



HOW TO WORK WITH ASIAN MEDIA

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PRESENTED TO:

2013 AMAT CONFERENCE

TV 101 – TYPES OF TELEVISION

- **Free over-the-air**
 - Full power must-carry local channel on cable and satellite systems
 - Digital sub-channels with no cable/satellite carriage
- **Pay TV**
 - Cable, satellite, telco, online
 - Most Asian channels on premium tier
- **Coverage and Reach vary by medium**



ABOUT LA18 KSCI-TV

- Broadcasting for over 36 years and serves Los Angeles's culturally diverse, multilingual communities.
- Multiple Asian-language programming on main channel 18
- Eight 24/7 sub-channels include Chinese, Korean, Japanese, and Armenian.
- Reaches 5.6 million TV households in the Los Angeles DMA over-the-air, including cable and satellite households as a must-carry local station
- A unique variety of news, sports, drama, and entertainment programs.



NINE LOCALLY PRODUCED SHOWS



Kababayan Today
(Tagalog/English)



Halo Halo
(English)



LA 18 Evening News
(Mandarin)



LA Living
(Mandarin)



Midday Buzz
(Mandarin)



tSOu LA
(Mandarin)



LA 18 Prime News
(Korean)



KA Connection
(Korean)




Living Intelligence
(Korean)

NON-PROFIT ORGANIZATION & LA18

- How to introduce your non-profit organization to LA18
 - Are you aware that LA18 is an Asian language TV station?
 - Be prepared to have representatives speak in one of our languages
- What happens after the meeting?
 - Every partnership/sponsorship is important
 - Creative relationship
 - Media Sponsor recognition
- How do you keep the relationship fresh every year?

WORKING WITH THE HOSTS/PRODUCERS OF THE LA18 SHOWS

Janelle So
Kababayan Today



INTRODUCTION

- Video clip of health-related topics on *Kababayan Today*



PROCESS – HOW DO YOU GET THE STORY OUT?

- Make your pitch stand out
 - Like shopping for diamond – the 4C's
 - Clarity
 - Content
 - Carat (weight/relevance of subject matter)
 - Concise

PROCESS – HOW DO YOU GET THE STORY OUT?

- Be ready to give additional information
- Be ready to give suggestions on how to present the matter on a fresh, innovative way
- Email is best – kababayan@la18.tv

CASES

- Case 1 - American Heart Association –cooking demo
- Case 2 - Meningitis – heart of the story, not technical
- Case 3 - Diabetes

SUMMARY

Informing vs. Storytelling = Facts vs. Heart



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