



Look for **Cinema AZN**, a new original program, airing Thursdays at 8:00PM ET, during our all-English prime time. This 30-minute AZN TelevisionSM original production highlights the latest news and stories about Asian and Asian American cinema, featuring new releases, interviews with directors and talent, DVD releases and reviews.

**THURSDAYS
at 8PM ET**

AZNSM introduces...
cinemaazn

Hosted by
Marie-France Arcilla

SPECTRUM MARKETING LLC
2796 LOKER AVE STE 102
CARLSBAD CA 92010

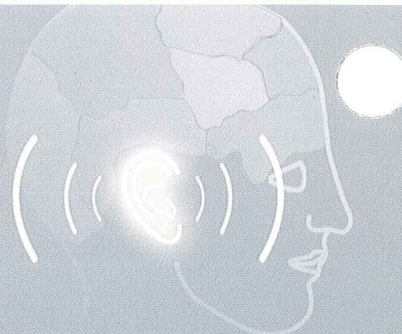
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Listen to your customers

chances are you'll
SELL MORE!



What if you walked into a store and there was only one product on display? You wanted more choices, so you left. Later, you found out they had lots of great merchandise, but it was in the storeroom until someone asked for it specifically.

What value is there in having lots to choose from if customers don't know the choices? Because we're familiar with our products, we assume customers are as well. We use terms we assume everyone understands – "Expanded Basic," "Premium Channels," "International Programming," or "HSI service." But customers don't always know what that "merchandise" is or why they would want it.

Is there a magical key to unlock the storeroom and ensure customers have a wonderful "shopping" experience when they talk to you? Yes! The key is LISTENING. Questions are great, but if we are not truly listening to the answers we get, the questions are useless.

I was on a call recently with a frustrated customer who wanted international programming for her father without paying a fortune. She and her father wanted to switch to Dish Network because it had programs from China, even though it cost a lot more money.

I simply listened, without interrupting, to what she wanted. I could have responded with a scripted, "Let me tell you about our latest promotion." But she was shopping for a lot more. She wanted specific programming that met specific needs. I wanted her to know I heard her frustration, so I discussed the many choices we offered, educated her on the benefits of cable versus satellite, discussed high-speed internet services and cost savings. I listened, answered her specific needs, and she became a new customer.

Try listening differently. Only after your customer gives you enough information can you go into your giant storeroom of products and services to ensure their experience is valuable!

Gina Schreck is the "Cheerleader of the Bored" for The Pinnacle Group & SchreckTalk Keynotes. The Pinnacle Group has helped cable companies for over 10 years increase customer retention and satisfaction. You can reach Gina at 303-978-0887 or e-mail her at Gina@SchreckTalk.com.

IN-LANGUAGE CHANNELS Available Through International Networks



quarterly news for CSRs from

International NetworksSM & AZN TelevisionSM

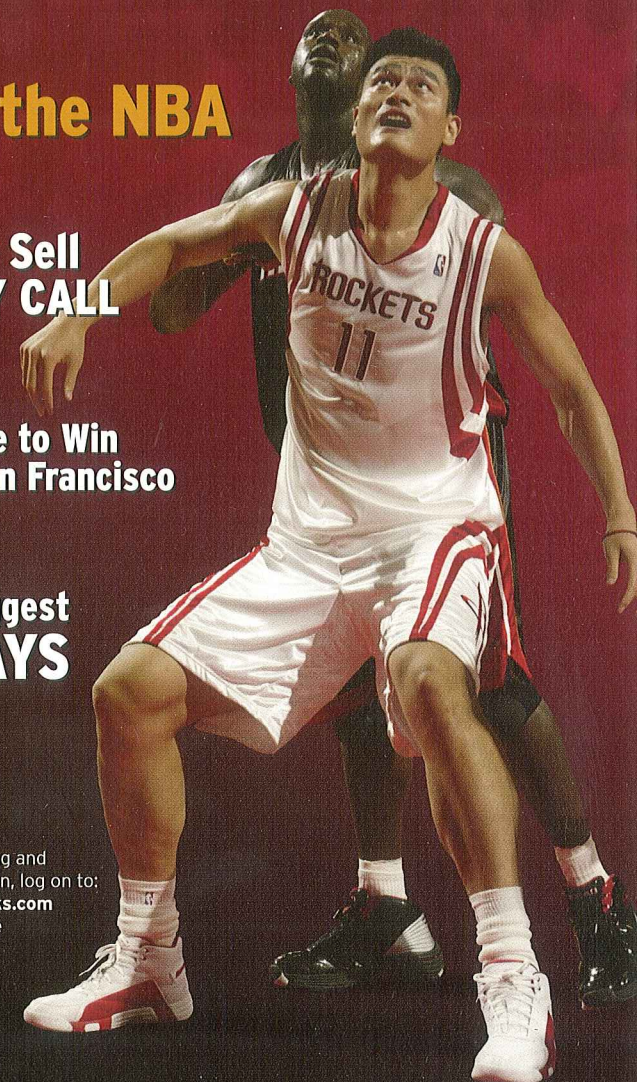
FALL ISSUE NO. 11

Yao in the NBA

**Max Your Sell
on EVERY CALL**

**Last Chance to Win
a Trip to San Francisco**

**World's Biggest
HOLIDAYS**



For more programming and scheduling information, log on to:
internationalnetworks.com
New customer service phone number:
(303)-712-5454
Email address:
in.info@azntv.com

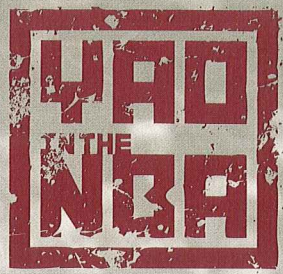
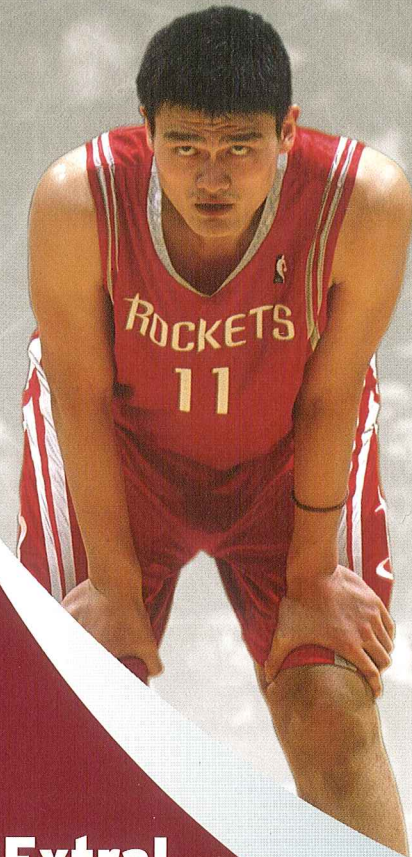


**INTERNATIONAL
NETWORKSSM**

**AZNSM
TELEVISION**

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A series as big
as the legend.

SUNDAYS
at 9PM ET

| ONLY ON |



The Network for Asian America™

Extra! Extra! Yao Ming on AZN!

AZN TelevisionSM and
the NBA ink agreement

AZN Television and **NBA Entertainment** have formed a partnership to bring Asian American basketball fans programming tailored just for them!

Yao Ming, the Houston Rockets star center, has become one of the most popular sports stars in basketball history. His international fan base is so large, it's nearly impossible to find someone who hasn't heard of him. AZN Television gives viewers exclusive access to "Yao in the NBA," a documentary never before seen in the United States. The series, which chronicles Yao's second season in the NBA, will have its U.S. debut exclusively on AZN Television **Sunday, October 16 at 9:00PM ET**. Originally shown in China with Mandarin voiceover, the series will be re-voiced in English for the Asian American audience.

Coming in 2006, an AZNSM original series, "Hoopguys," will follow the antics of three Asian-American NBA fans on a season-long quest to experience as many NBA games as possible. In addition to the original elements, the show will incorporate highlights from around the league.

The upcoming **AZN-NBA Fast Break To Houston** sweepstakes will also give some lucky viewers the opportunity to attend the All Star Weekend Experience and game in Houston in February.



INTERNATIONAL
NETWORKSSM

Holiday Cheer



As the holiday season approaches, get ready for some of the year's best programming from International Networks' Premium Network Partners.

RAMADAN

This year, the month-long Muslim holiday began October 4th. The date is set at the first sighting of the new moon. **ART** provides Arabic-language programming covering this holy time of fasting, prayer and charity.



DIWALI

Diwali, the five-day Hindu holiday, is also known as the Festival of Lights. It will begin this year on November 3rd. **TV Asia**, featuring movie specials and live community coverage, is your guide to the brightest, most glamorous celebration in India!



CHRISTMAS

If you can't go to Rome to see the Pope's Christmas Eve Mass, you can do the next best thing. Watch "Live at the Vatican" on **RAI** and catch all the events surrounding the Christmas celebration on this Italian-language network!



NEW YEAR'S

For Russians, there is no bigger holiday than New Year's. In fact, it's celebrated twice – once on the traditional day of December 31, then again on January 13th, in keeping with the Julian calendar which is observed by the Russian Orthodox Church. Watch the clock strike midnight at the Kremlin's Spasskaya Tower in Moscow on **CIRW** and **RTN**! These Russian-language networks will definitely be at Moscow's New Year's parties.



Last Chance to WIN GREAT PRIZES!

Answer these questions based on the articles in this issue of 360° for your chance to win quarterly prizes and the grand prize!

GRAND PRIZE: WIN A TRIP TO SAN FRANCISCO!

You and a guest will fly to San Francisco and stay at the Japanese Hotel Nikko. Answer the questions correctly and you'll be entered into the fourth quarter drawing as well as be submitted into the grand prize drawing January 2006.



THIS QUARTER'S PRIZE:

Answer the questions below to be entered to win a \$200, \$100 or \$50, Prepaid Visa® card! No purchase necessary. Visa® cards issued by JPMorgan Chase Bank, N.A., pursuant to a license from Visa U.S.A. and managed by Ecount®, a member service provider of JPMorgan Chase Bank.

- 1 What skill can customer service representatives use to better serve consumers?
- 2 What is the name of the Yao Ming documentary that appears on AZN Television?
- 3 What international holiday is also known as the Festival of Lights?

International Networks Call Center Contest
c/o Spectrum Marketing
2796 Loker Ave., Ste 102
Carlsbad, CA 92010

Answer the questions below
and mail the form to:

Name: _____
System name/location: _____
Work phone: _____ Email: _____
Work address: _____
☐ Yes, I'd like to receive email newsletters from International Networks and AZN Television.

ANSWER 1: _____
ANSWER 2: _____
ANSWER 3: _____

ANSWERS