the number one goal for KSBT in recent months. And based on early results, it appears that the word is moving in both advertising and consumer circles.



Santa Barbara is among the top 40 Hispanic markets and a bridge between Los Angeles and the San Joaquin Valley. It is fortunate to have the prime cable positioning of Channel 14 on Cox Cable.

But the business agreements don't stop there. KSBT's parent group Una Vez Más has also signed a commercial agreement with Cox for sales and promotion. The agreement allows for plenty of cross marketing by Cox with its Anglo client base.

As for promotion, radio is particularly important in Santa Barbara since town ordinances have strict

rules against billboard and bus advertising. KSBT is currently negotiating an airtime exchange with El Bronco, the leading Hispanic radio station of Santa Barbara.

"Despite billboard restrictions, we made plenty of noise, so that everyone knew right away that Azteca America was in town," said Nora Crosby, VP of operations for Una Vez Más.

"And with the December addition of Mark Paretchan as president of sales, we expect to see some exciting results in coming months."

To kick off the association with Cox, the station held a reception in November that was attended by local luminaries, Azteca sports-caster David Faitelson and advertising clients.

"Aside from a strong promotional event, it had the added benefit that several important advertising contracts were signed," added Nora.

Although there are no exact figures for KSBT audiences, the station has used street surveys intensively. For the moment station recognition is the main thrust, and according to the surveys, about three quarters of the population is currently aware of KSBT's presence.

The most popular network programs are Ventaneando and live soccer, which consistently beats out the competition, not to mention the new network newscast and novela block. Local programming is expected to begin with a newscast next summer. For now, its promotion, promotion, promotion. 🌈

Denver *and Yakima* *Bring* *Coverage* *to 69%*

The number of Azteca America affiliate stations is now up to 31, after adding affiliates KCIN-TV/Channel 27 in Denver, Colorado and KBKI-TV/Channel 9 – K14JH-TV/Channel 14 in Yakima-Pascoe-Richland, Washington. Azteca America coverage is now in markets that represent 69% of US Hispanic households.

Denver is the 16th largest Hispanic television market, and its 590,000 residents account for 1.67% of the U.S. Hispanic population. Although Yakima is a smaller market, the affiliate nonetheless boast a full-power signal at KBKI-TV.

For a full footprint, see page 7.

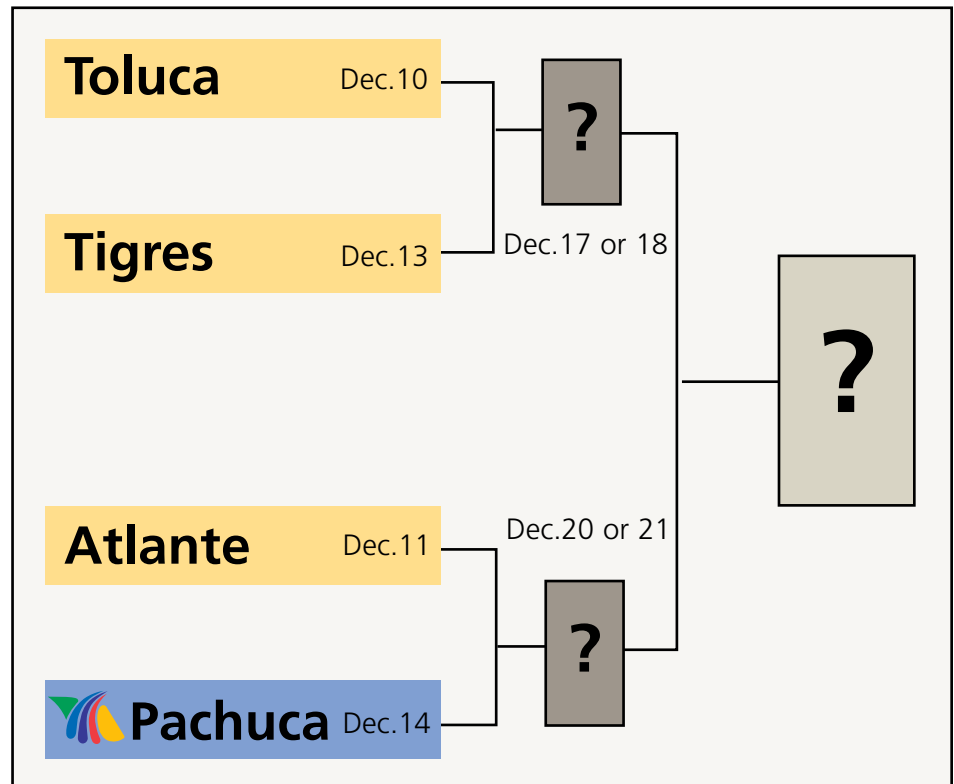
Liguilla Playoffs Move to Semifinals

The four playoff semifinalists were determined following an exciting week of play that saw the number of teams shrink by half.

The Toluca "Diablos Rojos," U. de Nuevo Leon "Tigres," Pachuca "Tuzos" and Atlante "Petros" will advance, leaving behind the UNAM Pumas, Cruz Azul Cementeros, Coahuila Santos and Necaxa Rayados.


The next matchups will be the Tigres vs. Toluca, and Pachuca vs. Atlante as the field narrows to the final. Once again, the finalists will be determined by the combined goals of the two matches that will be played between Dec. 10 and Dec. 14.

Our with Pachuca, with which Azteca America has exclusive



Aza exclusive broadcast team, home match aired live Dec. 14 / 7:00 pm EST, 6:00 pm CST, 4:00 pm PST.

broadcast rights for home matches. The Dec. 4 match posted record viewership for Azteca America, drawing the competition.

Watch for the returning match of Pachuca vs. Atlante on Azteca America Dec. 14 as well as highlights and commentary throughout the week!!! 

AzA Moves to Normal Feed Pattern

Azteca America took another step toward US industry standards when it moved on Dec. 1 to a normal feed pattern for its program transmissions.

As of this month normal programming will be shown at the same local hour in Eastern and Pacific times zones. Meanwhile, Central and Mountain zones will view programming one and two hours later, respectively, according to local time. For example, *Ventaneando* now airs at 7:00 pm Eastern, 7:00 pm Pacific, 6:00 pm Central and 5:00 pm Mountain.

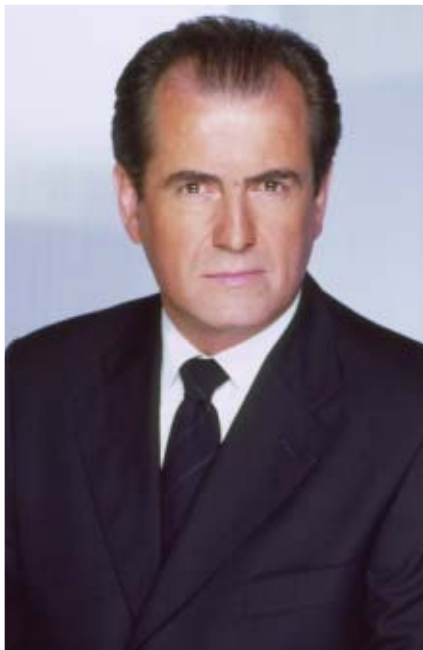
Live soccer matches, however, will continue to air in real time, with the corresponding local time differences according to zone. For example, an 8:00 pm Eastern match, will air at 7:00 pm, 6:00 pm, 5:00 pm and 4:00 pm, respectively.

New Programming

December has been a month of big programming changes, as Azteca America continues to strengthen its news and entertainment block.



Starting at 7:00 am, TV Azteca's revamped morning news show was introduced with *Revista Informativa AM*. The show features hosts Pablo Latapí, a veteran Azteca news anchor, as well as Gloria Pérez Jacome and Anette Cuburu, who formerly cohosted the morning magazine show *Con Sello de Mujer*.



In the afternoon, the hit novela *Dos chicos de cuidado en la ciudad* debuts at 3:00 pm. This entertaining novela features *La Academia* stars Raúl and Victor in comic roles as they make their way in the big city after being admitted to a top music academy.



lowed by the night-time edition of *Noticiero Azteca America, Última Edición*.

December is also the month of playoffs for the *Torneo de Apertura* Mexican league championship. Transmissions during the

Following the evening edition of *Noticiero Azteca America*, with Armando Guzmán, our highly successful entertainment news/gossip show *Ventaneando*, with Paty Chapoy, remains at 7:00 pm. It is trailed by the single episode dramatic series, *Lo que callamos las mujeres*, which depicts pressing issues facing the modern Latin women in a fictional setting. *Mirada de mujer: el regreso* continues to round out the block at 9:00 pm.

At 10:00 pm the acclaimed sexologist Anabel Ochoa tells all with tips and controversy in her show *El buen sexo*. The show is fol-

lowed by the night-time edition of *Noticiero Azteca America, Última Edición*.



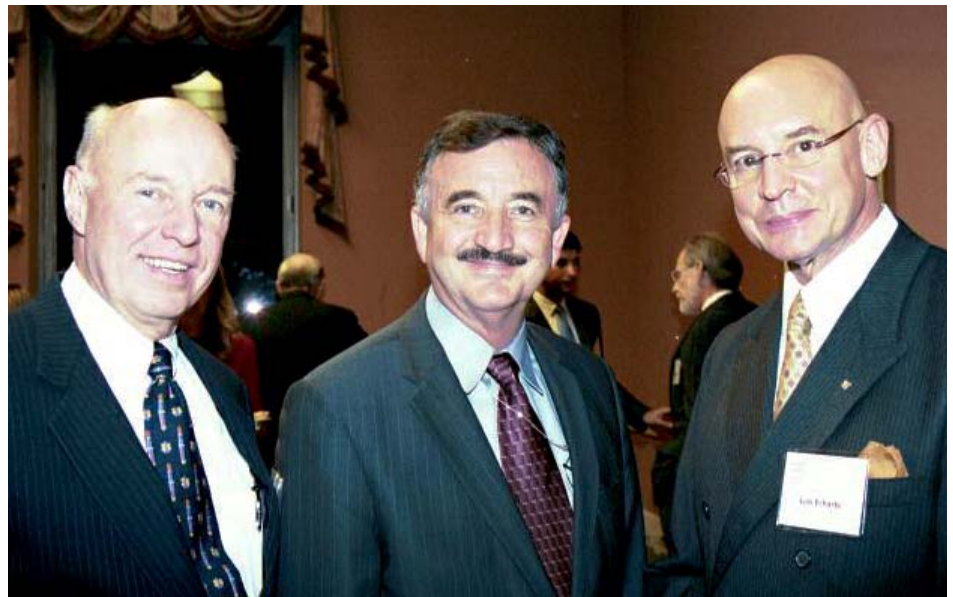
* As of this issue, programming times expressed will be for Pacific and Eastern zones. Central and Mountain local times are one and two hours earlier, respectively. 🌈

AzA Goes to Capitol Hill

A small team of executives led by Luis Echarte met individually with 14 Hispanic members of Congress and their staff to spread the word of Azteca America to legislators.

The message was a simple one: we are here, we are a viable option to the existing Hispanic television monopoly/duopoly, and we want to provide a strong new voice to the Hispanic community.

The message was well received, with legislators convinced that Azteca America is a strong vehicle to carry Hispanic issues, as well as for increased profile for Hispanic entertainers and policy makers.



Following the meetings, Manatt Jones sponsored a reception in the Rayburn Building, where Manatt Jones partner and TV Azteca board member Ambassador Jim Jones presented

Luis Echarte to a mix of legislators, and other Washington notables.

We continue to follow up with these successful meetings. 🌈

AzA Sweeps TV Notas Online Survey

We are pleased to announce that Azteca America programming was the "most watched" in morning, afternoon and night time day parts, according to a weekly Internet survey by the entertainment magazine TV Notas.

According to its *Programas Más Vistos* section, which is an online poll that asks viewers to select their favorite programs from an alphabetical list divided by day part, Azteca America captured:

- "Most Viewed" program in the morning with its magazine show *Cada Mañana* (21.29%),
- The top result in the afternoon with its novela *Enamórate* (16.17%),
- And the first nighttime spot with its novela *Mirada de Mujer: El Regreso* (24.26%).

The network options include Azteca America, Univision, Telefutera, Telemundo and Galavisión programming lists in the weekly poll that closed on Nov. 27.

Azteca America's weekend programming received second, third,

fourth, fifth, sixth, and seventh places, with its *Tempranito* (7.82%), *DeportTV* (7.55%), *Especial Yahir* (7.01%), *Con un Nudo en la Garganta* (6.47%), *Taxi Libre* (5.39%), *Jaripeando* (5.39%), and *Fútbol Soccer* (3.77%).

TV Notas is the highest circulation magazine in its genre of novela news that is not associated with a television company. Paid and audited newsstand sales are 57,500 copies weekly, with a pass-along rate of 5.4 readers per copy.

For full Internet survey results see the *Más Vistos* section of TV Notas' website for the US market at www.tvnotasusa.com. 🌈

Names & Faces

Armando Guzmán

News Director and Anchorman

The man in front of and behind the camera of Azteca America's new network news block is Armando Guzmán. Born in Puebla, Armando studied high school in Quebec, and received a BA in business administration and post graduate studies from the University of San Francisco.

Washington DC would appear an appropriate place to locate *Noticiero Azteca America* and

Noticiero Azteca America Última Edición, given that Armando has almost two decades' experience as a correspondent there for Univisión and TV Azteca. His experience and dedication have made him one of the most trusted and recognized names for news within the Hispanic community.

His extensive experience as a political journalist has led him to interview the last four US presidents and vice presidents, as well as secretaries of state, ministers, governors, and members of Congress in the United States, not to mention such heads of state as Mikhail Gorbachov, Boris Yeltsin, Nelson Mandela, Yasser Arafat and Margaret Thatcher.

With TV Azteca since 2001, Armando rotated last year as the anchor of *Hechos AM* from Mexico City, as well as serving as the Washington DC correspondent for *Fuerza Informativa Azteca* prior to *Noticiero Azteca America*.

The Best of Luck to You and *Noticiero Azteca America*.



La Academia in Los Angeles

Some of the most popular members of La Academia will be on hand in Los Angeles' Long Beach Arena Dec. 13 to celebrate the holidays during the *Posada Azteca 54*.

Tickets will distributed through audience call-ins to Azteca 54 and by sending proofs of purchase of Vitacilina rash ointment.

Myriam, Toñita, Raúl, Víctor, Laura, Wendolee, María Inés, Miguel Angel, Nadia, Alejandra, Manuel and Andrea will be present to liven up the *posada*, a traditional Mexican holiday gathering.



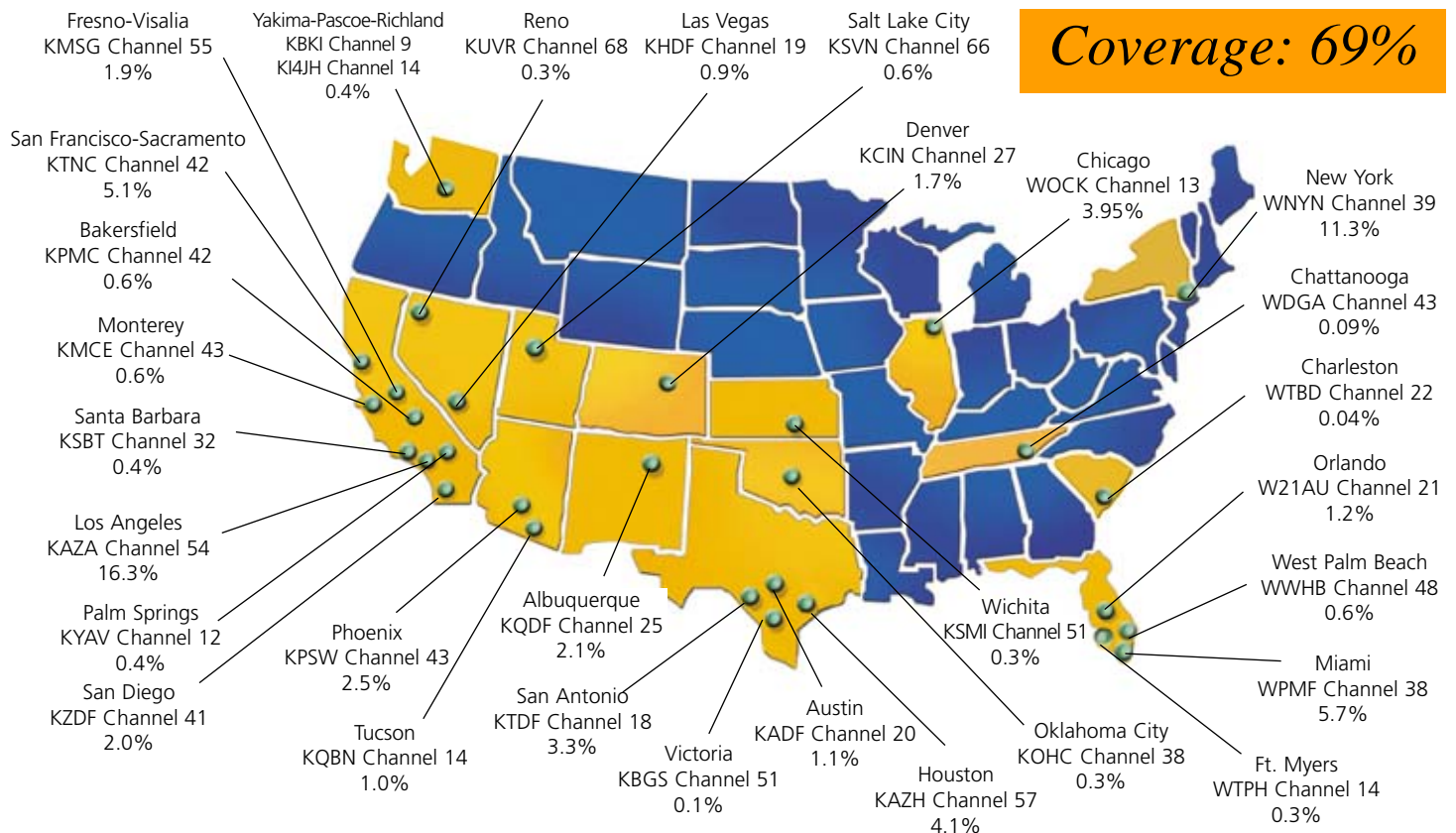
To be confirmed is also the appearance of Estrella.

Additional sponsors of the event include: El Sol 96.3 KXOL-FM, Maruchan, FAMSA, Cousins Carpets and More Life.

Also present will be Karla Zelaya, host of *Jaripeando*, Edgar Muñoz and Emilia Jiménez, anchors of the newscast *Hechos 54*, Alejandro Jiménez, host of *Ruta Musical*, and the cast of *La TV se lava en casa*. 🌈



The Fastest Growing Hispanic Network in the U.S.



* 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.