

# The AzA Gazette



*The Azteca America Monthly Newsletter for Clients, Friends and Associates*

November 2003 • Number 13 • Year 2

## Events & Features

- *Mirada de Mujer* on AzA p.4
- *La Hija del Jardinero* Debuts on AzA p.4
- *Hechos 54* Starts With a Bang p.6

## Carlos de la Garza Named President of Sales and Marketing

Carlos de la Garza was named this month President of Sales and Marketing of Azteca America, assuming responsibilities formerly held by Phillip R. Woodie.

Mr. de la Garza brings a strong sales background and thorough knowledge of TV Azteca to the position through his six years of experience as director of national sales, overseeing the company's top 120 clients. His sales strategy and execution proved highly successful in breaking the market monopoly of Televisa in Mexico.

*continued p. 2*



## Dear Friends,

This month we celebrate a year of the AzA Gazette, and it's worth taking a moment to reflect of the success of the project.

Good communication is paramount for our long-term goals, and the Gazette has become an important way to stay in touch with you, the affiliates, clients, agencies and cable companies that have made the network what it is today.

To further improve communication we also launched last month our corporate website at:

[www.aztecaamerica.com/corporate](http://www.aztecaamerica.com/corporate).

I would also like to welcome Carlos de la Garza to Azteca America as President of Sales and Marketing. Carlos is a veteran of the TV Azteca sales team with a long track record of delivering results and creative solutions. At the same time I would like to thank Phillip R. Woodie for his service; and to wish him the best in future endeavors.

We have a lot of programming news in this issue. We began airing on Nov. 3 our novela *Mirada de Mujer*, *El Regreso*. This is the sequel to our groundbreaking novela that surprised viewers throughout the world and brings together some of the best acting talent in Mexico. And on Nov. 17, please join us for our totally revamped *Hechos America*, anchored by Armando Guzmán from Washington D.C.

November will be an exciting month, let's share it together. And once again, thank you for your support.

Luis J. Echarte  
President and CEO  
Azteca America

## Content

Station Spotlight: Our Affiliates	2
Chattanooga Comes With Cable	2
Standings as of November 3	3
Coverage: Then and Now	5
Names & Faces • The Editorial Committee	6
AzA Coverage / Contacts	8

## Station Spotlight: Our Affiliates

In our first year of publication of the AzA Gazette, we have featured eleven affiliates in our Station Spotlight section. We attempt to alternate between an east coast and a west coast station every issue.



Given that we have 29 stations and growing, this means that less than half of our stations have been featured. We've been trying to convince Mariano Cortes to slow down his affiliation signing so that we can catch up, but he doesn't seem to be paying too much attention to the requests.

Had we stayed with the footprint of 13 markets we had in early November 2002, when we launched The AzA Gazette, we would have almost featured our entire network.



As the footprint stands now, we have editorial content for at least the next year and a half without repeating.



We hope this section is useful to all of our readers and welcome any comments to improve it.

*continued p. 1*



Prior to his appointment at Azteca America, Mr. de la Garza was CEO of Movil@ccess, a wireless data company. He has also been instrumental in establishing successful and efficient sales and marketing teams in the media

and telecommunications companies of Grupo Salinas.

Mario San Román, COO of TV Azteca said. "I am confident that Carlos will provide continuity as well as push Azteca America to the next level as a network"

Mr. de la Garza will be directing sales operations from Azteca America's Madison Avenue office in New York City. 🌈

## *Chattanooga Comes With Cable*

Our newest affiliate WDGA in Chattanooga, which is broadcast on channel 43 over the air, also counts with cable carriage through the two systems in greater Chattanooga.

Through Charter Cable, WDGA transmits on channel 13 in neighboring Dalton, Georgia, where 85% of Hispanics of the metro area live. Through Optilink, the city's other cable carrier, Azteca America is present on Channel 80.

The number "13" has been a lucky one as the channel of TV Azteca's flagship network in Mexico. We wish WDGA the same good fortune.

**Congratulations!!**

## Pumas Maintains Overall Leadership

Universidad Nacional Autónoma de México's Pumas maintained their position as overall leaders thanks to an impressive 2-1 victory against Cruz Azul. The Pumas trailed by one point until a goal in the middle of the second half and clinched the victory thanks to a head shot during the final ten minutes of play. Currently the Pumas have a one-point advantage over the Tigres of Monterrey, who had a relatively easy 4-1 win over the Atlas of Guadalajara this weekend.

Meanwhile, the Toluca Diablos Rojos had a landslide victory over América in a 6-0 shutout. The match made history as the second time ever that América lost by a 6-point margin. Incidentally, the loss was to the very same Diablos Rojos during the 75-76 season. América is currently number eight in the overall standings and third in their group.

Morelia Monarcas lost 4-2 to Santos. Although the Monarcas are number 15 in the overall standings, they remain in second place in their group.

On an individual note, the top strikers of the season are all from mid-level teams. Monarcas' Reynaldo Navia remains in a three-way tie for first place with 11 goals.

Player	Team	Goals
Fernandes	Monterrey	11
Navia	Morelia	11
Mora	Veracruz	11
Morales	Atlas	10
Cardozo	Toluca	10

### Standings as of Nov. 3

Position	Team	Points
<b>Group 1</b>		
1	Pachuca	27
2	Toluca	24
3	Monterrey	21
4	Puebla	17
5	Atlas	15
<b>Group 2</b>		
1	UNAM	31
2	U.A. de G.	27
3	América	25
4	Santos	24
5	Querétaro	6
<b>Group 3</b>		
1	U. de N. Leon	30
2	Morelia	23
3	Cruz Azul	21
4	Chiapas	19
5	San Luis Potosí	11
<b>Group 4</b>		
1	Atlante	26
2	Necaxa	25
3	Irapuato	22
4	Veracruz	21
5	Guadalajara	20

 AzA Exclusive Broadcast Teams

### AzA November Transmissions

Nov.	Home	Visitor	Time
8	Veracruz	vs. UNAM	16:00 EST
9	Irapuato	vs. Cruz Azul	13:00 EST
	Santos	vs. Querétaro	17:00 EST
	U.A. de G.	vs. Puebla	17:00 EST
15	Cruz Azul	vs. Veracruz	18:00 EST
	Morelia	vs. Chiapas	18:00 EST
16	Irapuato	vs. Pachuca	13:00 EST
	Querétaro	vs. Atlante	15:00 EST
22	Veracruz	vs. Irapuato	16:00 EST
23	Pachuca	vs. Morelia	13:00 EST
	Santos	vs. Toluca	17:00 EST
	U.A. de G.	vs. Cruz Azul	17:00 EST

## *Mirada de Mujer on AzA*

The sequel to Azteca's blockbuster novela *Mirada de Mujer* was launched this month as part of Azteca America's revamped novelas block.

Starring silver-screen and stage actors Angélica Aragón, Fernando Luján and Héctor Bonilla, the novela features a very real story line of a middle-aged woman María Inés confused between the mature love she feels for her present recovering husband Jerónimo, played by Héctor Bonilla, and the omnipresent passion she feels for her former lover Alejandro, played by Ari Telch.

The drama is centered around the matriarch María Inés, in whose home also live her husband, mother, sister, son, niece, grandson and hired help, which is integrated into the family. María Inés' ex-husband



and former lover are also strangely united against a corrupt general involved in the narcotics trade. The general is powerful, ruthless, intelligent and dangerous, and his principal foes are a journalist and his own attorney.

*Mirada de Mujer, el Regreso* incorporates more than the original cast of *Mirada de Mujer*,

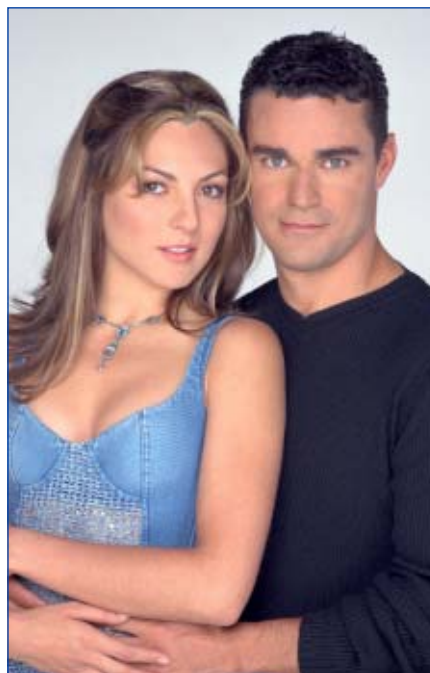
which made television history in 1997 due to its record-breaking ratings and provocative storyline that challenged Mexico's machista culture with a middle-aged woman having an affair with a younger lover.

Watch *Mirada, El Regreso* Monday-Friday 9 PM PST and CST, 10 PM EST.

## *La Hija del Jardinero Debuts on AzA*

Azteca's sleeper novela success, *La Hija del Jardinero* debuts on Azteca America this month. The story is centered on the impossible love between a gardener's daughter (Luisa Fernanda played by Mariana Ochoa) and an affluent intern doctor Carlos Eduardo, played by Carlos Torres.

Despite her humble background, Luisa Fernanda attends an exclusive private school where her



aunt, Sister Joaquina, is the headmistress. Although Luisa Fernanda receives loving support from her father, the school groundskeeper, nobody can explain why her mother, Amelia Alcantara, is so cold to her.

The relationship between Luisa Fernanda and Carlos Eduardo lives in the shadow of a more public one between Carlos' social-equal and Luisa's school companion Vanessa, played by Alejandra Lazcano. Will Carlos let his true feelings overcome society rules?

Watch *La Hija del Jardinero* Monday-Friday 8 PM PST and CST, 9 PM EST.



## Coverage: Then and Now

When we began the planning process of the AzA Gazette in early November, we had 12 affiliates in 13 markets. As the progressive coverage maps show, we added an average of more than one station per month to arrive at our current total of 29 stations.

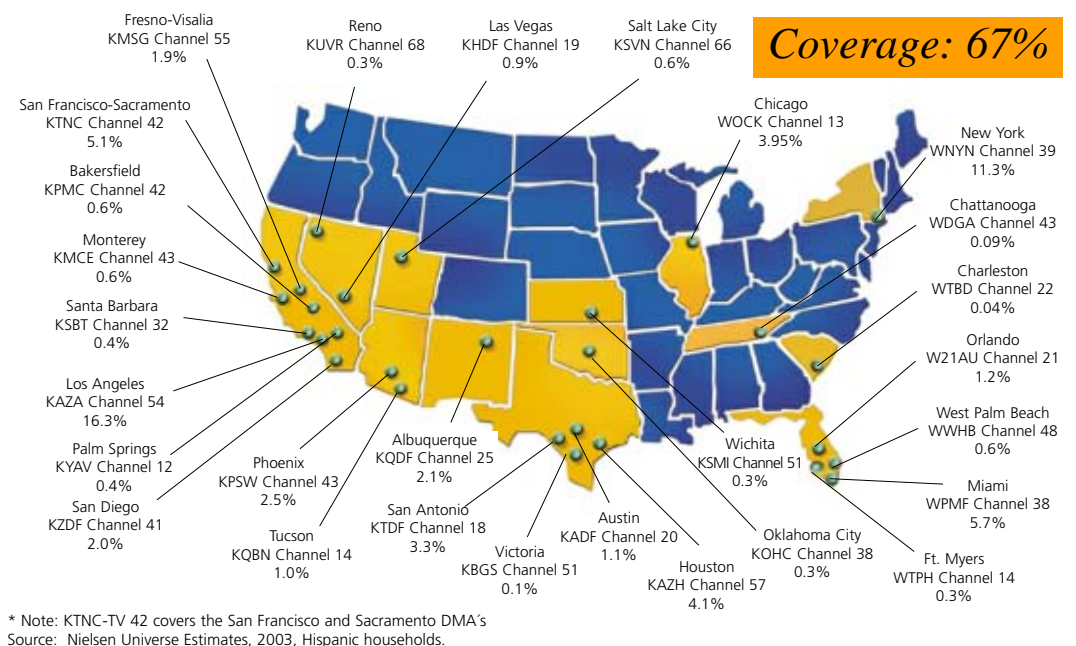
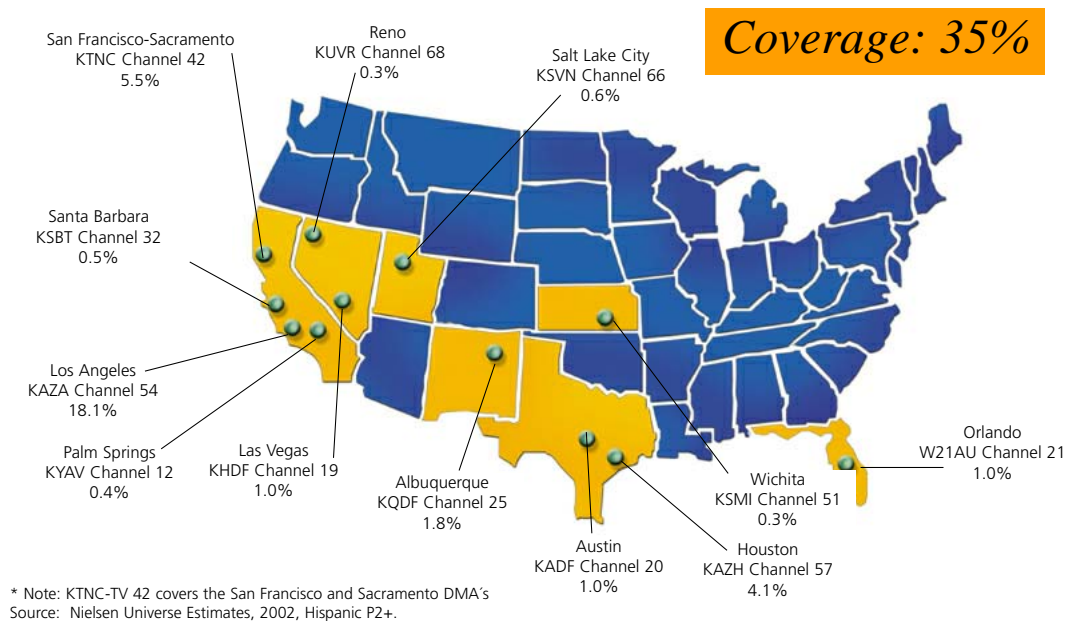
Some of the larger markets we have signed over the last twelve months include New York, Miami, Chicago, San Antonio, Phoenix and San Diego.

To date there are three markets within the top fifteen Hispanic DMAs that have yet to be signed: Dallas, El Paso, and Brownsville. We hope to have news about some of these markets shortly.

Other markets are further down the list of traditionally Hispanic markets, places such as Wichita, Kansas or Chattanooga, Tennessee. However, while these markets may be small, they nonetheless have very loyal viewers and affiliates, and many are doing extremely well.

The rejection of a temporary injunction against new cable carriage in a pending lawsuit was also an important event for the development of our network this year, and we hope to be sharing more cable news shortly.

Heading into our next Upfront season we plan to have network Nielsen ratings as of March of 2004. As 2003 comes to a close we are getting ever closer to our stated goal of 70% over-the-air coverage. Grow with us.



## **Names & Faces** *The Editorial Committee*

It was a year ago now that a small group of us decided to put the idea of an internal newsletter into print. Since then, many of the names have changed on the editorial committee as some have moved on to other responsibilities within TV Azteca.

What hasn't changed is the spirit of an easy-to-read publication that gives distribution, programming and advertising highlights and makes it all available to clients, friends and associates of Azteca America.

Producing the AzA Gazette is not in anybody's job description, except maybe for our graphic designer Linda Garcidueñas. And only one member of the committee dares to call himself a communications specialist. What we do have is an enthusiastic group of young people from an interesting cross section

of the company who take a little time each month from their everyday responsibilities to help better Azteca America with the same spirit that runs throughout the network.

Congratulations all, and let's keep growing together.



## *Hechos 54 Starts With a Bang*

*Hechos 54*, the most recent local news cast among Azteca America affiliates, got a strong start last month as it hosted a reception for a long list of Mexican and Los Angeles celebrities and notable personalities.



Held at the Renaissance Hotel, in Hollywood, guests included Azteca executives Mario Sán Román, Elisa Salinas, Gustavo Guzmán, Jorge Jaidar and Eduardo Urbiola, as well as former Treasury Secretary Rosario Marín, Mexican Consul in Los Angeles Martha Lara, and TV Azteca talent Pati Chapoy, Javier Alatorre and Armando Guzmán. Launched on October 20, *Hechos 54* is anchored by Edgar Muñoz and Emilia Jiménez, and got to a strong start thanks to the program's sponsors Southern California Ford Dealers, Toyota, Mexicana Airlines, Construmex, Cousins Carpets, Maruchan and Vitacilina.

*Hechos 54* airs Mon.-Fri. from 10PM to 10:30 PM on Azteca 54, KAZA-TV.

*Estamos con usted*  
**HECHOS 54**  
K A Z A T V





MIRADA

DE MUJER

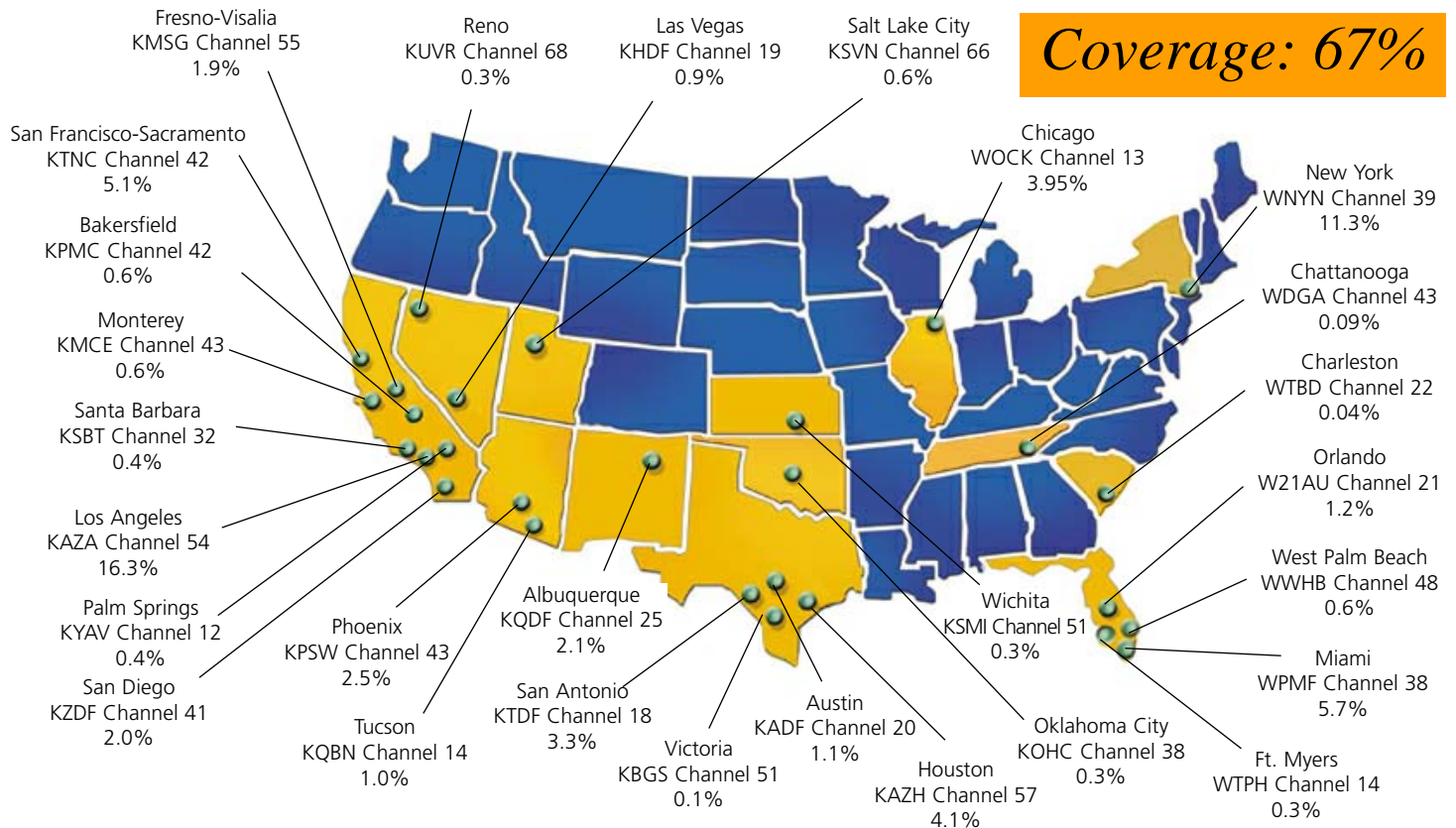
*el regreso*



AZTECA AMERICA



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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.