

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

September 2003 • Number 10 • Year 1

Events & Features • Hispanic Heritage Month Celebrated with La Academia Concert p.2
• La Academia Visits San Diego on Signing Tour p.5

Santa Barbara Signs Cable Deal

Santa Barbara KSBT Channel 32 has announced that as of Sept. 14 it will have cable distribution thanks to an agreement penned with Cox Cable.

The agreement brings the network's cable presence to ten cities, including Los Angeles, Houston, San Francisco, Sacramento, Reno, Las Vegas, Salt Lake City, Palm Springs and West Palm Beach. This takes the network to a point where 45% of its over-the-air coverage is complemented with cable.

In California, Azteca America has cable distribution in over 80% of its over-the-air coverage. We look forward to sharing more cable news in the future.

Congratulations KSBT!!



Vivan los Hispanos!

Hispanic Heritage Month is a great opportunity to reflect on what it means to be Hispanic.

There is a lot of pride to be shared in being Hispanic, as we celebrate the strong family connections, the history and language of Hispanic culture.

Hispanic Heritage Month is kicked off with the recognition of Independence Days of Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua; and on the eve of September 16, we cry "Viva Mexico" in remembrance of the start of the Mexico's War of Independence, in 1810.

Hispanic Heritage Month ends with El Día de la Raza, which celebrates the melding of indigenous and Spanish cultures, celebrated on Oct. 12 to commemorate the day that Cristobal Colón arrived in 1492 at La Hispaniola –today the Dominican Republic.

However, more than honoring any specific historic events, it's a time for all Hispanics, whether from the Caribbean, Central America, North America or South America, to celebrate the pride and joy of Hispanic culture.

At Azteca America, we have a strong on-screen promotion program to celebrate the month. In addition, our affiliates from around the country have special events planned for the month. I would also like to take the opportunity to congratulate our friends at Una Vez Más for the cable coverage agreement signed with Cox Cable for Santa Barbara.

This month we also have details on our new programming adjustments, the second month of the current soccer season and more exciting promotional events.
Enjoy!!!

Sincerely,
Luis J. Echarte

Content

Station Spotlight: KTNC Channel 42	2
Irapuato Holds Strong in First Division	3
Azteca America Tweaks Programming Grid	4
Names & Faces • Luis J. Echarte	5
AzA Coverage / Contacts	6

Station Spotlight: KTNC Channel 42 San Francisco Sacramento- Stockton-Modesto

Roberto Pineda •
General Manager



As the third station to join Azteca America Network, KTNC Channel 42 services the growing Hispanic communities in the San Francisco and Sacramento DMAs. This Full Power Station transmits 1.3 million watts and is carried on over 2.1 million cable households.

The station has been picking up momentum with viewers and advertisers. *La Academia* was the number one program among Hispanic stations in its Sunday 7:00 PM-10:30 PM time slot during November sweeps in San Francisco.

"Azteca America is an exciting product to have," says Roberto. "It definitely pushes the envelope with exciting reality shows, novelas, and 150 Mexican League soccer games."

The programming on KTNC has been gaining momentum with female viewers tuning in to Pati Chapoy on *Ventaneando* and *Todo Por Amor* with Angélica Aragón and Fernando Luján. Roberto added that viewers are anxiously awaiting the launch of *Mirada de Mujer*, *El Regreso*, which also features these two actors.

Born and raised in San Francisco, Roberto rose through the sales ranks at Univision, Telemundo, and ABC station KGO-TV before coming to KTNC. "Being a native San Franciscan I think it's especially important that we invest in the community and localize the station," he said.

Community involvement is important at KTNC and the station has increased its local promotions with the organizers of Cinco de Mayo in Oakland, Carnival San Francisco, and the Mariachi Festival in San Jose. This year has been an exciting one, with *La Academia* stars visiting East San Jose, where 2,500 fans participated in an autograph signing at Mervyns. The station supported the network with an intense spot promotion schedule. In addition to autographs, over 1,000 Azteca America t-shirts were distributed.

KTNC's local programming includes a local entertainment show *El Chisme Caliente* weekdays at 3:30 PM-4:00 PM and a music video show *Ojos Latinos*, *Tu Musica* weekdays 4:00 PM-5:00 PM.

"It's a great time to be a Hispanic viewer in the Bay Area because Azteca America is a fresh alternative that reinforces the strengths of our culture," said Roberto. 🌈

La Academia Goes to LA for Hispanic Heritage Month

At least seven members of *La Academia*, including Myriam, Nadia, Erika and Victor, will be participating in an outdoor concert on Sept. 15 in Huntington Park for the celebration of the *Grito* sponsored by Azteca 54. Also present will be *La Academia* emcee Alan Tacher, and Regina Torné from Azteca Novelas; David Faitelson, from *DeportV*; and Pedro Sola and Aurora Valle from *Ventaneando*.

The concert will include a live satellite hookup to celebrations in Mexico City.

Also in the LA area, Azteca 54 will be participating in the Lynwood Parade held on Sept. 14, where Hechos anchor Javier Alatorre will be honored as the grand marshal of the parade.

We'll have a complete roundup of Hispanic Heritage Month events from all our affiliates in the next edition of the AzA Gazette.

Irapuato Holds Strong in First Division

The Irapuato *Freseros* are turning heads with their strong start this season. After migrating from the minor professional league, they are now third place in total points, proving that they deserve to be in the big leagues. But the season is still young and will surely hold many surprises.

Unfortunately, many of the crowd favorites have started the season sluggishly. Azteca's own Monarcas Morelia are fighting for 11th place, a far cry from the regular season points leader of a few months ago. Meanwhile, the Guadalajara Chivas, recently purchased by vitamin guru Jorge Vergara, and Azteca's competitors' America are ranked 13 and 17, respectively.

Here are the group leaders as of September 7th.



Position	Team	Points
Grupo 1		
1	Toluca	10
2	Puebla	8
3	Pachuca	7
4	Monterrey	6
5	Atlas	2
Grupo 2		
1	U.A. de G.	13
2	Santos	11
3	UNAM	11
4	América	5
5	Querétaro	1
Grupo 3		
1	U. de N. Leon	10
2	Cruz Azul	8
3	Morelia	8
4	San Luis Potosí	6
5	Chiapas	4
Grupo 4		
1	Irapuato	11
2	Veracruz	9
3	Atlante	8
4	Necaxa	8
5	Guadalajara	7

September Home		Visitor		Hour CST
13	Veracruz	Vs	Atlante	16:00
13	Cruz Azul	Vs	Chiapas	18:00
14	Irapuato	Vs	Toluca	13:00
14	Tecos	Vs	Santos	17:00
20	Morelia	vs	UNAM	18:00
21	Pachuca	vs	Cruz Azul	13:00
21	Querétaro	vs	Puebla	15:00
21	Santos	vs	Monterrey	17:00
25	Cruz Azul	vs	Morelia	13:00
25	Irapuato	vs	Guadalajara	13:00
25	Tecos	vs	Chiapas	13:00
25	Veracruz	vs	Pachuca	13:00
27	Morelia	vs	Irapuato	18:00
28	Pachuca	vs	Tecos	13:00
28	Querétaro	vs	Cruz Azul	15:00
28	Santos	vs	Atlas	17:00

Azteca America Tweaks Programming Grid

Changes are brewing in Azteca America's programming grid as of Sept. 1. Some of the highlights include: a youth-oriented afternoon novela block, the shift of *Hechos America* to prime-time, and a revamped evening novela block.

From 3PM to 6PM, the youth-oriented novela block includes the premier of *Un Nuevo Amor*, a story of a young man who is wrongfully jailed and then released as a neighborhood legal counsel who falls in love with the daughter of an evil real estate developer that plans to destroy the neighborhood tenement for a development project; *Como en el Cine*, the story of a woman who leads a double life between psychologist and bar dancer to support her orphaned sister; and *Enamórate*, the novela featuring *La Academia* stars Yahir, José Antonio and María Inés.

The *Hechos America* newscast oriented to the US Hispanic market has been moved to primetime at 10:00, where it will open for an *Hechos Noche* newscast at 10:30.

The evening novela block from 7PM to 9 PM features *Lo Que Callamos las Mujeres*, the single

PROGRAMMING SCHEDULE CENTRAL TIME ZONE							
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00 a.m.	NOTICIERO HECHOS A.M.					LA HORA DE LOS CHAVOS	
6:30						EL SUPERLIBRO	
7:00 AM							
7:30							
8:00 AM	CADA MAÑANA					TEMPRANITO	TEMPRANITO
8:30							PELICULA MEXICANA
9:00 AM							"El Jinete sin Cabeza"
9:30							F. Mer S.A.
10:00 AM	CON SELLO DE MUJER					TE CACHE	FUTBOL SOCCER
10:30							
11:00 AM						PURO LOCO	PACHUCA VS
11:30							
12:00 PM	CUENTA CONMIGO (From 1:30 to 2:15 p.m.)					HECHOS SABADO	FUTBOL SOCCER
12:30							
1:00 PM						HIT POPULAR	QUERETARO VS
1:30							
2:00 PM	COSAS DE LA VIDA (From 2:15 to 3 p.m.)					A LA MEXICANA	FUTBOL SOCCER
2:30							
3:00 PM						DEPORTIPS	SANTOS VS
3:30							
4:00 PM	UN NUEVO AMOR - LAUNCHING					FUTBOL SOCCER	VERACRUZ
4:30							
5:00 PM						MONARCAS VS	(LIVE)
5:30							
6:00 PM	VENTANEANDO (From 6:04 to 7:15)					NECAKA	DEPORTV
6:30							
7:00 PM						VENTANEANDO	HOMENAJE A...
7:30							
8:00 PM	LO QUE CALLAMOS LAS MUJERES (From 7:15 to 8:10p.m.)					CON UN NUDO EN	EL OJO DEL HURACAN
8:30							
9:00 PM						LA GARGANTA	PURO LOCO
9:30							
10:00 PM	TODO POR AMOR (From 9:05 to 10:00 p.m.)					SEXOS EN GUERRA	TAXI LIBRE
10:30							
11:00 PM						PELICULA MEXICANA	PURO LOCO
11:30							
12:00 AM	HECHOS AMERICA					"El Vagabundo"	FUTBOL SOCCER
12:30							
1:00 AM						F. Mer S.A.	PACHUCA VS
1:30							
2:00 AM	HECHOS NOCHE					FUTBOL SOCCER	QUERETARO VS
2:30							
3:00 AM						MONARCAS VS	GUADALAJARA
3:30							
4:00 AM	LOS PROTAGONISTAS					NECAKA	(R)
4:30							
5:00 AM						(R)	FUTBOL SOCCER
5:30							
6:00 AM	TE CACHE					CON UN NUDO EN LA	QUERETARO VS
6:30							
7:00 AM						GARGANTA (R)	GUADALAJARA
7:30							
8:00 AM	VENTANEANDO (From 12:00 to 1:10 a.m.) (R)					TE CACHE	(R)
8:30							
9:00 AM						PURO LOCO	EL OJO DEL
9:30							
10:00 AM	CUENTA CONMIGO (R) (From 1:10 to 1:50 a.m.)					(R)	HURACAN (R)
10:30							
11:00 AM						HECHOS SABADO	DEPORTV
11:30							
12:00 PM	COSAS DE LA VIDA (R) (from 1:50 to 2:30 a.m.)					(R)	(R)
12:30							
1:00 AM						A QUIEN CORRESPONDA	(R)
1:30							
2:00 AM	LO QUE CALLAMOS LAS MUJERES (R)					(R)	(R)
2:30							
3:00 AM						(R)	(R)
3:30							
4:00 AM	EL PODER DEL AMOR (R)					(R)	(R)
4:30							
5:00 AM	HECHOS AMERICA (R)					(R)	(R)
5:30							
6:00 AM	HECHOS NOCHE (R)					(R)	(R)
6:30							
7:00 AM	Los Protag (R)					(R)	(R)
7:30							
8:00 AM						(R)	(R)
8:30							

episode drama series that addresses women's issues, the premier of *El Poder del Amor*, a single-episode drama focused on relationships, and the continuation of the successful novela *Todo por Amor*, starring Angélica Aragón and Fernando Luján.

The grid adjustments are already yielding results. *Hechos America* doubled its rating in its new time slot. *Cosas de la Vida*, a talk show where lost family and friends are reunited, is initially reporting ratings 10 times higher than its predecessor in the same time slot.

Names & Faces *Our President and CEO*

Luis J. Echarte

Getting the ball rolling at Azteca America, has required strong and efficient leadership, a good listener, and a good negotiator, not to mention an unwavering proponent of the benefits of Azteca programming and a solid affiliate model. Luckily these qualities are all present in Luis.

Upon his appointment in October of 2001, Luis quickly put together a small but able team of executives, and hit the pavement with the affiliate model that has seen the network grow from four to 26 markets in less than two years, making Azteca America the fastest-

growing network in the United States.

As a Cuban-born US citizen with almost ten years of residence in Mexico, Luis has the ideal cultural mix to lead up the growing network. At the time of his appointment to Azteca America, he had already served five years as CFO of Grupo Salinas' retailing arm Grupo Elektra, a year and a half as CFO of TV Azteca, and several months as Grupo Salinas' Chief Financial Strategist. The latter is a hat that he continues to wear.

Prior to Grupo Salinas and an upstart consulting agency, Luis dedicated eight years in the eighties to high-level management at Bacardi Imports, where he spent his last three years as CEO. Although building a network and selling the #1 distilled spirit in the US may at first glance appear unrelated, there

are certainly some parallels: both activities require strong local distribution networks, a strong brand and product, and lots of close personal contact.

His staff appreciates his focused direction, and ability to quickly give praise when due. From everyone at the AzA Gazette, congratulations!!! And we look forward to sharing personal and business growth in the future.



La Academia Visits San Diego on Signing Tour

Mervyn's Chula Vista store was packed on Aug. 17 as it hosted an autograph signing session with *La Academia* stars Manuel, Laura, Victor and Raúl. The site was the second stop of a California singing tour that included East San Jose last month, and will conclude in the LA-area at Mervyn's in Montebello on Sept. 19.

Over 3,500 fans congregated at the store to catch a glimpse, and maybe even a kiss from the entertainers. Both Raúl and Victor are

also the lead actors in the upcoming novela *Dos Chicos de Cuidado en la Ciudad*.

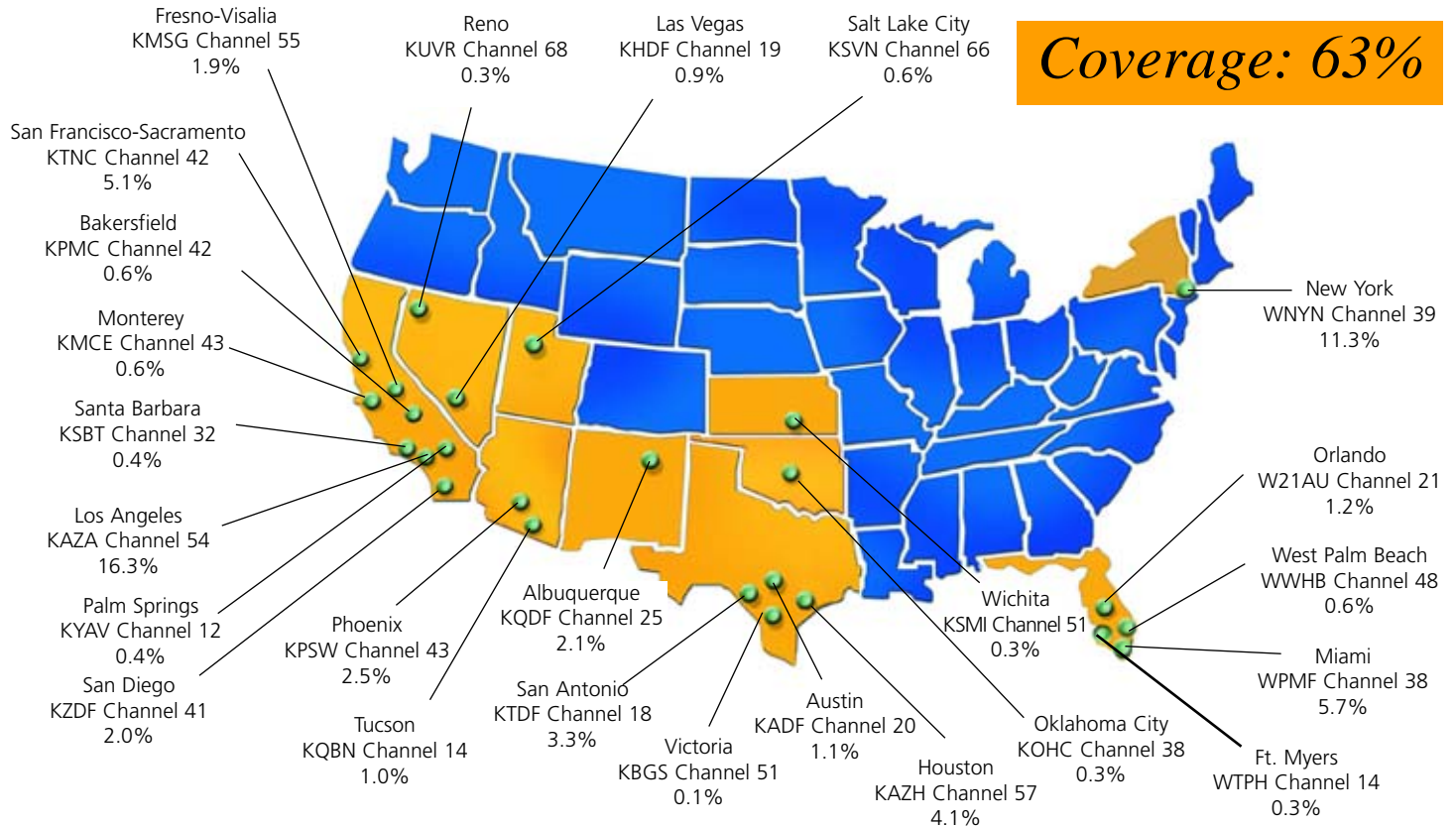
Fans gathered early, and three hours prior to the event there were already 200 followers waiting for the stars. Also present were organized fan clubs, such as "Las

Zorrillitas de Victor," an LA-based group that drove to Tijuana and Chula Vista for a concert and signing session, respectively.

The event was supported by local station KZDF-TV41, and included the distribution of Azteca America promotional material. 🌈



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.