

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

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Events & Features

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Dallas and Corpus Christi Added to Footprint

AzA has increased its coverage to 73% by adding two new affiliates in Dallas and Corpus Christi, Texas. The additions increase the network's coverage to 33 markets.

With the addition of KODF-TV/Channel 26 in Dallas and KYDF-TV/Channel 64 in Corpus Christi, Azteca America continues its growth in key U.S. Hispanic markets. In addition, the Corpus Christi affiliate has cable coverage on channel 22 of the Grande Cable system. This brings the number of affiliates to six in Texas, which is second to California in number of affiliates for Azteca America. 🌈



Dear Azteca America friends:

It has been two years since we officially launched our network with stations in Los Angeles, San Francisco and Houston covering 28% of US Hispanic households. Today, with the addition of Dallas and Corpus Christi, we are happy to announce that we have achieved coverage of 73% with 33 stations on the air.

It has not been easy and it has not been a one-man show. It has taken a great amount of effort from dedicated people like Terry Crosby, our

affiliate in Dallas, Corpus Christi and many other important markets. To date we have been blessed with the energy of dozens of people who have trusted and participated in this project, and hundreds more will follow.

On the programming front, we are beginning this year with a lot to cheer about with our newscast, *Noticiero Azteca America*, anchored by Armando Guzmán—a recognized Television reporter- from Washington, D.C.. And we intend to continue to add more US productions to a programming grid that already has more live US-based shows than many of our competitors.

There is still work to do. By the end of the year expect to have more than 80% over-the-air coverage, with a notable increase in cable carriage. These have been formidable years for our young network and we intend to maintain the pace. Grow with us!

In this issue of the Gazette, we have some exciting programming changes and the return of Mexican soccer.

Luis J. Echarte
President and CEO • Azteca America

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Station Spotlight: *Fresno-Visalia- Bakersfield Channels 55, 8 and 42 KMSG, KFAZ and KPMC*

Federico Galindo- GM
Gary Cocola- Station Owner

Experience has taught these two men the ins and outs of Hispanic television.

Gary Cocola is known as one of the leading experts in the nation on the operation of low-power stations. He currently has 28 stations throughout the western US and was the first affiliate of Telemundo in 1988, a relationship that also began in Fresno.

The DMA of Fresno-Visalia is the 14th largest Hispanic market in the country, while the DMA of Bakersfield is number 30. Combined, they are actually equivalent in size to Phoenix, which is the ninth-largest Hispanic market in the country.

Federico says that following his eleven years in the television business, which began in Fresno as controller for a Telemundo station, that the tried and true strat-

egy is a two-pronged approach for clients and viewers, respectively.

"Even bi-lingual clients prefer to do business in English," he said. "However, there's no doubt that what's targeted at the viewer should be in Spanish."

To meet this end, the station has already penned a promotional exchange agreement with the top Spanish-language papers Viva en el Valle, El Grafico and El Pique. This is supported with exchanges with local radio stations.

"Even the top two stations in the Central Valley, who don't normally do promotional exchanges, are working with us because they believe in our content," said Federico.

Other promotions include the sponsorship of the 22nd Annual Viva Mariachi Festival, the Feb. 21-22 musical event that culminates in a concert held in the 12,000-seat Fresno Arena featuring top US and Mexican Mariachi groups. Sponsoring the event is



especially rewarding for KMSG since it had been a Univision exclusive for many years, and then had been sponsored by Telemundo. KMSG will have its own mariachi band in addition to having its local host Gil García Patron as MC.

Gil García Patron is also the host of KMSG's only locally produced program for the moment. His show has been on the air for 14 years running, and attracting him to KMSG from the local Telemundo affiliate was a real coup. The show includes a novela recap that is hosted by a local Fresno DJ. There are also plans in the works for a Mexican political recap show aimed at migrants who want to keep in touch with events at home and a local news show. 🌈

Congratulations to Las Vegas, New York and Miami for DirecTV Carriage

Azteca America would like to congratulate KHDF in Las Vegas, WNYN in New York and WPMF in Miami for DirecTV carriage in these markets.

Keep up the great work!!!

Noticiero Azteca America Scoops the Competition

In just over a month, Noticiero Azteca America is already proving itself as an agile and aggressive reporting platform. According to the news director Armando Guzmán and show producer Rafael Gutiérrez, the show scooped its Hispanic network competition in breaking stories on the capture of Saddam Hussein, the outbreak of Mad Cow disease in the US, and the presence of TSA agents in the Mexico City airport.

In Latin American news, Noticiero broke the story of the IMF and World Bank condoning \$6.5 billion of debt owed by Nicaragua, which included an exclusive one-on-one interview with President Bolaños. The newscast is also proud to be the first newscast to announce President Hugo Chavez would not recognize a recall effort in

Venezuela. The decision was announced on Noticiero by the Venezuelan ambassador to the United States. 🌈

Historias de la Vida Real, High-Impact Stories on Primetime

Historias de la Vida Real, a single-episode dramatic series based on true stories, began its transmission on Jan. 12 at 9:00 pm / 8:00 pm CST. It tripled the audience for that time slot in the program's debut. Dramatic events, like kidnappings, exorcisms and cults, are some of the themes of these programs, which are undoubtedly making strong connections with viewers. The actors featured are both Azteca veterans and up and coming new talent. 🌈



DeporTV Celebrates 30 Years



While television programs are often flightier than fashion, DeporTV is a programming stalwart that has stood the test of three decades. Led by José Ramón Fernández, a Mexican sports legend, DeporTV includes a stellar team of 14 sports reporters and commentators that offer the best recaps and opinions in the industry.

DeporTV airs Sundays at 7 pm / 6 pm CST, with a 30-year tribute on Jan. 18

Congratulations Joserra & Co.....!!!! 🌈



Names & Faces *Bob Hyland*

VP of Cable Distribution

As Azteca America's point man for cable distribution, Bob Hyland brings a wealth of experience to Azteca America. Bob counts with 25 years in the television and radio business, mostly with CBS. He began in radio as general manager of WCBS news radio in

New York, starting a relationship with CBS that would last until 1992 as president of CBS' FM station division and later VP and general manager of KCBS TV in Los Angeles.

He later headed up Arbitron's push to rival Nielsen in TV ratings until 1996, when he moved to Paxson Television as regional VP, overseeing 16 markets. His experience in Spanish television is with KJLA, a bi-lingual station in Los Angeles.



Mexican Soccer is Back!!

The Torneo de Clausura spring soccer season kicks off this month and will continue through June. In the opening weekend TV Azteca broadcast four games.

This season we will broadcast a total of 76 regular season games (see attached calendar)

1. Monarcas Morelia (owned by TV Azteca)
2. Pachuca (last season champion)
3. Cruz Azul
4. Querétaro F.C.
5. U.A.G.
6. Irapuato
7. Veracruz
8. Santos

Programming Grid Retuned

In with the new year came some exciting programming changes at Azteca America.

For primetime, *Historias de la Vida Real*, a single episode drama series based on true stories, was launched on Jan. 12 at 9:00 pm / 8:00 CST (see accompanying article). Meanwhile, Azteca America's novela *Mirada de Mujer: El Regreso* moves to 4:00 pm / 3:00 CST.

Other changes include the launching of the fantastic investigative reporting show *Calles al Desnudo* at 6:00 pm / 5:00, moving the start of *Noticiero Azteca America* to 6:30 pm / 5:30 CST.

El Buen Sexo, where Dr. Anabel Ochoa tells you all you need to know, has been moved to 11:00 pm / 10:00 CST.

Perhaps best of all is the return of regular season soccer. The four season premier matches on Azteca America included Monarcas de Morelia, Santos, Veracruz and last season's champs Pachuca. 🌈

Calles al Desnudo Debuts

The fantastic investigative reporting show *Calles al Desnudo* was launched on Jan. 12 with wide acceptance. Hosted by Paola Torres, the show covers stories from the bizarre to the astonishing, always following the pulse of the streets of urban Latin America, whether it be Mexico, Central America, South America or the Hispanic US.

Watch *Calles al Desnudo* Monday through Friday on 6:00 pm / 5:00 pm CST. 🌈

2004 Mexican Soccer First Division Championship



OFFICIAL CALENDAR CLOSING TOURNAMENT 2004 REGULAR SEASON

Week 1 17 - 18 JANUARY

MONARCAS	vs.	IRAPUATO	17:00	hrs.	Saturday
U.A. G.	vs.	VERACRUZ	12:00	hrs.	Sunday
PACHUCA	vs.	QUERÉTARO, F.C.	12:00	hrs.	Sunday
SANTOS	vs.	GUADAJARA	16:00	hrs.	Sunday

Week 2 24 - 25 JANUARY

VERACRUZ	vs.	MONTERREY	15:00	hrs.	Saturday
CRUZ AZUL	vs.	AMERICA	17:00	hrs.	Saturday
IRAPUATO	vs.	U.A. G.	12:00	hrs.	Sunday
QUERÉTARO, F.C.	vs.	MONARCAS	14:00	hrs.	Sunday

Week 3 JANUARY 31 FEBRUARY - 1

MONARCAS	vs.	TIGRES	17:00	hrs.	Saturday
PACHUCA	vs.	TOLUCA	12:00	hrs.	Sunday
QUERÉTARO, F.C.	vs.	IRAPUATO	14:00	hrs.	Sunday
SANTOS	vs.	PUEBLA	16:00	hrs.	Sunday

Week 4 FEBRUARY 7 - 8

VERACRUZ	vs.	ATLAS	15:00	hrs.	Saturday
CRUZ AZUL	vs.	SAN LUIS	17:00	hrs.	Saturday
IRAPUATO	vs.	MONTERREY	12:00	hrs.	Sunday
U.A. G.	vs.	AMERICA	16:00	hrs.	Sunday

Week 5 FEBRUARY 14 - 15

MONARCAS	vs.	GUAD-AJARA	17:00	hrs.	Saturday
PACHUCA	vs.	NECAXA	12:00	hrs.	Sunday
QUERÉTARO, F.C.	vs.	TOLUCA	14:00	hrs.	Sunday
SANTOS	vs.	CRUZ AZUL	16:00	hrs.	Sunday

Week 6 FEBRUARY 21 - 22

VERACRUZ	vs.	SANTOS	15:00	hrs.	Saturday
CRUZ AZUL	vs.	ATLANTE	17:00	hrs.	Saturday
IRAPUATO	vs.	AMERICA	12:00	hrs.	Sunday
U.A. G.	vs.	SAN LUIS	16:00	hrs.	Sunday

Week 7 FEBRUARY 25 - 26 (DOBLE)

SANTOS	vs.	U.A. G.	16:00	hrs.	Miércoles
PACHUCA	vs.	U.N.A.M.	20:00	hrs.	Miércoles
QUERÉTARO, F.C.	vs.	NECAXA	20:45	hrs.	Miércoles
MONARCAS	vs.	PUEBLA	20:45	hrs.	Jueves

Week 8 FEBRUARY 28 - 29

VERACRUZ	vs.	JAGUARES	15:00	hrs.	Saturday
CRUZ AZUL	vs.	PACHUCA	17:00	hrs.	Saturday
IRAPUATO	vs.	ATLAS	12:00	hrs.	Sunday
U.A. G.	vs.	ATLANTE	16:00	hrs.	Sunday

Week 9 MARCH 6 - 7

MONARCAS	vs.	CRUZ AZUL	17:00	hrs.	Saturday
PACHUCA	vs.	VERACRUZ	12:00	hrs.	Sunday
QUERÉTARO, F.C.	vs.	U.N.A.M.	14:00	hrs.	Sunday
SANTOS	vs.	AMERICA	16:00	hrs.	Sunday

Pachuca Captures Winter *Torneo de Apertura* Championship.

It was the opening game, which was broadcast exclusively on Azteca America, where the Pachuca Tuzos took their 3-1 lead over the Monterrey Tigres.

Although the Tigres won the second series in the match 1-0, the point difference was not enough to overcome the initial loss. The last time these two teams matched up in a final, in the spring of 2001, Pachuca also came out on top.

Week 10 MARCH 13 - 14

VERACRUZ	vs.	MONARCAS	15:00	hrs.	Saturday
CRUZ AZUL	vs.	QUERÉTARO, F.C.	17:00	hrs.	Saturday
IRAPUATO	vs.	SAN LUIS	12:00	hrs.	Sunday
U.A. G.	vs.	PACHUCA	16:00	hrs.	Sunday

Week 11 MARCH 20 - 21

MONARCAS	vs.	U.A. G.	17:00	hrs.	Saturday
PACHUCA	vs.	MONTERREY	12:00	hrs.	Sunday
QUERÉTARO, F.C.	vs.	VERACRUZ	14:00	hrs.	Sunday
SANTOS	vs.	SAN LUIS	16:00	hrs.	Sunday

Week 12 MARCH 27 - 28

VERACRUZ	vs.	TIGRES	15:00	hrs.	Saturday
CRUZ AZUL	vs.	TOLUCA	17:00	hrs.	Saturday
IRAPUATO	vs.	SANTOS	12:00	hrs.	Sunday
U.A. G.	vs.	QUERÉTARO, F.C.	16:00	hrs.	Sunday

Week 13 APRIL 3 - 4

MONARCAS	vs.	AMERICA	17:00	hrs.	Saturday
PACHUCA	vs.	ATLAS	12:00	hrs.	Sunday
QUERÉTARO, F.C.	vs.	MONTERREY	14:00	hrs.	Sunday

Week 14 APRIL 10 - 11

VERACRUZ	vs.	GUAD-AJARA	15:00	hrs.	Saturday
CRUZ AZUL	vs.	NECAXA	17:00	hrs.	Saturday
IRAPUATO	vs.	ATLANTE	12:00	hrs.	Sunday
U.A. G.	vs.	TOLUCA	12:00	hrs.	Sunday
SANTOS	vs.	JAGUARES	16:00	hrs.	Sunday

Week 15 APRIL 17 - 18

MONARCAS	vs.	SAN LUIS	17:00	hrs.	Saturday
PACHUCA	vs.	SANTOS	12:00	hrs.	Sunday
QUERÉTARO, F.C.	vs.	ATLAS	14:00	hrs.	Sunday

Week 16 APRIL 24 - 25

VERACRUZ	vs.	PUEBLA	15:00	hrs.	Saturday
CRUZ AZUL	vs.	U.N.A.M.	17:00	hrs.	Saturday
IRAPUATO	vs.	JAGUARES	12:00	hrs.	Sunday
U.A. G.	vs.	NECAXA	12:00	hrs.	Sunday
SANTOS	vs.	MONARCAS	16:00	hrs.	Sunday

Week 17 MAY 1 - 2

MONARCAS	vs.	ATLANTE	17:00	hrs.	Saturday
CRUZ AZUL	vs.	IRAPUATO	17:00	hrs.	Saturday
PACHUCA	vs.	JAGUARES	12:00	hrs.	Sunday
QUERÉTARO, F.C.	vs.	SANTOS	14:00	hrs.	Sunday

Week 18 MAY 8 - 9

VERACRUZ	vs.	CRUZ AZUL	15:00	hrs.	Saturday
PACHUCA	vs.	IRAPUATO	12:00	hrs.	Sunday
U.A. G.	vs.	U.N.A.M.	16:00	hrs.	Sunday
SANTOS	vs.	TIGRES	16:00	hrs.	Sunday

Week 19 MAY 15 - 16

MONARCAS	vs.	PACHUCA	17:00	hrs.	Saturday
CRUZ AZUL	vs.	U.A. G.	17:00	hrs.	Saturday
IRAPUATO	vs.	VERACRUZ	12:00	hrs.	Sunday
QUERÉTARO, F.C.	vs.	JAGUARES	14:00	hrs.	Sunday

Ventaneando

con Pati Chapoy

Lunes a viernes
7:00 pm / 6:00 centro



compartimos

los secretos de los famosos

tu realidad

NOTICIERO

AZTECA AMERICA

con Armando Guzmán

Lunes a viernes
6:30 pm / 5:30 centro
10:30 pm / 9:30 centro y



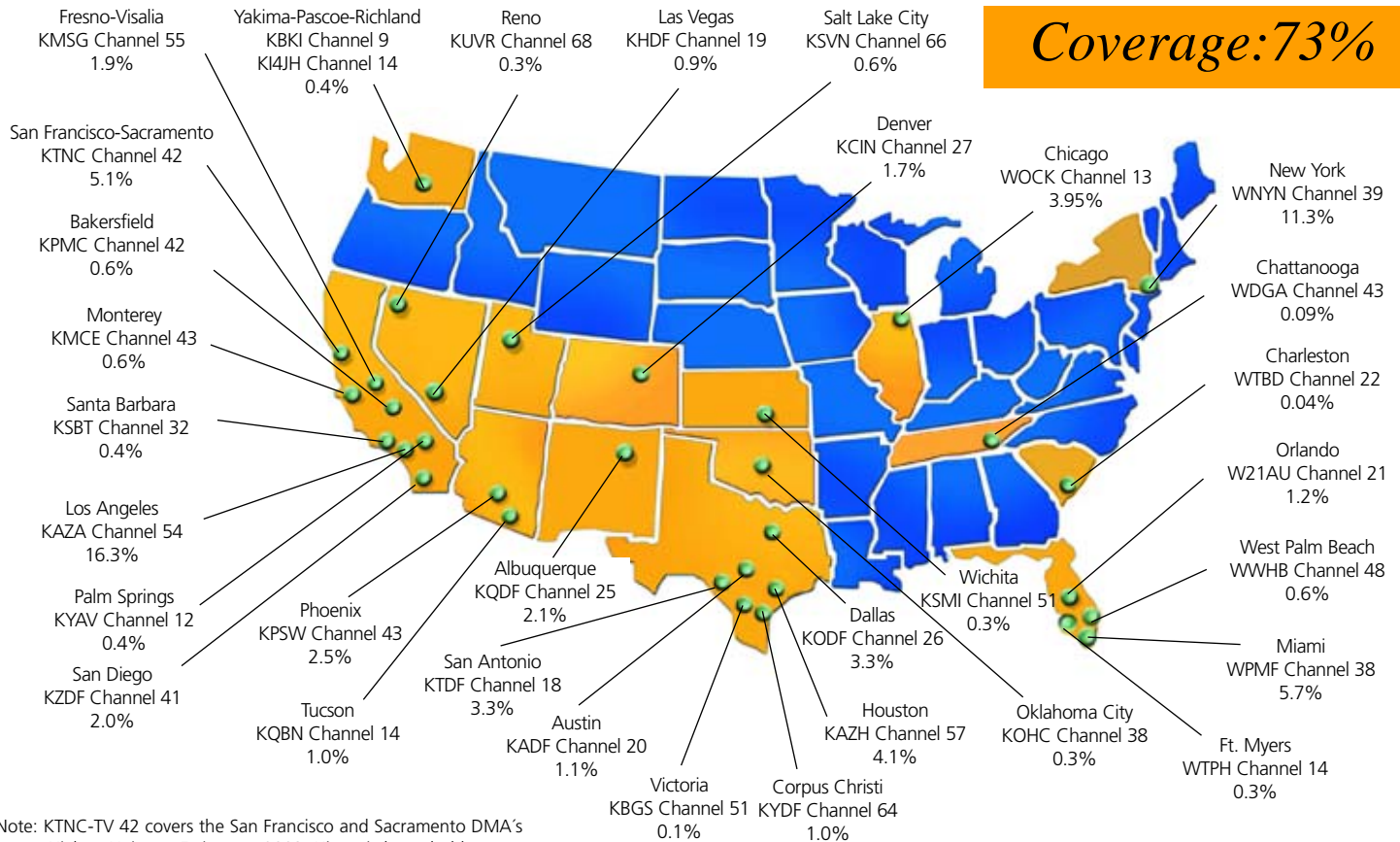
Busca el número de
canal por ciudad

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	43
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 (B)	Salt Lake City, UT	49-66
Fl. Myers, FL	14	San Antonio, TX	18
Fl. 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	Visalia, CA	55 (B)
Monterey, CA	43	West Palm Beach, FL	48
Naples, FL	14	Wichita, KA	51
New York, NY	39	Yakima, WA	9
Oakland, CA	42		



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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.