



**LITTLE SAIGON TV**



**MEDIA KIT**

# INTRODUCTION



## OUR MISSION

- ◆ To provide a wide array of programs that reflect on traditions, values, growth and the success of the Vietnamese - Americans.
- ◆ To continue to reserve the Vietnamese culture and tradition to the new generation.
- ◆ Little Saigon TV continues to lead as the top Vietnamese language speaking television program in the United States.



## 1990 - KSCI CHANNEL 18

Little Saigon TV has been broadcast since 1990 and first appeared in KSCI Channel 18.

## 1993 - KRCA CHANNEL 62.

In 1993, Little Saigon TV transferred the program to KRCA Channel 62.

## 2000 - KXLA 44.4 DIGITAL TV

Since 2000, KXLA Channel 44 has provided a multi-culture language program with Little Saigon TV as the fore-running Vietnamese program. Beginning in 2009 Little Saigon TV developed 24 hours programming on KXLA 44.4 Digital TV and currently leads with the strongest News and Entertainment program.

## 2010 - SATELLITE GALAXY 19

In January 2010, Little Saigon TV expanded its broadcasting to the United States nationwide and extended viewing to Canada via Satellite Galaxy 19. Coverage also consists of local programming from many Vietnamese - American Communities

## 2012 - KJLA CHANNEL 57.7 DIGITAL TV

Beginning on January 1st, 2012, Little Saigon TV developed 24 hours programming on KJLA Channel 57.7 Digital TV.

## Currently - KDOC 56.10 & KSCZ 16.11

In December 2017 Little Saigon TV broadcasts on channel KDOC 56.10, a full power station with its transmitter is located atop Mount Wilson covering the counties of Los Angeles, San Bernardino and Orange County. In addition, Little Saigon TV also broadcasts on channel KSCZ 16.11 which transmitter is located from atop Mount Allison covering of San Jose, San Francisco.

# FEATURING BROADCAST COVERAGE



## KDOC 56.10

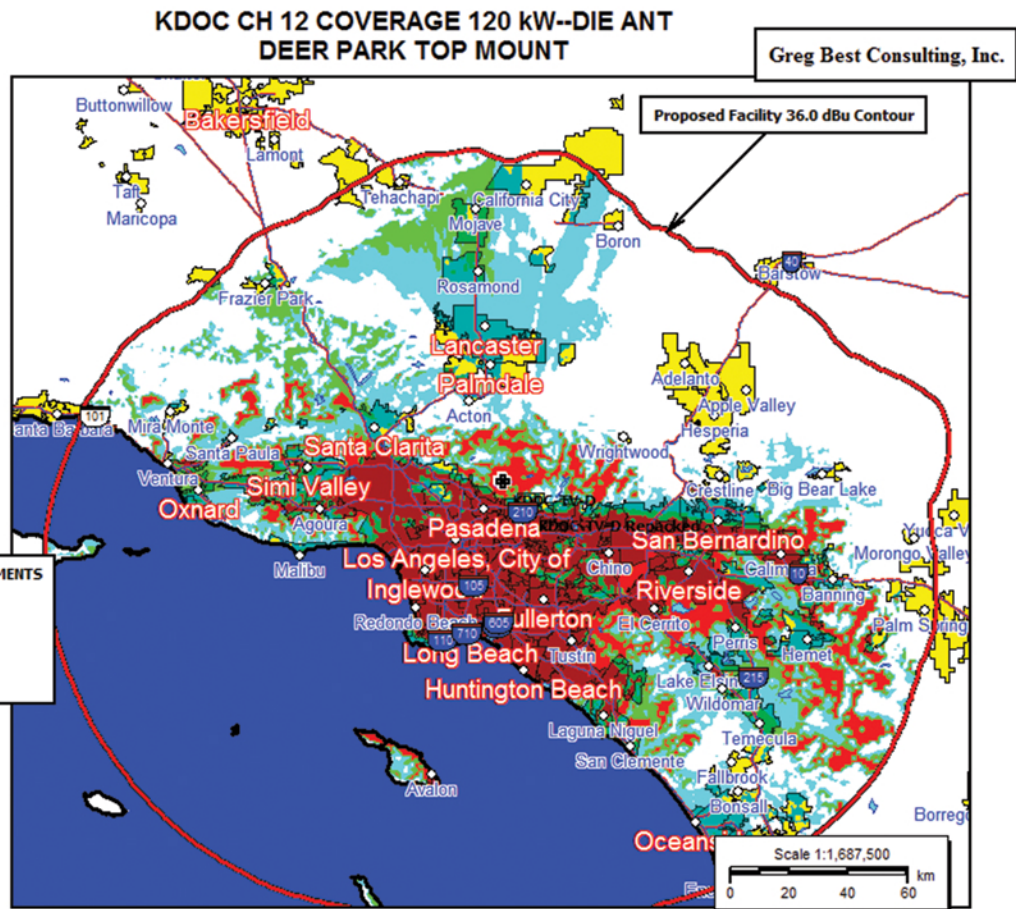
Covering Los Angeles, San Bernardino, and Orange County

**KDOC-TV-D Repacked**  
 Latitude: 34-13-55 N  
 Longitude: 118-04-21 W  
 ERP: 120.00 kW  
 Channel: 12  
 Frequency: 207.0 MHz  
 AMSL Height: 2008.0 m  
 Elevation: 1725.0 m  
 HAAT: 1100.04 m  
 Horiz. Pattern: Directional  
 Vert. Pattern: Yes  
 Elec Tilt: 0.75  
 Prop Model: Longley-Rice  
 Climate: Cont temperate  
 Conductivity: 0.0050  
 Dielec Const: 15.0  
 Refractivity: 311.0  
 Receiver Ht AG: 10.0 m  
 Receiver Gain: 0 dB  
 Time Variability: 90.0%  
 Sit. Variability: 50.0%  
 ITM Mode: Broadcast

**CONTOUR AREA, POP COUNTS, & COMMENTS**  
 License Contour Pop Count =  
 Repacked Contour Pop Count = 18262151  
 Licensed Contour Area (sq km) =  
 Repacked Contour Area (sq km) = 60251  
 Comments:  
 Pop Count Delta = %

**Signal Strength**

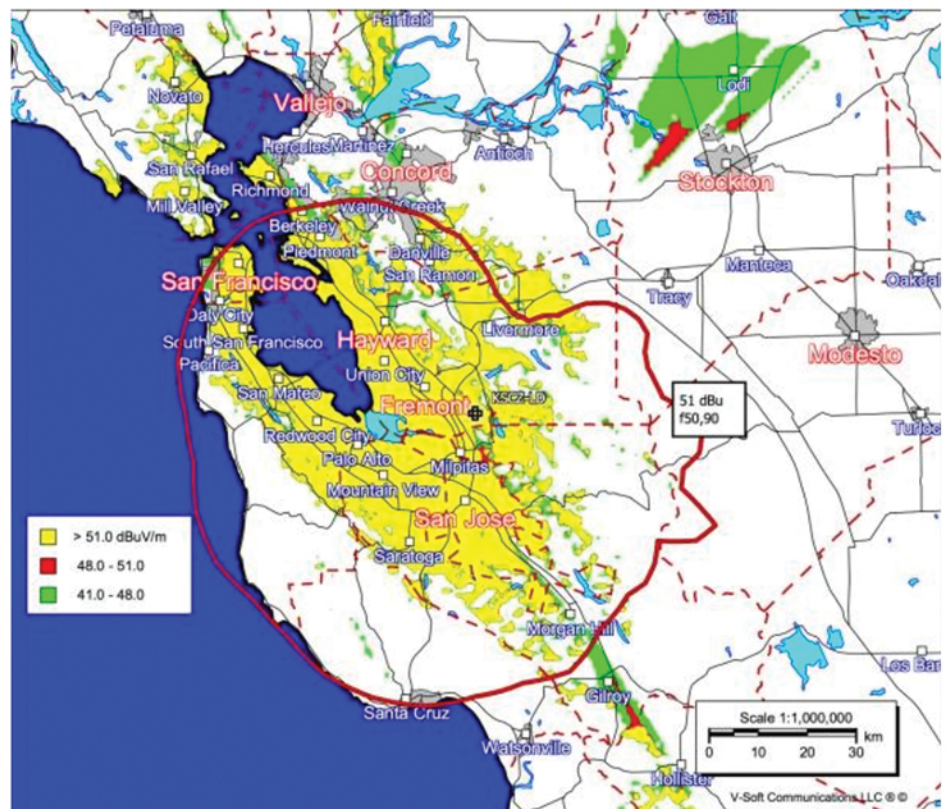
- > 100.0 dBuV/m
- 80.0 - 100.0
- 60.0 - 80.0
- 41.0 - 60.0



## Little Saigon TV broadcasts 24 hours program via KDOC 56.10 & KSCZ 16.11

## KSCZ 16.11

Covering San Jose, San Francisco area



# LIVESTREAM



## WATCH LIVE WEBCAST

[WWW.LITTLESAGONTV.COM](http://WWW.LITTLESAGONTV.COM)

- ▶ At [www.littlesaigontv.com](http://www.littlesaigontv.com), the Vietnamese viewers can watch the direct broadcasting live 24 hours a day anywhere around the world.
- ▶ TV online provides access to daily programs with features for downloading videos.
- ▶ Special events information is available for the community events.
- ▶ Advertising on [www.littlesaigontv.com](http://www.littlesaigontv.com) is available for banner or icon LSTV that links your website

## SOCIAL MEDIA

[LITTLE SAIGON TV FACEBOOK](#)

[LITTLE SAIGON TV OFICIAL YOUTUBE](#)

- ▶ Live and Archived broadcast shows
- ▶ Opportunities for digital advertising

# LITTLE SAIGON TV



Little Saigon TV Official



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(LSTV)  
@LSTVlive

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Project



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# OUR PROGRAM

## News

**Café Sang – Morning Coffee:** Live discussion hosted by Ms. Ngoc Lan the News team review the News around the world, US and Vietnam along with latest local news.

**Morning News:** Live program with the popular anchor Mr. Hoang Trong Thuy, covering daily breaking news, US & International.

**Noon News:** Rerun major news of the US, International and Vietnam

**Evening Prime News:** Live program with update or breaking news around US, International and Vietnam.

**Daily highlight news:** Highlight current issues happening in the area as well as among Vietnamese communities in the US

**Morning coffee – weekend:** highlight news in the US, local & Vietnam as well as entertainment news and tips



**Café Sáng**

Little Saigon TV

# OUR PROGRAM

## Lifestyle and Community

**Legal Affairs with Attorney Liem Do:** Live program with the audience calling in for questions in both business and civil laws.

**Knowledge, Medicine, Family and Community:** Talk show hosted by Dr. Julie Diep with professional guests providing the audience information about the current health wellness and community events.

**Money Smart:** All financial matters lead by Ms. Ngoc Tinh and Mr. Tuan Nguyen CPA for update information assisting tax, real estate, personal and business banking

**Community Health:** Live interactive calling in from the audience that hosted by Dr. Toan Tran providing general medical practices and healthcare.

**Culture & The People:** hosted by Ms Phien Dan, weekly program about cultural and social aspects of Vietnamese community

**Weekly Discussion:** Hosted by Vu Hien and Vu Quy Hao Nhien. The program discusses ongoing issues in the US and around the world

**Economic Magazine:** it's weekly program focusing on the US economy news and fiscal policies from current administration and how it affects to American people and businesses.

**Safety on the road:** Live program with Sunny Nguyen – car expert. Audiences can directly call to ask questions about car's issue as well as knowledge about vehicles repair and maintenance.

**Modern Oriental Medicine:** Hosted by Thien Trang & Dr Nguyen Duc Cuong. This program introduces to audiences the basic knowledge of a combination of traditional medicine and western medicine.



# OUR PROGRAM

## Entertainment

**"Goc Khuat" The "Unseen Corner":** Hosted by Chelsey with guests who share inspiring stories/ experiences and perspective that no one knows about, but only the person in that position or of that perspective.

**Horoscope and Fate:** Live audience call in interactive for forecast of astrology leading by Mr. Tri Duc.

**Bep Viet – Let's Cook:** The kitchen with many talented food experts who demonstrate techniques and newest recipes to the audience.

**What's Up:** Sophie Bao Tran leads the audience around the world with the authentic cuisine, traveling to the iconic destinations, amazing architecture and traditions and cultures.

**Drama:** Daily life or social challenging content in series

**Passport 2 Success:** Explore our community and beyond for some amazing tips and experiences

**Jimmy Show:** interview famous singers, artist and celebrities. Program is hosted by Jimmy Ha

**Viet Bao La:** Viet Bao La means Immensely Viet! Vietnamese Americans has been contributed in shaping up the culture & lifestyle in the US. Little Saigon TV's journalist Ngoc Lan will highlight all aspects of this journey in visiting many populated Vietnamese American regions & visit all kinds of establishments, from successful business to individual lifestyle that are a cut above living with a dream in the US

**Uoc mo Viet/ Hat mam Viet Nam:** Children program to learn Vietnamese language and cultures



## Target Vietnamese Demographics in California (as 2020 Census data)

KDOC 56.10 & KSCZ 16.11 coverage 2020

Population of Vietnamese in Los Angeles, CA	86,156
Population of Vietnamese in Orange County, CA	230,166
Population of Vietnamese in Santa Clara County, CA	139,127
Total population that KDOC 56.10 & KSCZ 16.11 coverage	455,449

## LittleSaiGonTV.com, Social media (Youtube & Facebook ) coverage

Population of Vietnamese in Canada	240,615
Population of Vietnamese in the US	1,896,690
Total population that website & social media coverage	2,137,305

## Asian Alone Population in the United States: 2020

Chinese	4,151,009
Asian Indian	4,143,134
Filipino	2,884,210
Vietnamese	1,896,690
Korean	1,477,325
Japanese	768,985
Other Asian	3,081,315

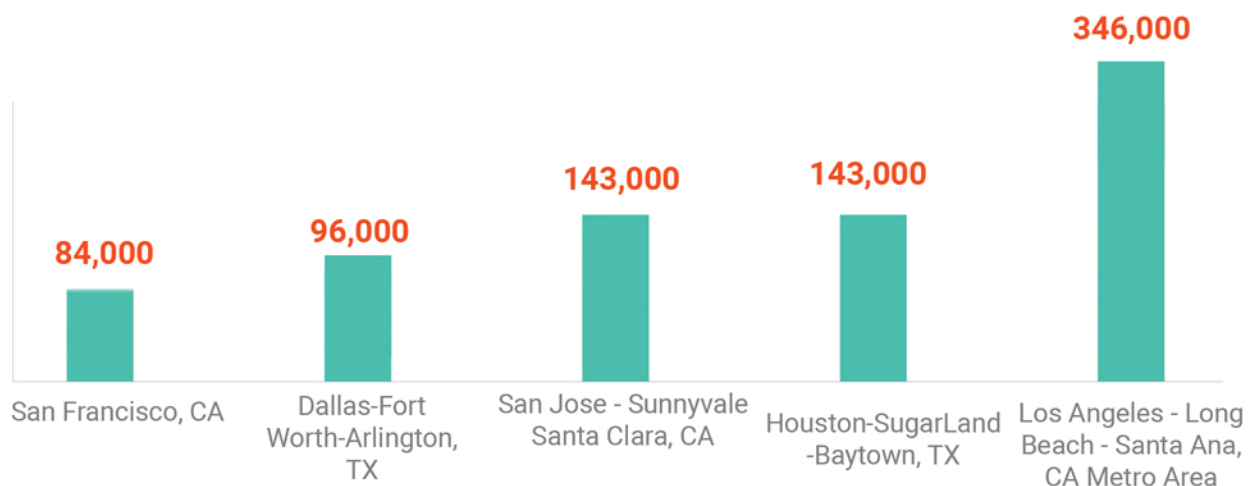
Source: U.S. Census Bureau, 2020 Census

\* Vietnamese is the 4th largest among the Asian population groups in the United States.

## TOP 5 DMA

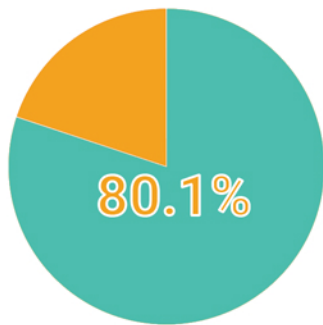
Source:

Pew Research Center  
2017- 2019 American  
Community Survey



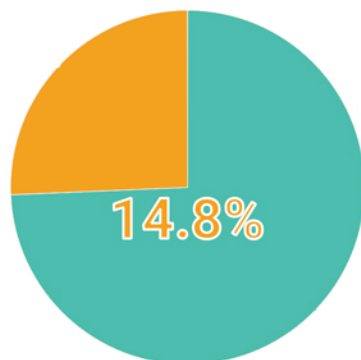
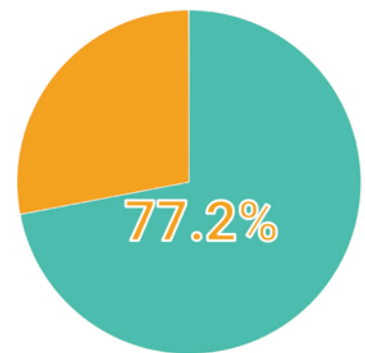


# DEMOGRAPHICS



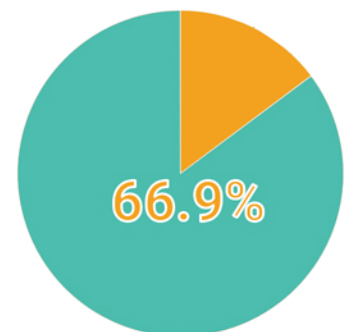
There are 1.52 million people who speak Vietnamese at home in the US 2020

**77.2%** of Vietnamese-American households have either kids, or other relatives, or both living together.



Vietnamese owned **229,149 firms** of total firms owned by Asian, generating **\$28.8 billion** in receipts.

Of all the firms, **66.9%** were in the repair, maintenance, personal, laundry services and the retail trade, **ranking #1 among Asian groups.**

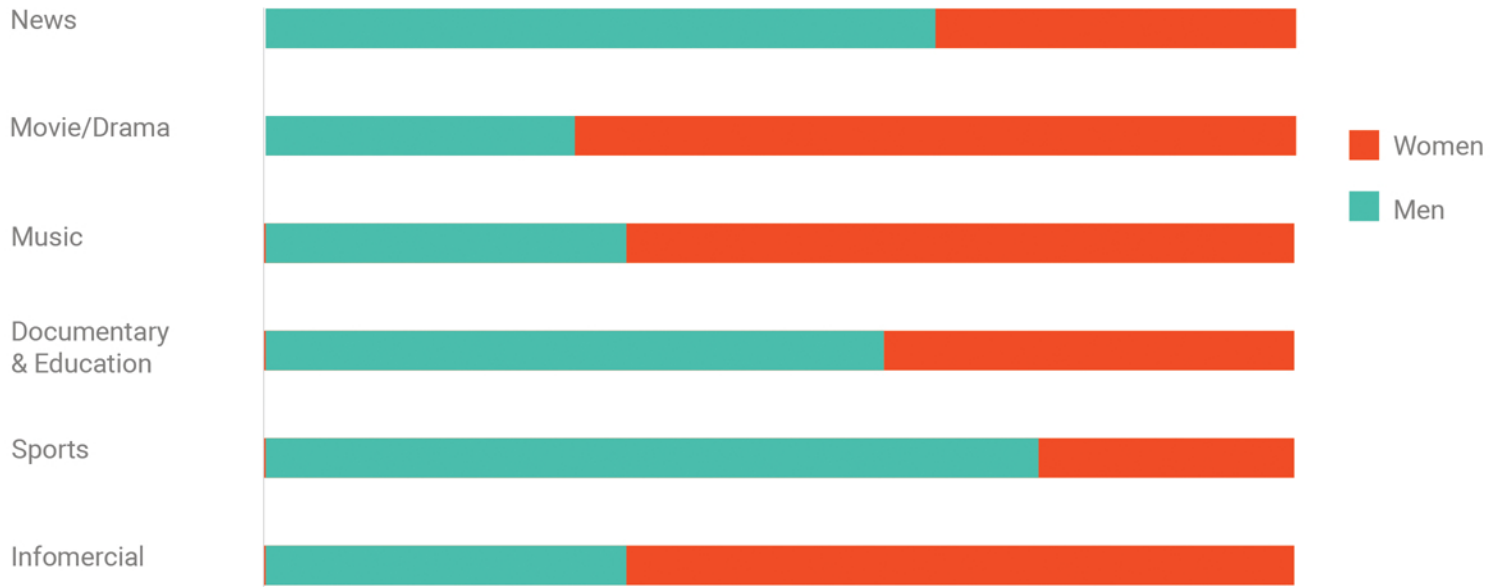


Average Family Size	<b>3.45</b>
Median Family Income	<b>83,839</b>
Home Ownership	<b>69.3%</b>

# OUR CLIENTS



## VIEWER PROFILE



## OUR CLIENTS



## THE RICE CAKE COOKING CONTEST & VIETNAMESE FOLK GAMES January – February

The cooking competition goal is to promote authentic Vietnamese cuisine as well as to continue the exquisite traditional Vietnamese culinary culture for New Year's preparation. In addition, the contest production will include Vietnamese folk games challenge among each group. These games such as water bucket carrying, sack jumping, rings throwing, multi beans separating and conical palm hats matching played an important role in its culture from time to time and showed the team work and bonding within the groups. Those folks games to catch a grasp of Vietnamese traditional life



## THE AO DAI FASHION SHOW

January – February

Follows the Rice cake cooking contest in the same day is the Ao Dai fashion show. Little Saigon TV is proud to host the Ao Dai Fashion show, which cherishes one of the most famous remarks in Vietnamese tradition. The Ao Dai Dress is the country's beauty symbol because it demonstrates the S curve in the Vietnamese territory map. Moreover, only when wearing Ao Dai does the Vietnamese ladies really enhance their natural beauty as the dress fits just right with their body. Gentlemen can also participate in the performance of Ao Dai with classy Ao Dai designs. Ao Dai is often worn in Tet Holiday, weddings etc. In addition, there are cultural entertainments perform by many community organizations and artists.

## NEW YEAR'S EVE COUNT DOWN

January – February

Every year, Little Saigon TV broadcasts live of the Lunar New Year's Eve celebration at Buddhist Temple in Santa Ana, where thousands of people gather to celebrate the mid-night count down with the traditional ceremony and entertainment. Little Saigon TV co-hosts the events and telecasts live on KDOC 56.10 Southern California & KSCZ 16.11 North California





## MOON LANTERN FESTIVAL

September

This is one of our main events in the year. In order to celebrate our spirit towards the full moon tradition, as well as to set up a day full of joy, Little Saigon TV has collaborated with Asian Garden Mall to organize the Moon Lantern Festival! Great entertainment, exciting games, prizes given out throughout the day are some of the things that make this event especially well-attended among Vietnamese Americans.

## CHRISTMAS CONCERT

December

To better integrate Vietnamese and Western cultures together Christmas Caroling serves as a celebration of families joining together for the traditional Christmas music, festive entertainment in the spirit of holiday's season.



# MATERIALS REQUEST LIST



ADVERTISING TYPE	FILE FORMAT SUPPORTED	SLOGAN/ TAGLINE	RESOLUTION RECOMMENDED
Commercial @ 30sec/ spot	.mp4, .avi, .mov, .wmv, mpeg or Youtube link to your website	<b>x</b>	1080i or higher
Billboard @5sec/spot	.jpeg, .mp4, .avi, ,wmv, .mpeg or Youtube link to your website	<b>x</b>	1080i or higher
Company logo (to be printed on newspaper and poster)	.jpeg, .png, .ai, .pds, .pdf		No minimum required
Web Banner	.jpeg, .png, .ai, .pds, .pdf Please also provide a link to your website	<b>x</b>	Full wide banner pixel Right banner 540 x330 pixel
LED Banner	.jpeg, .png, .ai, .pds, .pdf	<b>x</b>	OK
POP UP Banner/ Vertical Lower Third			720 x 100

**DELIVERY METHOD:** Please email us all required material at [info@LittleSaigonTV.com](mailto:info@LittleSaigonTV.com) or send us your Flash drive, DVD, data CD etc. You can also upload all material onto trusted file-sharing website. such as Dropbox, Youtube, Media Fire, Google Drive etc. and give us the link to access the documents

**\*Note:**

- Commercial production & original artworks must be provided by client
- Higher resolution guarantees you with higher quality, hence, more effective advertising
- If your company cannot meet one or more requirements, please let us know as soon as possible. We will then discuss ways to assist you with the missing material
- Please follow our deadline in order for us to provide you with the best service



# Little Saigon TV

KDOC 56.10 / KSCZ 16.11

[www.littlesaigontv.com](http://www.littlesaigontv.com)

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