



# KTSE Sales Flash

1st Quarter  
2003

## What's New

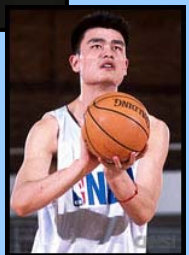
### Business & People of the Bay Area



KTSE produced — hosted by Grace Lai, in Mandarin. Experts in Finance, Real Estate & Investment offer advice to consumers & successful Chinese entrepreneurs share their stories. Saturdays @ 530pm. Contact Sales for more info.

## Upcoming

China Crosstalk's Jay Stone Shih discusses hoops and life with Houston Rockets' Yao Ming. Ming is an international phenom, first rookie to start in the All-Star Game since 1995



and the tallest player in the NBA. *Airs March 20.*

*Houston Rockets' Yao Ming*

## Q & A

- Q. Who are the people featured in KTSE's "Face of the Bay Area" promos?
- A. KTSE uses local viewers for on-air promos. Candidates write in explaining why they represent the "Face of the Bay Area". KTSE selects 10 new viewers a month, like Vicky and Josephine Lam (below), to appear in the campaign.



**Vicky & Josephine Lam**  
Fremont, Ca.

Welcome to the first edition of the KTSE Sales Flash. We've created this quarterly newsletter to keep our clients and friends up to date with what's going on at KTSE. With the start of the Lunar New Year, KTSE has been hard at work on the San Francisco Chinese New Year's Parade production. The parade is the largest nighttime Chinese New Year's Parade outside of Asia! We also have some exciting upcoming programming changes that will keep viewers tuned in each and every night and want to make sure advertisers get a sneak peek at upcoming shows.

## Lunar New Year

### The Year of the Ram

The Lunar New Year is an important tradition of many Asian cultures. It is a time of celebration and an opportunity for new beginnings. The first new moon inspires traditions to create good fortune for the upcoming year. Elaborate meals, new clothes, making amends, repayment of debts, and cleaning your home are just a few of customs to create positive energy for the upcoming year. Many people are familiar with Chinese New Year, but other Asian groups also observe Lunar New Year as an important element of their culture. Koreans celebrate Seol-nal and Vietnamese Tet-Tet Nguyen Dan. In the San Francisco Bay Area, with its large Asian population, Lunar New Year celebrations are common and welcome events. San Francisco has the largest celebrations with the annual Chinese New Year Parade and Festival. The parade is the largest of its kind in North America. San Jose has a large Tet-Tet festival and Seol-nal is celebrated in many Bay Area communities. In the spirit of the new Lunar New Year, KTSE wishes all of our clients and friends prosperity and wealth for the upcoming year. Gung Hay Fat Choi!



San Francisco's Chinese New Year Parade 2002

## Upcoming KTSE Television Specials and Advertising Opportunities

**May— Hong Kong Film Awards**  
Hong Kong's film making abilities is second only to Hollywood. The Hong Kong Film Awards is their version of the Oscars. (2 hrs)

**June — MTV Taipei Music Festival**  
MTV's annual music festival featuring top performers from Taiwan and Hong Kong. (2 hrs)

Contact your KTSE Account Representative for more information concerning dates and cost of sponsorship opportunities.

# ENDLESS LOVE

**Airing Soon**

KTSF to air the most popular Korean TV series, "A Tale of Autumn." (When broadcast in Taiwan, the name was changed to "Endless Love.") This moving series describes love in its various manifestations-- family love, romantic love, and platonic love. Joon-suh and Eun-suh are raised as brother and sister for 14 years until it is discovered that Eun-suh was switched with Joon-suh's real sister at birth. Eun-suh faces life's misfortunes with steadfastness and optimism, demonstrating her strong character and true inner beauty. Equally loved by audiences in Hong Kong, Taiwan, and Beijing, this drama is one



viewers won't want to pass up. Airing in Mandarin with Chinese subtitles.

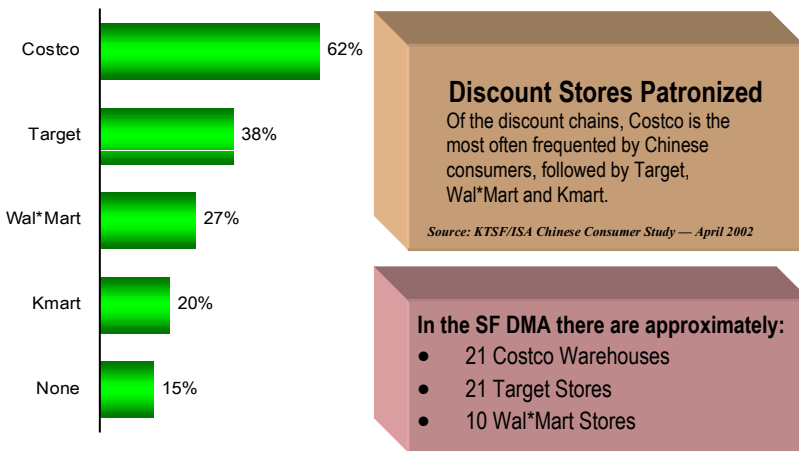
Starts March 11, airs Monday-Friday 8pm on KTSF. Also airing... Granary of the World began Feb. 5. Granary was a ratings champion in CCTV's drama lineup.

## Programming Notes

### Saturday's Chinese Language Programming Block Expanded

- 4:00 pm: Chinese Journal
- 4:30 pm: Zhong Tian News (Mandarin)
- 5:00 pm: Business & People (Mandarin)
- 5:30 pm: Hong Kong Weekly News (Cantonese)
- 6:00 pm: Starry Journey **NEW!** (Cantonese/SAP Mandarin with Chinese subtitles)  
Travel adventure show hosted by a different "Star" or celebrity each episode.
- 7:00 pm: Idol Drama: Lavender **NEW!** (Mandarin w/Chinese subtitles)  
A promise given with a Lavender bottle makes this romantic drama popular.

## Research



### About KTSF Consumer Studies

KTSF has commissioned Chinese Consumer Studies since 1986. Over the years categories have covered preferences that included: Automotive, Toothpaste, Shampoo, Airline travel, Long Distance phone service, Future Home purchasing plans, Soda, Computers,

Grocery Store and much more. If you are interested in obtaining a copy of our latest Consumer Survey (no cost) or results from a previous study, please contact Maresa Hanna at mhanna@ktsftv.com or 415-468-2626 ext 7373

### Meet the KTSF Team

**Name:** Jack Soo Hoo  
**Title:** General Sales Manager  
**Profile:** Jack joined the KTSF team in 1992 from KTVU, a Fox affiliate. In 1999 he was promoted to General Sales Manager. With 33 years in the business, 10 of the past years in the Asian market, his expertise can assist you with getting started in the Asian market. He can also connect you and your company to an agency specializing in the Asian market.  
**Contact:** 415-468-2626 x 7311 or jsoohoo@ktsftv.com



Check us out on the web...

**www.KTSF.com**

### Feedback/Subscription Request

For subscription requests or if you have any questions, comments, ideas concerning this newsletter... please contact Maresa at mhanna@ktsftv or 415-468-2626 ext 7373 or write: KTSF, 100 Valley Drive, Brisbane, CA 94005

News

### Headlines

- **Tet is clearly no bank holiday**  
Los Angeles Times 1/30/03
- **Chinese group to condemn Shaq's remarks**  
The Wall Street Journal 1/16/03
- **Koreans celebrate 100 Years in America**  
The New York Times 1/12/03
- **Helping deliver fairness for Asian-Americans**  
Contra Costa Times 1/6/03
- **A vote for Yao over Shaq**  
San Francisco Chronicle 12/21/03

**Note:** KTSF has an extensive collection of newspaper and industry articles regarding Asian-Americans. Missed a story? Feel free to contact us to see if we have a copy or if you'd like to send us a story you think will be valuable to our collection. Contact Maresa Hanna @ mhanna@ktsftv.com for more info.

### Cool Creative

Agency: A Partnership  
Client: CDC



Title: Deserted Baseball  
Language: Mandarin