



KTSF Sales Flash

1st Quarter
2004

What's New



KTSF's master control is undergoing an upgrade. Mike Fusaro, Director of Engineering & Operations, is replacing the present analog master control switcher with a new state of the art Utah Scientific

digital switcher. The changes will offer an improved on-air look for logos, squeezes and digital effects. The expanded capabilities of the new digital switcher will allow KTSF to feed broadcast signals to both channel 26 and our digital channel 27.

Q & A

- Q.** How many KTSF staff members does it take to produce the live newscasts?
A. To produce the 2 newscasts (Cantonese and Mandarin News) KTSF needs:

- 1 News Director
- 4 Anchors
- 6 Reporters
- 2 Producers
- 5 Videographers
- 1 Engineer
- 2 Managing Editors
- 5 Writers
- 1 Studio Director
- 1 Graphic Technician
- 1 News Production Assistant
- 2 Studio Camerapersons
- 1 Master Control Operator
- 1 Technical Director
- 1 Audio Engineer
- 1 Teleprompter Operator
- 1 Tape Operator
- 2 Interns



The Mandarin Evening News team appears weeknights from 10 pm—11 pm on KTSF

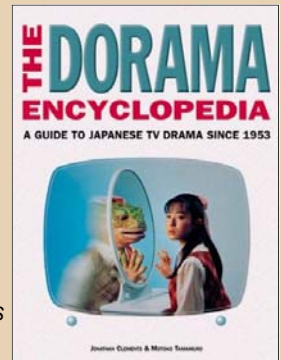
Lunar new year is upon us again. Packages for the live telecast of the San Francisco Chinese New Year's Parade sold out. Only 2 vignette packages remain. A great way to start 2004 and the upcoming lunar year! For the new year, KTSF will continue to bring innovative & quality programming into our viewers' homes, offer effective advertising & marketing opportunities to our clients & look ahead towards a bright future. KTSF wishes all of our clients & friends prosperity and wealth for the upcoming year.

The Dorama Encyclopedia A Guide to Japanese TV Drama Since 1953

KTSF staffers felt strongly about sharing the news regarding the release of the resource gem, **The Dorama Encyclopedia**, an encyclopedia on Japanese television from Stone Bridge Press. Co-authors Jonathan Clements and Motoko Tamamuro have put together an excellent guide to the genre. Hundreds of Japanese TV shows called "dorama" are based on popular manga or have an anime or film connection. Millions of viewers in North America are already following the 150+ shows that have been broadcast on satellite TV and local TV channels, (including shows like *Power Rangers* on major networks.) **The Dorama Encyclopedia** includes:

- Over 1,000 entries on everything from rubber monster shows to samurai dorama, from crime to horror, from kitchen sink dramas to battle teams
- An introductory essay on the development of Japanese dorama
- Brief synopses and critical commentary, as well as year, Japanese title, key creatives, cast and channel
- Where to find out more, including Internet links and TV channels

This is an entertaining way to learn about the history and appeal of doramas. Get a copy to enjoy or to give as a gift for an advertising client. For more information or to purchase contact Jaime Starling of Stone Bridge Press (510) 524-832 or starling@stonebridge.com. Or buy it online at Amazon.com.



Meet the gang — Stir TV host bios



Stir TV hosts l to r: Brian Tong, Sabrina Shimada, Tony Wang & Jeannie Mai

Brian Tong

Born in Mountain View, California, Brian loves sports, technology, and being on television. An avid fan of the Sacramento Kings, he has pursued a career in broadcast journalism since his graduation from San Jose State University, working as an intern for CNN International in Atlanta, GA, and in the Bay Area at Action 36/Cable 6. In his spare time, he plays video games and sings karaoke. Brian says that he "can't wait to make waves"—and we're sure he will, as one of our STIR stars.

Sabrina Shimada

Sabrina was born in a small town outside of SF, but loves the big city. Since she's graduated from high school she's been pursuing a career in media. Besides auditioning she loves to hang out in her hometown. Going bowling, shopping and

playing video games are some of her favorite things to do. She loves tuning in to the *Newlyweds* on MTV and *Wade Robson Rocks!* Sabrina's favorite thing to do is travel. Though she hates the airplane ride to wherever she's going, she couldn't be happier than when she's stepping off the plane. She's been to Germany, France, England, Japan and all over Mexico. The next destination on her wish list is Rio De Janeiro.

Tony Wang

Born in Taiwan and raised in San Francisco, Tony is a graduate of Harvard Law School who decided to pursue other dreams after obtaining his J.D. Though he still works—when he has to—as a corporate lawyer, he also plays guitar and drums, competes in marathons and triathlons, and is an avid surfer. As active as he is, the laid-back Tony says that his primary objective each day is to "take a nice nap without drooling too much."

Jeannie Mai

Born in San Jose, CA, Jeannie says that she was "born with two gifts—being Asian American and a woman." She has long been in love with fashion, and for the last year has pursued a career as a professional makeup artist—even appearing on MTV's *Total Request Live* in that capacity.

Stir TV premieres 3/3 on the International Channel & 3/6 on KTSF. Contact Mark Dubas of the International Channel at 310-414-2104 or Jack Soo Hoo of KTSF at 415-468-2626 for sales/sponsorship opportunities.

THE STORY OF A NOBLE FAMILY

Love and obsession

The epic tale about the confrontation of status, wealth, power, love and morality will have viewers sitting at the edge of their seats. This drama revolves around two rich and powerful families. Jin Yan Xi, the son of a high ranking senior officer of the Northern Warlords, is deeply in love with the charming Qiu who comes from a family of great wealth. Like any good drama there's always another woman. Bai Xiu Zho has fallen



head over heels in love with Jin Yan Xi but he's offended by her bad temper... in the beginning. Things change. This mesmerizing triangular relationship explores love and passion, hate and obsession. Begins airing on Wednesday, February 4 at 9pm. (Mandarin with Chinese subtitles.)

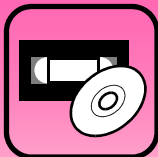
Programming Notes

Chinese New Year Programming starts on the eve of Chinese New Year
Wednesday, January 21, 8 pm — 12:30 am
 CCTV Spring Festival Gala
Thursday, January 22, 8 pm — 10 pm
 CCTV Song and Dance
Friday, January 23, 7:30 pm — 8:30 pm
 ETTV— Lucky Strike
Friday, January 23, 8:30 pm — 10:30 pm
 FTV—Happy Earth, Prosperous New Year
Saturday, February 7, 6pm—8pm
 LIVE broadcast: SF Chinese New Year's Parade

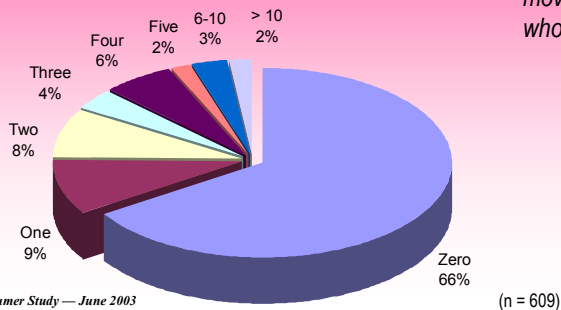
Contact your KTSF Sales Rep for advertising opportunities.

Research

Chinese DVD / VCD / Video Rentals



Number of Visits to Chinese DVD/VCD/Video Rental Store per Month



Nearly two-thirds of respondents indicated that they do not go to a Chinese video rental store to rent TV programs or movies in a typical month.

Among those who rent in a typical month, Chinese movies and Chinese TV dramas are the most common categories rented. Japanese and Korean movies and dramas are also popular selections among one third of those who visit Chinese video rental stores every month.

Preferred Rental Categories

Chinese movies	80%
Chinese TV dramas	73%
English movies with Chinese subtitles	56%
Chinese TV variety shows, talk shows or musical programs	31%
Korean or Japanese TV dramas with Chinese dubbing and/or subtitles	30%
Korean or Japanese movies with Chinese dubbing and/or subtitles	28%
Other	2%

Source: KTSF/ISA Chinese Consumer Study — June 2003

Airing on KTSF...

The telecast and production company that brought the Iron Chef series to America continues to entertain its loyal viewers. Since Fuji TV's first telecast in 1972, they have consistently offered high-quality programming and have developed a dedicated viewing audience. By offering Japanese language programming and adding English subtitling to nearly

all of their programming, they have bridged their popularity to a diverse & loyal audience. Fuji TV airs on KTSF Mon—Fri from 7am — 7:30am & on Saturdays from 8pm — 12 midnight. For advertising opportunities or questions please call Ms. Satoko Kuni of Fuji TV at 650-344-3006.

Meet the KTSF Team

Name: Grace Lai
Title: Sales Rep and host of Business and People
Profile: Grace joined the KTSF sales team in September 2000. She started her broadcasting career as a TV host for Shen Zhen TV in China. Grace is the ultimate multi-tasker. She handles well over 100 clients, hosts a weekly business talk show and emcees local Chinese community events. (She's also the mother of 2!)
Contact: 415-468-2626 x 7319 or glai@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

- **Year of the Asian American**
Banks See Enormous Potential in 2004
 DiversityInc Magazine Dec 2003 / Jan 2004
- **Minorities a vast untapped market for ski industry**
 IMDiversity.com / AP 11/20/03
- **Cultural conflicts arise on women's golf tour**
 San Jose Mercury News 11/1/03
- **QB holds interest of Asian-Americans**
 San Jose Mercury News 11/1/03
- **Asian Promise: Lost in Translation**
 Women's Wear Daily 10/22/03

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 at mhanna@ktsftv.com for more info.

Cool Creative

Client: Sugar Bowl Bakery



Title: Laugh
 Language: English