

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

February 2004 • Number 16 • Year 2

Events & Features

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AzA Ups Soccer Inventory with Jaguares

Azteca America, your source for First Division Mexican soccer, just got better with the recent signing of the Chiapas Jaguares.

With exclusive rights for the transmission of home games of the Jaguares, Azteca America increases the games to be broadcast this season by 18%, from 71 to 84 regular season matches for the current tournament.

"We're very excited that our availability of Mexican soccer, which has been garnering between 25% and 40% audience share in recent weeks, has increased so strongly in terms of available games," said company COO Jorge Jaidar.

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Dear AzA Friends:

Azteca America's passion is to bring the best in Spanish-language programming to the greatest number of Hispanics throughout the US.

There's no doubt that soccer is the favorite pastime of our community. Nor is there doubt that we are the source for this great sport, as we offer more Mexican-league soccer matches than all of our competitors combined.

And the best recently got better, with the exclusive transmission

rights for home games of *Jaguares de Chiapas*, the current overall leader of Mexico's "Clausura" 2004 tournament. With this exclusive agreement, Azteca America can now offer 84 regular season games for the current Mexican tournament, an almost 20% increment over our previous offer, securing our absolute leadership in soccer.

Our soccer supremacy is matched by excellence in other popular Spanish-language genres such as Novelas, Variety and Reality shows. Stay tuned for more, including the long-awaited sequel to *La Academia* next month.

In this issue of the Gazette we congratulate Pati Chapoy on her 8th anniversary of Ventaneando, we feature our affiliate in Monterey-Salinas, and we report on various AzA exclusive events such as the *La Academia* concert in Los Angeles.

Thank you for your interest in Azteca America.

Luis J. Echarte
President and CEO • Azteca America

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Station Spotlight: *Monterey-Salinas* *KMCE Channel 43*

Eric Gams
General Sales Manager

If the operation of a television station is a combination of art, sales and science, there's no question that KMCE in Monterey-Salinas has the latter two bases covered. Station owner Martin Jackson is also president of Marcom, a company that specializes in the integration of television transmission equipment. Thanks to this technological expertise, KMCE actually has more effective radiated power than some of its more powerful neighbors stations that are classified as high power by the FCC.

Following an October upgrade that included raising the height of the transmission tower and installing a new antenna and transmitter, Eric Gams, general sales manager of the station, says that he would put up the station picture quality against any of its competitors.

The station also expects to have several carriage agreements in place for cable television in the next two quarters.

For the sales part of the equation, Eric steps in with over 25 years of experience. He has worked on both the sales and production sides of television at networks such as Fox, Univisión, CBS, and NBC. Ironically, Eric produced AzA



news director Armando Guzmán's first news shows for the NBC affiliate in Monterey a couple of decades ago during a special weekly show aired in Spanish.

Right now the focus is promotion, promotion and promotion.

"We are very aware of branding and promoting ourselves in other media vehicles," said Eric.

With the help of operations manager Brad Jackson, KMCE has focused heavily on radio spots. They are currently cross-promoting with 70 spots per week focusing on Armando Guzmán's recognition that still remains strong in Monterey, live soccer matches and general station and network branding.

Other promotion has focused on media sponsorship of the top two local events in Monterey: The California Rodeo, which is held during the third weekend of July, and the International California Airshow, which is held during the beginning of October. KMCE was on hand last year with banners and mentions over the PA system during the rodeo, which attracted about 60,000 people, and with a stand and banners at the airshow,

which congregated about 80,000 enthusiasts.

Eric is currently gearing up for a KMCE first birthday celebration that will include a radio call-in contest with the prize dinner for six, a limo ride and jewelry gift certificates.

Although Monterey-Salinas is the 29th largest Hispanic market DMA in the US, the Hispanic population is highly concentrated, accounting for 42% of the total. Within the Hispanic population, about 86% is of Mexican descent. Overall Hispanic purchasing power adds up to \$3.1 billion in Monterey.

Best of luck to all of you at KMCE!!! 🌈

Station Data

Market	Monterey-Salinas
Call Letter	KMCE
Channel	43

General Market

Market Rank	120
Population 2002*	739
Households*	236
% Cable TV	
Penetration 2002	72.0%
Retail Sales	
(Million US\$)	9,087
% of Hispanic Origin	41.1%

Hispanic Market Info.

Hispanic TV HH Market Rank	29
Hispanic TV HH	
Market Coverage	0.6%
Hispanic TV HH Market*	61
Hispanic P2 + Coverage	0.8%
Hispanic P2 + *	275

* In Thousands

Soccer Update: First Month Yields Surprises

Although it is still early to talk about contenders for the Clausura tournament finals, the first month of play has yielded some interesting surprises.

The overall leader, the Chiapas Jaguares, AzA's new exclusive team, have nine points, with a 3-1 record, which is also shared by second and third-place teams Toluca and Guadalajara, respectively. Azteca's own Morelia continues to feel the pains of its rebuilding phase, with 2 ties and two losses. Nevertheless, the strategy of Morelia to sell some of its big-name players doesn't appear to be such a bad one. Reinaldo Navia, who was traded to America and was the number-two striker in the league last year, has only produced one goal this season for his new team.

Current individual goal leaders are America astro Cuauhtemoc Blanco tied with Alex Fernandes from Monterrey, followed by Salvador Cabañas of Jaguares.

Stay tuned as the season unfolds en route to the June championships of Mexican soccer! 🌈



AzA February Transmissions

FEB	HOME		VISITOR	TIME
14	MONARCAS	vs.	GUADALAJARA	6:00 pm
15	PACHUCA	vs.	NECAXA	1:00 pm
15	QUERÉTARO, F.C.	vs.	TOLUCA	3:00 pm
15	SANTOS	vs.	CRUZ AZUL	5:00 pm
21	VERACRUZ	vs.	SANTOS	4:00 pm
21	CRUZ AZUL	vs.	ATLANTE	6:00 pm
22	IRAPUATO	vs.	AMERICA	1:00 pm
22	U.A. De G.	vs.	SAN LUIS	5:00 pm
25	SANTOS	vs.	U.A. De G.	5:00 pm
25	PACHUCA	vs.	U.N.A.M.	9:00 pm
25	QUERÉTARO, F.C.	vs.	NECAXA	9:45 pm
26	MONARCAS	vs.	PUEBLA	9:45 pm
28	VERACRUZ	vs.	JAGUARES	4:00 pm
28	CRUZ AZUL	vs.	PACHUCA	6:00 pm
29	IRAPUATO	vs.	ATLAS	1:00 pm
29	U.A. De G.	vs.	ATLANTE	5:00 pm

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With the addition of the Jaguares, Azteca America has transmission rights for nine of Mexico's 20 First Division teams.

The contract signed directly with the Jaguares gives TV Azteca and specifically Azteca America exclu-



sive transmission rights for Mexico and the United States, among other markets, in over-the-air, cable and satellite transmissions.

Azteca America, where you'll find more Mexican soccer than all other networks combined. 🌈

Ventaneando Celebrates Eight Years on the Air

Congratulations go out to Pati Chapoy and all her team for eight years on the air with Ventaneando.

A pioneer in bringing professional journalism to the entertainment business, Pati has a talented and loyal team with Pedro Sola, Mónica Garza, Aurora Valle and Daniel Bisogno.

Funny, incisive, and always fresh, Ventaneando is a perennial programming winner and we look forward to an equally successful next eight years.

Names & Faces

David Faitelson

*Head of Sports Information
Office • TV Azteca*

Born in Ashkelon, Israel, David has lived in Mexico since age nine. He began his career as a sports commentator in 1985 covering baseball for the Mexican daily *La Afición* followed by the dailies *El Heraldo* and *Excelsior*. He is one of the few people at TV Azteca that predates the company itself, hav-

ing arrived at Azteca's government precursor Imevisión in 1989. He has covered three World Cup Soccer Tournaments, four Olympic Games, as well as several Panamerican Games. His area of expertise is boxing and baseball, although he is also well tuned into Mexico's national sport: soccer, or *fútbol*. As the head of the sports information office at TV Azteca, David is a top commentator for the early version of the *Los Protagonistas* sports commentary and news show, which is aired at 1 AM on Azteca America, and the



host of the *Los Protagonistas* edition that airs at 11:00 Mon-Fri. He is also responsible for the daily sports segment of *Noticiero Azteca America* and hosts a weekly soccer special called *El Color*.

Armando Guzman Column Syndicated Nationwide

Congratulations to Armando Guzmán, news director of *Noticiero Azteca America*, and his syndicated column: *Lo que los poderosos callan*, which is currently being published in 12 Hispanic newspapers.

The column focuses on bilateral issues between Mexico and the United States, and Washington politics with relevance to the Hispanic community.

We would also like to thank our media partners: *El Latino* in San Diego, *Prensa Hispana* in Phoenix, *El Mundo* in Austin, *El Diario La Estrella* in Dallas, *El Mundo* in Las Vegas, *Teleguía* and *El Imparcial* in Chicago, *La Voz de Colorado* in Denver, *La Oferta* in San Francisco, *El Vistazo* in Monterey-Salinas, *El Sol de*

Modesto, *El Gráfico* in Fresno and *El Popular* in Bakersfield.

Combined circulation is over 300,000, and we are looking to spread the column concept to other programming areas.

Guzmán Courts Mexican Expats

AzA's news director Armando Guzman was in Las Vegas for the second annual convention of the AMME, the Worldwide Association of Mexicans Living Abroad, held at the MGM hotel from Jan 29-31.

Aside from a live link from the event broadcast on *Noticiero Azteca America* on Jan. 30, Armando presented an award to Héctor Barreto, founder of the US Mexico Chamber of Commerce and founder of the *De Sanchez a Sánchez y a Smith* foundation, which foment participation of Hispanics in business. Also speaking were Carlos Villanueva, president of the AMME, and Mexican Congressman Juan Antonio

Guajardo, who presides the Migration Issues Committee of Mexico's Chamber of Deputies.

Thanks go out to our Las Vegas affiliate KHF TV Channel 19, and especially Enrique Bulnes, for making the event happen.

Affiliate Support Site Revamped

As of Feb. 2, AzA affiliates have a new promotional tool with e-GTS (e-Global Television System). The site, which upgrades the prior Kosma system, contains a transmission log with 48 hour advance of programming by region, as well as radio spots, files to print posters, billboards and print advertisements.

The material is currently primarily on a network level. In coming weeks, additional material will be personalized for individual stations needs.

If you have any questions about how the system operates, feel free to contact jpalvarez@tvazteca.com.mx

Lo que callamos las mujeres

EN FEBRERO

HISTORIAS MÁS IMPACTANTES

Tan reales como lo que tu vives

Lunes a viernes

8:00 pm / 7:00 centro



Busca tu canal por ciudad

Albuquerque, NM	25	Oklahoma City, OK	38
Austin, TX	20	Orlando, FL	21
Bakersfield, CA	42	Palm Springs, CA	12
Charleston, SC	22	Phoenix, AZ	41
Chattanooga, TN	43	Reno, NV	68
Chicago, IL	13	San Francisco, CA	42
Corpus Christi, TX	64	San Jose, CA	42
Dallas, TX	26	Sacramento, CA	42
Denver, CO	27	Salinas, CA	43
Fresno, CA	55 (8)	Salt Lake City, UT	49-66
Ft. Myers, FL	14	San Antonio, TX	18
Ft. Pierce, FL	48	San Diego, CA	41
Houston, TX	57	Santa Barbara, CA	32
Las Vegas, NV	19	Stockton, CA	42
Los Angeles, CA	54	Tucson, AZ	14
Miami, FL	38	Victoria, TX	51
Modesto, CA	42	Vissalia, CA	55 (8)
Monterey, CA	43	West Palm Beach, FL	46
Naples, FL	14	Wichita, KA	51
New York, NY	39	Yakima, WA	9
Oakland, CA	42		

tus experiencias

compartimos

los secretos de los famosos



Ventaneando
con Pati Chapoy

Lunes a viernes

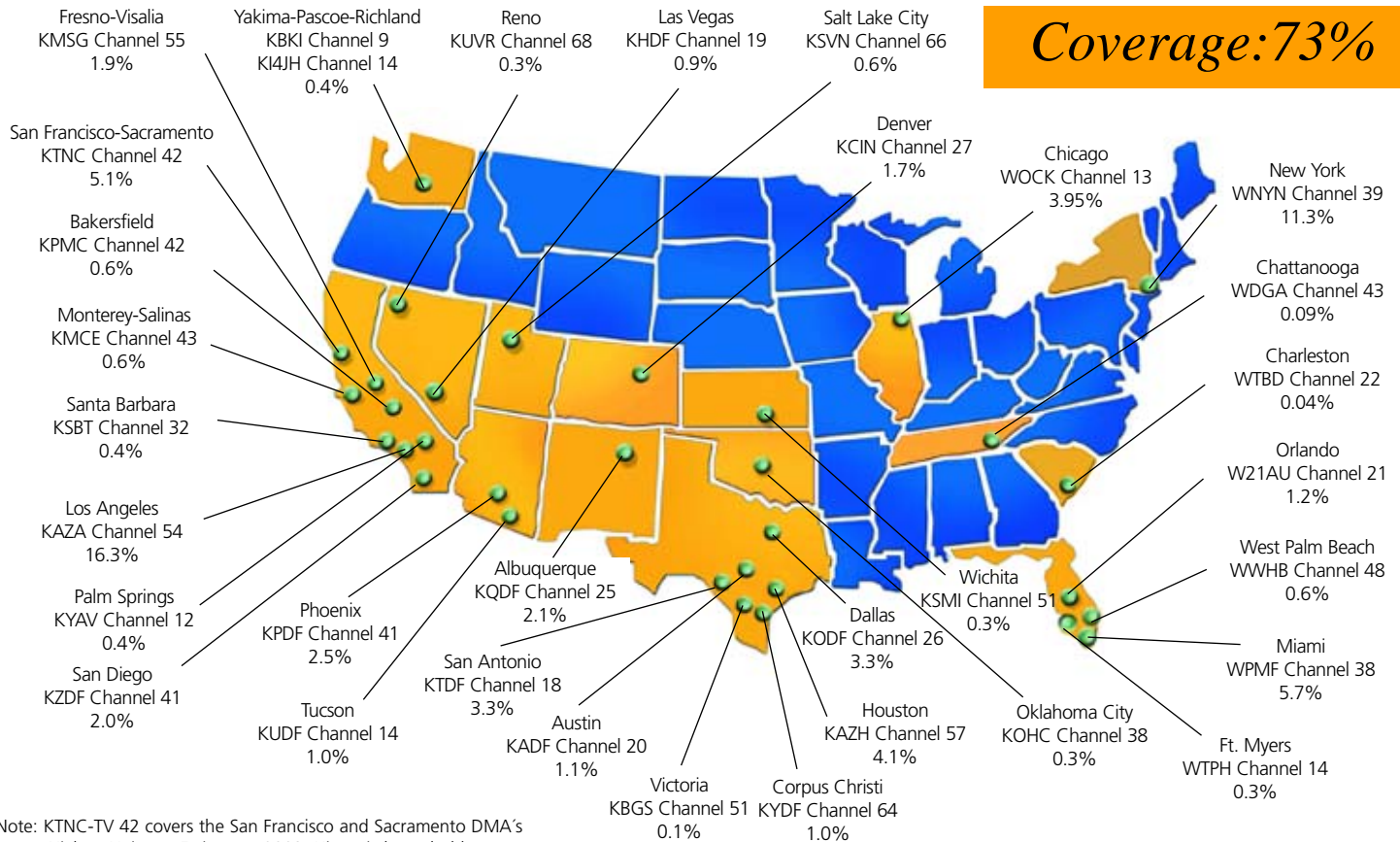
7:00 pm / 6:00 centro



AZTECA AMERICA
es tu casa

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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.