

## HAPPY NEW YEAR FROM RUSSIA

OH NEW YEAR'S TREE, OH NEW YEAR'S TREE!

Growing up in Russia, International Channel graphic designer Katia Gelman shares her New Year's experience.

A Russian New Year's celebration would not be complete without Father Frost and his granddaughter, Snowmaiden. Father Frost looks a lot like Santa Claus: he carries a big red sack full of presents and is very kind and just. Snowmaiden is a young girl who wears a light-blue dress and hat and loves all creatures.

Miniature Father Frost and Snowmaiden characters are often placed under New Year trees in Russian homes. The tree is brought into the house the last week of December and is decorated with lights, glass toys and balls, sweets and small tangerines. Friends and family gather around the New Year tree on New Year's Eve to play games and enjoy being together.

There is more than enough food for whomever drops by, and champagne is a must. Around 11 p.m., everyone says goodbye to the year by sharing with one another the bad and good things that occurred over the course of the year. Just before midnight, people tune into the television to listen to the president and watch the clock tower in Red Square. When the clock strikes midnight, wishes of "Happy New Year" and kisses abound. After that, Russians drink, eat, dance and celebrate the New Year until the early-morning hours.

### A BERRY RUSSIAN NEW YEAR! RUSSIAN OLADII (CRUMPETS)

- 2 1/2 cups wheat flour
- 1 1/2 cups water
- 1 oz yeast
- 2 tsp sugar
- 1/2 grated lemon peel
- 1 large bag/package of frozen/fresh blackberries
- pinch of salt
- powdered sugar
- butter or vegetable oil for cooking

Directions: Thaw fruit, if using frozen fruit. Mix yeast in warm water; add salt, sugar and lemon peel. Add flour. Mix, and let stand in a warm place.

Heat butter or oil in pan. Add several blackberries and pour dough on top of them –enough to lightly cover fruit. Once dough is golden-brown, turn the crumpet over. Sprinkle berry side of the crumpets with powdered sugar. You can cook oladii with any type of fruit or berries.

## BIRTH OF THE BIG BOOM

### THE HISTORY OF FIREWORKS

China claims to be the birthplace of the fantastic lightshow and deafening boom of fireworks. Several folktales suggest their exact origin. One began in the ninth century, when a cook experimenting with potassium nitrate, sulfur and ground charcoal created a combustible force. When he mixed and ignited the ingredients in an enclosed container, an explosion occurred, thus creating the first fireworks.

Another Chinese legend states that in ancient times, an evil beast named Nian attacked humans every Lunar New Year's Eve. The only way to frighten Nian away was by setting off firecrackers. This tradition lives on as extensive fireworks displays – both professional and amateur – are still set off every Lunar New Year's Eve in China.

Many of other cultures have incorporated this explosive entertainment into their holiday celebrations. Huge displays are a part of Lunar New Year celebrations across Asia as well as the Indian celebration of Diwali in October and, of course, both New Year's and the Fourth of July here in the United States.

While using fireworks is fun and beautifully lights up the sky, in China it has become increasingly dangerous. Not all fireworks factories follow government safety provisions.

In fact, the government is cracking down and recently discovered that over 10,000 families – in one province alone – illegally produce fireworks. Despite fires, deaths and damages, the Chinese fireworks market is booming, with over \$400 million in export earnings each year.

## YOUR LOVE CHART

FINDING YOUR "OBJECT OF DESIRE" CHINESE-STYLE

Forget those dating shows, the Internet or your local bar. Why bother when you can find your true love right here in this Chinese Zodiac compatibility chart? Just find your sign by birth year and then check out the chart to see which animal sign to seek out as your "object of desire."

What's Your Sign?	RAT	OX	TIGER	RABBIT	DRAGON	SNAKE
	1936	1937	1938	1939	1940	1941
	1948	1949	1950	1951	1952	1953
	1960	1961	1962	1963	1964	1965
	1972	1973	1974	1975	1976	1977
	1984	1985	1986	1987	1988	1989
	1996	1997	1998	1999	2000	2001
	HORSE	RAM	MONKEY	ROOSTER	DOG	PIG
	1942	1943	1944	1945	1946	1947
	1954	1955	1956	1957	1958	1959
	1966	1967	1968	1969	1970	1971
	1978	1979	1980	1981	1982	1983
	1990	1991	1992	1993	1994	1995
	2002	2003	2004	2005	2006	2007

LOVE CHART		RAT	OX	TIGER	RABBIT	DRAGON	SNAKE	HORSE	RAM	MONKEY	ROOSTER	DOG	PIG
	RAT	☺	☺	☹	☹	♥	☺	☹	☹	♥	☹	☹	☺
	OX	☺	☹	☹	☺	☹	♥	☹	☹	☺	♥	☹	☹
	TIGER	☹	☹	☺	☺	☹	☹	♥	☹	☹	☹	♥	☺
	RABBIT	☹	☺	☺	♥	☹	☺	☹	♥	☹	☹	☺	♥
	DRAGON	♥	☹	☺	☹	☹	☺	☹	☹	♥	☹	☹	☺
	SNAKE	☺	♥	☹	☺	☹	☹	☹	♥	☹	♥	☹	☹
	HORSE	☹	☹	♥	☹	☹	☹	☹	♥	☹	☹	♥	☹
	RAM	☹	☹	☹	♥	☹	♥	♥	☹	☹	☹	☹	♥
	MONKEY	♥	☹	☹	☹	♥	☹	☹	☹	♥	☹	☹	☺
	ROOSTER	☹	♥	☹	☹	☹	♥	☹	☹	☹	☹	☹	☺
	DOG	☹	☹	♥	☺	☹	☹	♥	☹	☹	☹	♥	☺
	PIG	☹	☹	☹	♥	☹	☹	☹	♥	☹	☹	☹	☹
		♥ True Love	☺ Strong Attraction	☹ Work At It	☹ Conflict								



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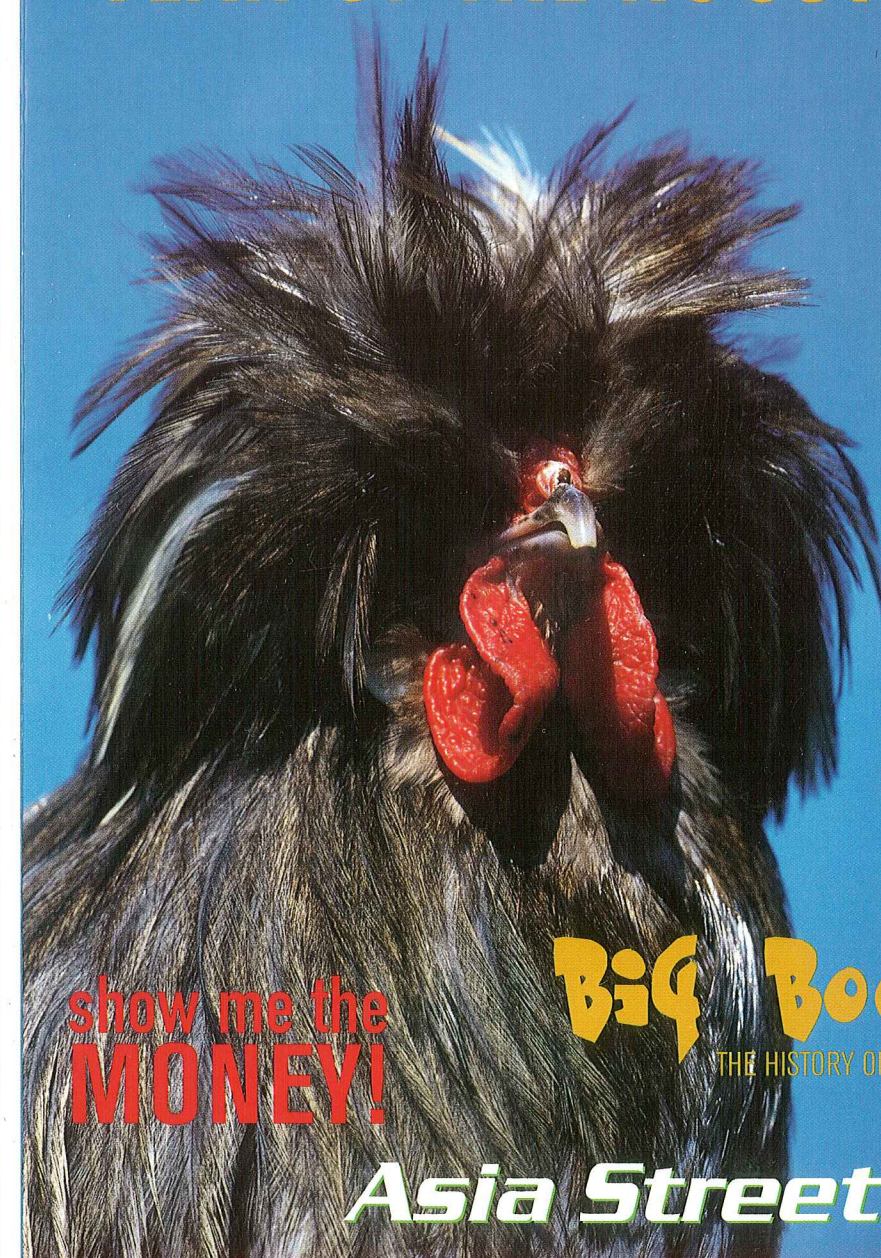


quarterly news for CSRs from

INTERNATIONAL CHANNEL NETWORKS®

SPRING ISSUE NO. 8

## YEAR OF THE ROOSTER!



show me the  
**MONEY!**

**Big Boom!**  
THE HISTORY OF FIREWORKS

**Asia Street®**

**HAPPY LUNAR NEW YEAR!**





## SHOW ME THE MONEY!

STIR TV STARS CELEBRATE LAI SEE DAY

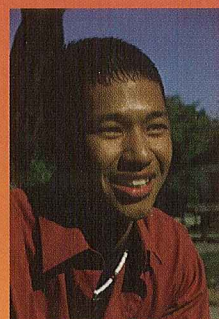
Traditionally on the first day of the Lunar New Year, children are given little red envelopes (lai see) that hold good-luck money! Stars from International Channel's original magazine-style program, *Stir TV*, share their childhood Lunar New Year experiences with us.

**JEANNIE MAI** is a correspondent for *Stir TV*. Her mother is Chinese and her father is Vietnamese.

"Honestly, when I was a young girl, the best thing about Lunar New Year was getting little red envelopes (lai see) full of money. Well, that and rushing to take the first bite of my mom's yummy moon cake—I just had to get the egg yolk inside! Lunar New Year was always such a happy, festive, spirited time of year when all my family members and close friends gathered together to celebrate. The happiness did not necessarily come from moving into a new year cycle but rather from the long-held superstition that any negative mood or grudges during Lunar New Year meant a cursed next year. Regardless, Lunar New Year or Lai See Day, as I called it, was always memorable and fun!"



**BRIAN TONG** is a host of *Stir TV* and is Chinese-American.



"When I was growing up, my family and I would always go to the Lunar New Year festival in San Jose, CA. There was a big parade, dancing, arts and crafts, and some of the best lip-smacking food you could want. When you're talking about

the Lunar New Year, you are talking about lai see—the traditional lucky red envelopes with money in them. Our family name was on the ones we gave out to friends... unfortunately, those envelopes stopped coming sometime around high school. Regardless of how we celebrated, Lunar New Year was always a family event."

Watch *STIR TV* on International Channel at 11 p.m. ET on Wednesdays!

## WHAT KIND OF ROOSTER ARE YOU?

COCK-A-DOODLE-DOO!

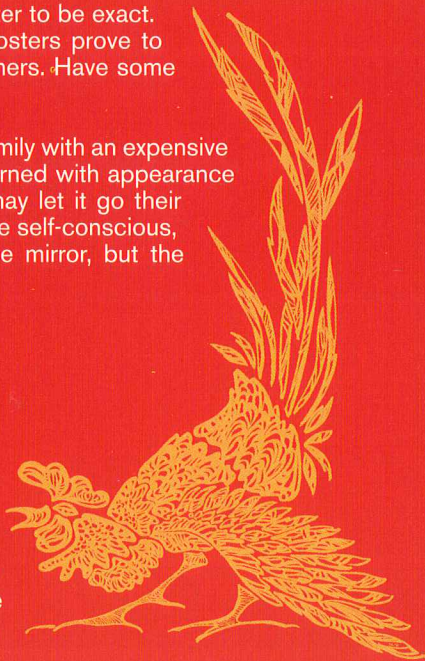
2005 is the Year of the Rooster, the Wood Rooster to be exact. Intelligent, witty, self-sufficient and generous, roosters prove to be good with money and make the best entertainers. Have some friends over and get the party started!

The Rooster will be sure to impress friends and family with an expensive and high-class wardrobe. This sign is very concerned with appearance and greatly enjoys a compliment or two. They may let it go their head, as they love attention. This sign can be quite self-conscious, spending more than enough time in front of the mirror, but the Rooster is always looking good.

### FAMOUS ROOSTERS

1921•1933•1945•1957•1969•1981•1993•2005

These well-known people were born in the year of the rooster: Benjamin Franklin, Alex Haley, Katharine Hepburn, Carol Burnett, Michelle Pfeiffer, Larry King, Elton John, Yoko Ono, Dolly Parton, Neil Young, Joan Collins, Priscilla Presley, Steve Martin, Donny Osmond, Eric Clapton, Melanie Griffith, Goldie Hawn, LeVar Burton, Van Morrison, Gloria Estefan, Groucho Marx.



## Asia Street®

Primetime on International Channel®

International Channel appeals to the growing young Asian American audience by providing a unique, primetime programming block called Asia Street. It's all in English and specifically addresses the cultural interests of this diverse audience. Asia Street programming includes music and variety programs from Asia and the U.S.; innovative and edgy Anime series; movies; and I-Channel original and exclusive programs (see descriptions below). The programming block airs Monday through Friday from 10 p.m. to 11:30 p.m. EST, Saturday from 10 p.m. to 1 a.m. EST, and Sunday from 11 p.m. to 1 a.m. EST.

### XBYTES SM

*XBytes* features behind-the-scenes glimpses of the most high-tech locations in the country and details the newest handheld devices and micro-technologies as they become available from the Asian continent. *XBytes* will also test the consumer friendliness of new products with Rodney Kageyama, an Asian American actor and comedian who will see how hard or easy it is for people over 50 to integrate new technology into everyday life.

### ASIA STREET COMEDY SM

*Asia Street Comedy* is a live stand-up and sketch comedy show hosted by Filipino American Dan Gabriel and featuring a different ensemble of Asian American actors and guest comedians each episode. This first-of-its-kind program highlights the talents of Asian American comedians as a group. The fall season will feature special guest comedians including Bobby Lee, Joe Koy, and Amy Anderson.

### STIR TV

*Stir TV* is a fresh, new, groundbreaking show for and about Asian Americans. The *Stir TV* hosts explore the trends, styles and personalities that shape one of America's most dynamic young communities. This 30-minute magazine-style program turns the spotlight on the next generation of Asian Americans.

### POPCORN ZEN SM

Popcorn Zen is the first and only primetime show to showcase original short Asian and South Asian films. This bright, engaging program airs the message of these independent filmmakers through their own cultural lens. Host Eugene Lee will not be shy in offering his opinions.



Left to Right: Holly Hannula (*XBytes*), HAPA (*XBytes*), Dan Gabriel (*Asia Street Comedy*), Mayleen Ramey (*Object of Desire*), Gizmo Lee (*XBytes*), Sabrina Shimada (*Stir TV*)

## GET CONNECTED—STAY CONNECTED!

NEW CSR INCENTIVE AND CONSUMER CAMPAIGN

### CONSUMER

Consumers who subscribe to a premium channel between February 11–March 11, 2005 will be eligible to receive a \$20 international phone card. This is a big deal for people who need to place an international phone call just to talk to mom!



### CALL CENTER

\*And for you, a chance to win a Vtech 2.4 GHz Digital 2-line Cordless Phone System with speakerphone! For each sale you make, you earn a chance to win. The supervisor whose team racks up the most sales will also win the Vtech Digital Phone System, so start selling!













\*Please note that not all systems are involved. Contact your supervisor for more information.

## AROUND THE WORLD



### Premium Channels

International Channel Networks provides the following premium subscription channels for multi-ethnic viewers throughout the United States. Your cable system may offer any combination of channels.

 TV ASIA "Home Away From Home" SOUTH ASIAN	 RUSSIAN	 THE FILIPINO CHANNEL FILIPINO	 RUSSIAN
 CHINESE/MANDARIN	 CHINESE/MANDARIN	 VIETNAMESE	
 ROMANIAN	 KOREAN	 JAPANESE	 ITALIAN
 FRENCH	 KOREAN	 ARABIC	
 POLISH	 IRANIAN/FARSI	 IRANIAN/FARSI	