

# The AzA Gazette



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

September 2007 • Number 58 • Year 5

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& Features	Fundación Azteca America	10

## *Supporting Our Community and Celebrating Our History*

**by Luis J. Echarte • Chairman**

Hispanic Heritage Month is a great time for us to reflect on our dynamic community: its roots, its present and its future

**cont. p. 3**



## *Hispanic Heritage Month*

**by Adrian Steckel • CEO**

On the Road to November Sweeps

It may seem that summer is just behind us. However, we're firing up our cylinders as we enter the fall season, with all eyes specifically on November Sweeps.

**cont. p. 3**



## *Lo Que Cuenta La Gente Scores Big in LA With Young Adults*

Moving away from strip programs at 8:00 pm, our new programming line-up has shown strong early results in LA.

Tuesday night's Lo Que La Gente Cuenta debut on Sept 25 garnered 2.9 rating points in Los Angeles among males 18-49 and 2.2 rating points for females 18-49.

Azteca 54 trounced Telemundo's KVEA by more than 2 to 1 in the male 18-49 demo and beat Telemundo's KVEA by a factor of more than four among females 18-49. Azteca 54 also beat out Univision channel 34 by 16% among males 18-49.

Looking at the average rating for Ventaneando and Lo Que La Gente Cuenta, from 7:00 pm – 9:00 pm, Azteca 54 beat out Telemundo's KVEA by a factor of 2 and was in-line with the local Telefutera station with 1.9 rating points for Azteca 54, vs. 2.0 points for Telefutera.

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## Station Spotlight:

*Houston KUVM*

*Channel 34,*

*DIRECTV 57,*

*Comcast 74*

*Chris Muñoz*

### *General Manager*

KUVM is screaming into the Houston market with an aggressive billboard campaign and ambitious grassroots marketing plans as it readies for its Oct. 1 local news launch.

With just over a month on the job, Chris is putting his over 16 years of media experience to work. He was formerly a senior account executive at KRIV Fox 26, and the local My Network TV affiliate; prior to that was LSM at the Univision Radio property in Austin.

His sales team continues to grow and key clients are coming on board following the July 1 launch.

The outdoor campaign features the network theme of "Nuestro Grito,"



literally "Our Shout," which ties the overall pride of Hispanic Heritage month, and specifically Mexican Independence to the emotion of Azteca America. The 37 billboards are extensive throughout Houston and focused on large formats on major freeway arteries.

To complement the outdoor campaign, Chris is beefing up cross marketing efforts with local Hispanic magazines and newspapers.

Also joining the staff is Dolores Fritz, as promotions manager. This is the first time that Azteca America will have a seasoned promotions team with a focused plan in Houston, and we look forward to the future success of the team. Dolores was with Univision Radio for 7 years and is recognized as one of the top promotions executives in Houston.

"We are partnering all over town. Whether they are big or small events, we'll have an Azteca America presence. My staff and I are committed to the success of Azteca America, we look forward to the great growth potential for our product and will serve the Houston Hispanic Community with news, entertainment and pride" said Chris.

Local news is gearing up for a 5:00 evening broadcast and a 10:30pm retransmission. It will feature local reporter Teresa Farfán, who is widely trusted and recognized from the local and network Univision news team in Houston. She will be joining forces with Nancy Agosto as the main anchor. Nancy is a seasoned, award-winning newswoman with international experience and a strong history with Univision on both coasts.

#### Station Data

Market	Houston
Call Letters	KUVM
Channel	34

#### General Market

Market Rank	10
Population 2005*	5,557
Households*	1,945
Retail Sales (Million US\$)	83,516
% of Hispanic Origin	31.4%

#### Hispanic Market Info.

Hispanic TV HH Market Rank	4
Hispanic TV HH Market Coverage	4.2%
Hispanic TV HH Market *	473
Hispanic P2 + Coverage	4.2%
Hispanic P2 + *	1,635

\* In thousands



**cont. from p. 1**  
**Supporting Our  
Community and  
Celebrating Our History**

We continue to leverage the assets of Azteca America through our non-profit organization Fundación Azteca America for maximum results, with the most pressing needs of our community.

Given the current political climate of the country, it is more important than ever for our audience to voice its needs and to participate in the strong democratic history of the United States. That's why we have launched our multi-media voter registration program this month "Nuestro Grito." (see p. 8)

We have also teamed up with Asociación Tepeyac, a pro-immigrant rights group based in New York, as the exclusive media sponsors of this year's *Antorcha Guadalupana*, a pilgrimage from New York to Mexico City that promotes friendship and solidarity among Mexican and American community groups throughout its path, as well as a symbolic bridge for families separated by the U.S. - Mexico border.

Also in New York, we have been present in the Annual Meeting of the Clinton Global Initiative, with an innovative educational program that we will be further detailed shortly.

In Washington, we have also been busy as we launched the political forum *Caras y Voces*, hosted by Armando Guzmán during the week of activities of the Congressional Hispanic Caucus Institute (see p.5).

Thank you for your continued support and interest.

**cont. from p. 1**  
**Hispanic Heritage Month**

Leveraging our strong soccer assets to new heights, we have launched our *Gol Millonario* promotion that will run through the end of November. The promotion is an integral part of our "Nuestro Grito" campaign (see p. 8).

We continue our programming strategy of moving away from strip programming at 8 pm, and have had some early successes, most notably *Lo que la gente cuenta* and *Camino a la Justicia*, which boosted ratings for the slot several fold from the previous program.

Our network efforts have also been strongly supported by our affiliates. Specifically the billboard campaign in Houston (see p. 2 ). Newscasts are on their way in Houston and Ft Myers, as well as last month's local news launch in Atlanta, continue to solidify the community presence of our affiliates.

We still have work to do, but I am confident that the team that we

continue to build in Los Angeles is in the right direction for our network and will continue to deliver results.

Happy Hispanic Heritage Month.

---

***Gol Millonario  
Promotion  
Launches on  
Network Level***

Our *Gol Millonario* promotion was launched during Week 9 of the current soccer season, during the live broadcast of Veracruz vs. Pachuca.

The promotion uses SMS and Internet, where viewers can advance correctly answering trivia questions and move through a four-tiered elimination system that runs through November 25. The final winner vies for the grand prize of \$1 million.



## Programming Highlights

### **Cane Debuts in Spanish Without Commercials**

Thanks to a special sponsorship by Chevrolet, the acclaimed CBS dramatic series *Cane* will be presented commercial-free in Spanish on Azteca America.

The debut is Saturday, Sept. 29 at 10 EST pm/ 9 pm CST / 9 pm PST and will continue for two consecutive Saturdays.

The series features an A-list of Latino actors, including Jimmy Smits, Néstor Carbonell, Eddie Matos, Rita Moreno, Michael Treviño, Héctor Elizondo, Samuel Carman, Alona Tal, Lina Esco, Paola Turbay and Polly Walter.

The storyline centers on a wealthy Cuban family that owns a successful rum and sugar empire.

Chevy will use the program to launch and promote its "green" line of hybrid, electric and alternative-fuel vehicles.

### **Lo Que La Gente Cuenta**

The recreation of urban legends of terror and suspense that pass from generation to generation, *Lo Que La Gente Cuenta* offers a dramatic



peek into the supernatural and paranormal.

The series features superior production quality, with an out-

standing cast and a group of directors who boast feature-length film backgrounds and use a filming technique of 24 frames per second.



## Caras y Voces in Your Face as of October 1

The political forum *Caras y Voces*, hosted by Armando Guzmán, hits the screen on Oct. 1. The forum will be a weekly part of our network news and feature one-on-one interviews with the movers and shakers of Washington.

Already confirmed are interviews with principal presidential candidates, including Governor Bill Richardson; as well as Congress members and Senators, including Lincoln Diaz-Balart, Mel Martinez, and Xavier Becerra.

The forum launch will be accompanied by a sponsored event with the Hispanic Congressional Caucus Institute on Oct. 1, as well as the participation of Armando as moderator of the Closing Plenary of the

Congressional Hispanic Caucus Institute's week of events.

The roundtable event is titled "Achieving Comprehensive Immigration Reform: Where Do We Go From Here?" and will feature participation of Illinois Congressman Luis Guterrez.



A large advertisement for the "Expo México 2007" event. At the top left is the "Expo México 2007" logo. A yellow diagonal banner across the top contains the text "Visit Fundación Azteca America's stand at EXPO-México". On the right, it says "SAVE THE DATE October 12-14, 2007 Plaza Mexico in Lynwood, CA". The main image shows a large stone pyramid (Teotihuacan) on the left and a modern building with a clock tower on the right. At the bottom, it says "Experience Authentic MEXICO in Los Angeles Taste Regional Mexican Specialties, Enjoy Top National Entertainers, And Much More!!!". The "AZTECA AMERICA LOS ANGELES" logo is at the bottom center, featuring a stylized "54" with a colorful flag design.

## *The Best of AzA para la RAZA*

For more information,  
contact Tatiana Clasing:  
bclasing@tvazteca.com.mx.



We women often face situations that seem difficult to solve, problems we feel nobody understands and that have a very profound impact on our lives. That's when it's important to get good advice that may well not only comfort us, but also guide us toward a solution.

Lo que callamos las mujeres presents dramatizations of real life problems women face that they often tolerate out of fear or ignorance.

Here, you'll find moving stories performed by a first-rate cast, stories about the myriad problems Hispanic women face. If the story is similar to your own, you'll find information about centers or institutions that can help you solve it and advice about how to start.

On lo que callamos las mujeres, you'll find life lessons that will help you improve your self-esteem and give you the confidence you need, so you can value yourself as a woman and an individual and find the will to fight for true love.

Break the silence today! Dare to share your feelings to be able to realize your dreams.

DON'T MISS  
LO QUE CALLAMOS  
LAS MUJERES,  
FROM MONDAY TO FRIDAY  
AT 5 P.M./4 CENTRAL TIME,  
ONLY ON  
AZTECA AMERICA!

# LO QUE CALLAMOS LAS MUJERES, UNDERSTANDS AND LISTENS TO YOU



## Azteca Talent Livens Up Independence Day Celebrations

Top Azteca talent was on hand throughout the country to liven up Mexican Independence Day celebrations this month. Here's a brief run down of some events. ¡Viva México!:

### DENVER



Mexican Consul Eduardo Arnal sounded the traditional Viva México. Then *La Academia* star Johanna presented her latest recording hit *Yo Por Ti*, among other crowd raisers. Edgar Guerrero delighted fans with a repertoire that included *El Esqueleto*, *Hace Calor*, *El Sinaloense*, *La Planta* and *Cuando Seas Grande*.

The duo followed up their stunning show the following day in Colorado Springs.

### WASHINGTON, DC

The Mexican Embassy held its annual event in the Hall of Flags at



the Organization of American States, led by Ambassador Arturo Sarukhan and Alejandro García Moreno Elizondo, Permanent Representative of Mexico to the OAS.

Azteca America sponsored the entertainment for the evening, including a traditional Mexican music group, as well as mariachis. Azteca America was also present with a broadcast of the network news with anchor José Martín Sámano, and our Southwest Florida affiliate Mayela Rosales was present to broadcast her local D'Latinos program.

### CHICAGO

About 5,000 people turned out at Harrison Park to celebrate Mexican Independence. This was the first year that Azteca America Chicago was present at the event, which was organized by the Mexican



Consulate. *La Academia* favorite Abyadé Rodríguez performed such hits as *Bandido*, *Como la Flor*, *Si Nos Dejan*, *Inocente Pobre Amiga* and *Amor Prohibido*.

### DALLAS



The Mexican Consulate organized a Mexican Independence day event featuring entertainment by Nohelia Sosa, finalist of *La Academia USA*. Nohelia performed crowd favorites, such as *Te Quedó Grande la Yegua* and *Rata de Dos Patas*. The event was hosted by Mexican Consul Enrique Hubbard Urrea.

### PHOENIX

Alejandra Ondarza was on hand for the Fiestas Patrias organized by Radio Campesina 83.3 FM and Azteca America Phoenix, which was followed by an event organized by the Mexican Consulate of Phoenix.



## *¡Nuestro Grito! Launches In Step With Hispanic Heritage Month*

Because everyone has something to “shout about”, our fall marketing push, ¡Nuestro Grito! launched this month in step with Hispanic Heritage Month. The campaign theme, which literally means “Our Shout,” takes its call from traditional Viva Mexico cry, known as “El Grito” and makes it uniquely “ours”.

Because we ALL have something to shout about, whether we are Mexican or not. This is more of a network position than a campaign



and will be seen throughout our Fall programming, messaging, PSAs and brand.

Included in that is an extension to our drive to increase voter registration, a campaign spearheaded by

Fundacion Azteca. The voter registration campaign is a multimedia effort that includes printed brochures to be distributed in Mexican consular offices throughout the country to complement a campaign of 30-second spots.

## **Names & Faces**

### ***Karen Davis Executive VP of Marketing***

An expert in international brand-building, Karen Davis has over 20 years of media experience in the US, Latin America and Europe. She has worked with global brands like MTV, NBC and Hollywood studios. Ms. Davis was HBO's first international Creative Director overseeing the creative for the brand's initial launches outside the US. Later, as Brand Strategist and Managing Director of Cinecanal, she helped position the movie channel to #1 in Latin America.

She served as Founding President of Quack Productions, a consulting firm that provided start-up television and new media ventures with financial planning, programming and promotions, marketing and distribution services.

Ms. Davis was part of the founding team of Todosport Network, the fastest-growing sports portal in Latin America in the late nineties. She went on to head the NBA's Latin American and US Hispanic sales division, where she closed the first Major League sports contract with a Spanish-language broadcaster.

In 2003-4 she worked with Telemundo and NBC to market their broadcasting of the Olympics.

She holds a B.A. in International Relations and Spanish from Tufts University, and is married with a son.



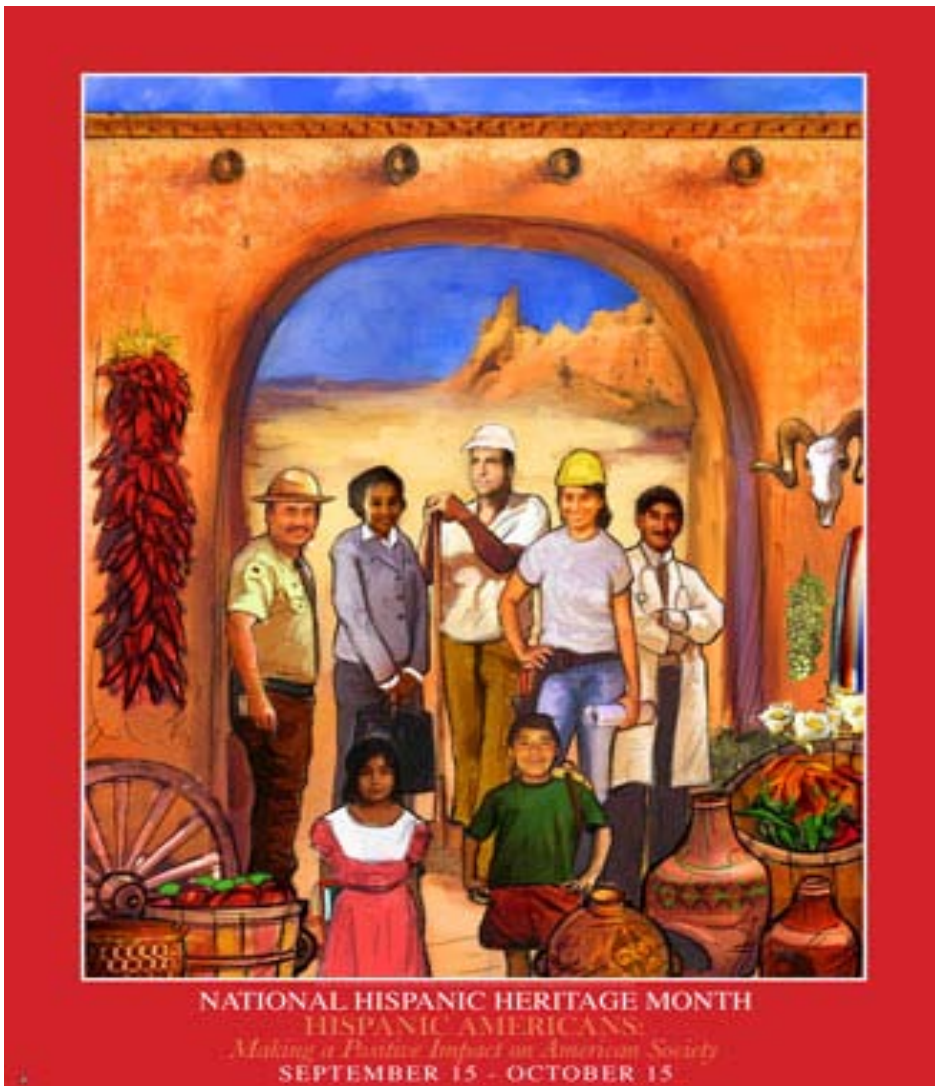
## *Latest Hispanic Data: Heritage Month*

- The estimated Hispanic population (not considering the residents of Puerto Rico) as of July 1, 2006, was 44.3 million, representing 15% of US total population.
- From July 2005, to July 2006, Hispanic population grew 3.4% (fastest growing minority group in the country).
- 64% of the Hispanic population is of Mexican descent; followed by Puerto Rican (9%), Cuban (4%), Dominican and Salvadorian (3% each).
- 15 states have at least half million Hispanic residents: Arizona, California, Colorado, Florida, Georgia, Illinois, Massachusetts, Nevada, New Jersey, New Mexico, New York, North Carolina, Texas and Washington .
- The median age of the Hispanic population in 2006 is 27.4 years, compared to 36.4 of the population as a whole.
- According to the American Community Survey in 2004, 59% of Hispanics age 25 and older had at least high school education and 12% had at least a Bachelor's degree.
- Additionally, 839,000 Hispanics 25 or older had advanced degrees.
- 11% of all college students in October 2005 were Hispanic.
- Median Hispanic household income in 2004 was \$37,800.
- 7.6 million reported voting in the 2004 presidential election.

- 1.1 million veterans of the U.S. armed forces.
- 23% of Hispanic households have 5 or more persons.
- More than 60% of U.S. – born Hispanics householders own their own homes

### *WTPH in Ft. Myers/Naples Carried on DIRECTV*

Congratulations go out to Azteca America SWFL for securing DIRECTV coverage in Naples and Ft. Myers. Carriage was effective as of September 19. Azteca America local affiliate station signals are currently available in 28 Azteca America markets throughout the country. The station is available over the air on channel 14, on DIRECTV channel 14, and on Comcast's digital lineup with channels 251 and 600.



Source: US Census Bureau, Institute for Latino Studies- University of Notre Dame.

# FUNDACIÓN AZTECA AMERICA



## FUNDACIÓN AZTECA AMERICA RECEIVES ASOCIACIÓN TEPEYAC'S "BUILDERS OF THE FUTURE AWARD"

In a strong kick-off of Hispanic Heritage Month, Fundación Azteca America was chosen this month for Asociación Tepeyac's prestigious "Builders of the Future Award."

The Builders of the Future Award is presented to corporate and community leaders who have made outstanding contributions in support of the Latino immigrant community. Other recipients included Jay Hershenson, Vice-Chancellor of City University of New York; Brian O'Dwyer, from the law firm O'Dwyer & Bernstein; and Lillian Rodriguez-Lopez, Executive Director of Hispanic Federation.

This year, Azteca America will be the exclusive media sponsor for the Antorcha Guadalupana, a pilgrimage from New York to Mexico City that represents the fervor and faith for Our Lady of Guadalupe, the premier national symbol of Mexico and its culture. The event seeks to promote friendship, unity and solidarity among Mexican and American community groups all along its path, and provide a symbolic bridge for families separated by the U.S. - Mexico border.



"Thanks go out to Asociación Tepeyac and its Executive Director Joel Magallan for honoring us. I receive this recognition in the name of our parent company Chairman, Ricardo B. Salinas. As a visionary leader of one of the leading conglomerates of the Americas, Mr.

Salinas has always insisted that community involvement go hand-in-hand with business initiatives," said Luis J. Echarte in a recorded acceptance note. The award was received by Héctor Romero on his behalf.

Asociación Tepeyac is a non-profit network of 40 community-based organizations, whose mission is to promote social welfare and human rights of Latino immigrants, specifically the undocumented in New York City. Founded in September 1997 by Mexican community leaders, the Association is the only public resource dedicated to organizing Mexican immigrants in the five boroughs of New York City. Through its grassroots structure and leadership, the Association serves and influences over 10,000 members.





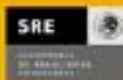
# LA GIRA VIVE SIN DROGAS

Saturday, **November 17, 2007**, 9:30am-1:30pm



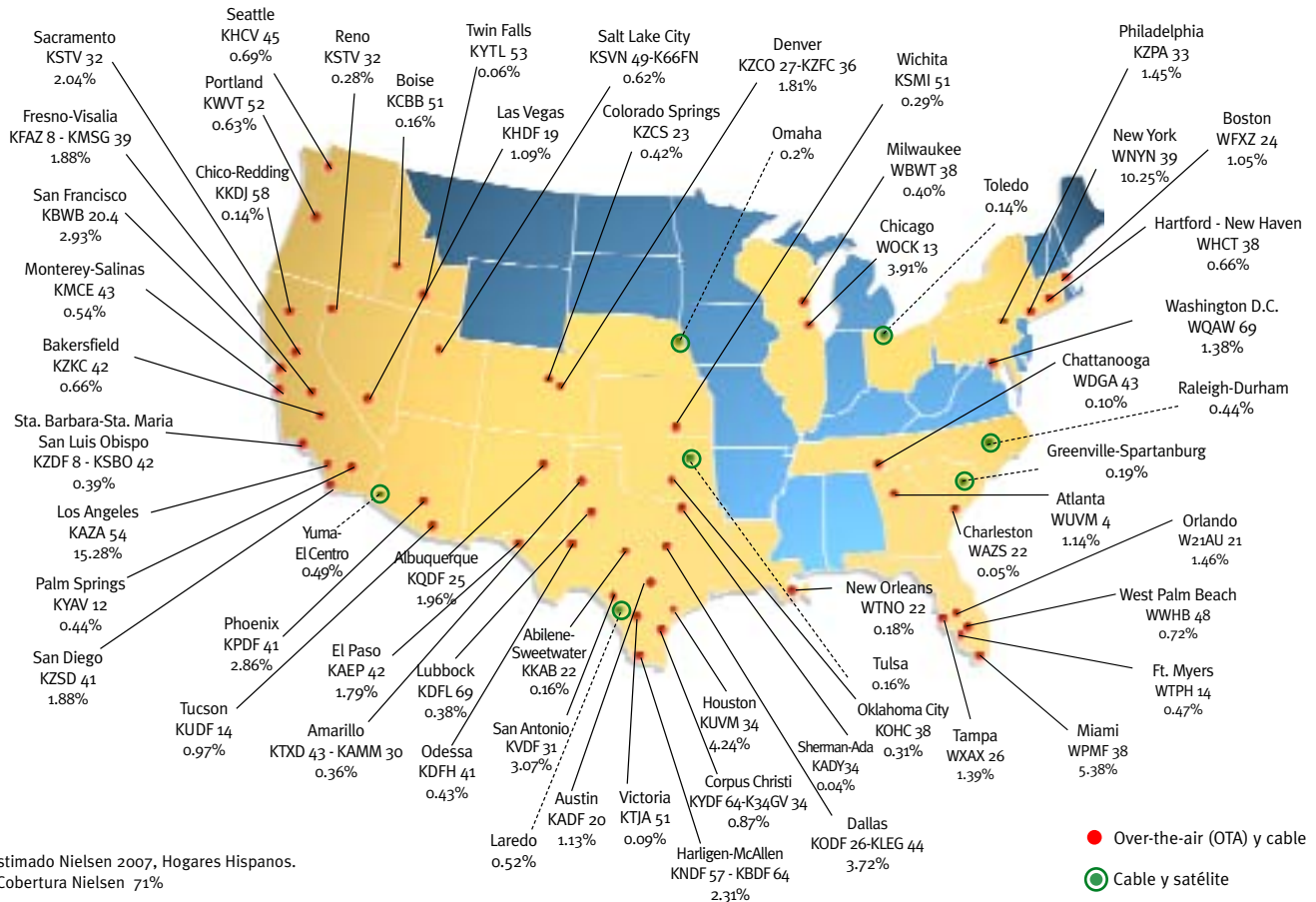
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60 Markets; Geographic coverage: 89%\*



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## About TV Azteca

TV Azteca, listed on the Mexican Bolsa and Spain's Latibex, is the second largest producer of Spanish-language programming in the world, and one of two nationwide broadcasters in Mexico.

TV Azteca broadcasts five networks: the family-driven Azteca 13, with 278 signals in Mexico; the youth-focused Azteca 7, with 270 signals in Mexico; Proyecto 40; Azteca International for 14 countries in Central and South America and Canada; and Azteca America the fastest growing network in the U.S.