



MEDIA KIT 2024



ESTRELLATV



TELEMUNDO



About



Cocola Broadcasting Companies, LLC was founded in Fresno, California by Gary M. Cocola and the company has been in the broadcast business for over 40 years.

The company currently owns and operates seventeen (17) broadcast television stations, including two (2) full-power stations and one (1) ATSC 3.0 NextGen station.

The company transmits over seventy (70) channels of programming, including content from Top English and Spanish-language television networks and hyper-local programming produced by their community partners.

The Cocola stations reach over 5 million people and 1.5 million television households with a total Hispanic reach approaching 50%.

Cocola Advertising Sales is in the business of delivering results for their clients.

17	70	4	5m	1.5m	600,000
Stations	Channels	Markets	Population Reach	TV HHs Reach	Hispanic HHs Reach

Markets | DMAs

Fresno is the heart of the San Joaquin Valley at the base of the Sierra Nevada's; is a leading ag area in the World; is the main hub to Yosemite National Park and Sequoia National Park. Fresno is the 5th largest city in California with a population of 542,000 people. Fresno is home to California State University Fresno with a student population of 25,000. The Hispanic population is over 50%.

Bakersfield is located in Kern County in the Southern San Joaquin Valley; is a significant ag and energy producing area; Kern County is the largest oil producing area in the State. Bakersfield is the largest city in Kern County with a population of almost 400,000 people. The Hispanic population is over 50%. Bakersfield is also home to the “Bakersfield Sound” a popular country music genre.

Monterey is located on the Central Coast of California and is an important cultural, tourism and retirement destination and one of the most beautiful locations in the World. The area has a thriving agricultural industry as well with a Hispanic population approaching 60%.

Boise is the capital and most populous city in the State of Idaho with some 235,000 people; the Boise Metro Area, also know as the Treasure Valley has a population of some 765,000 people. Boise is home to Boise State University with a student population of 22,000. Boise is one of the fastest growing cities in the U.S. and is consistently ranked in the Top 10 for its quality of life. Boise has become a new destination point for tech companies.



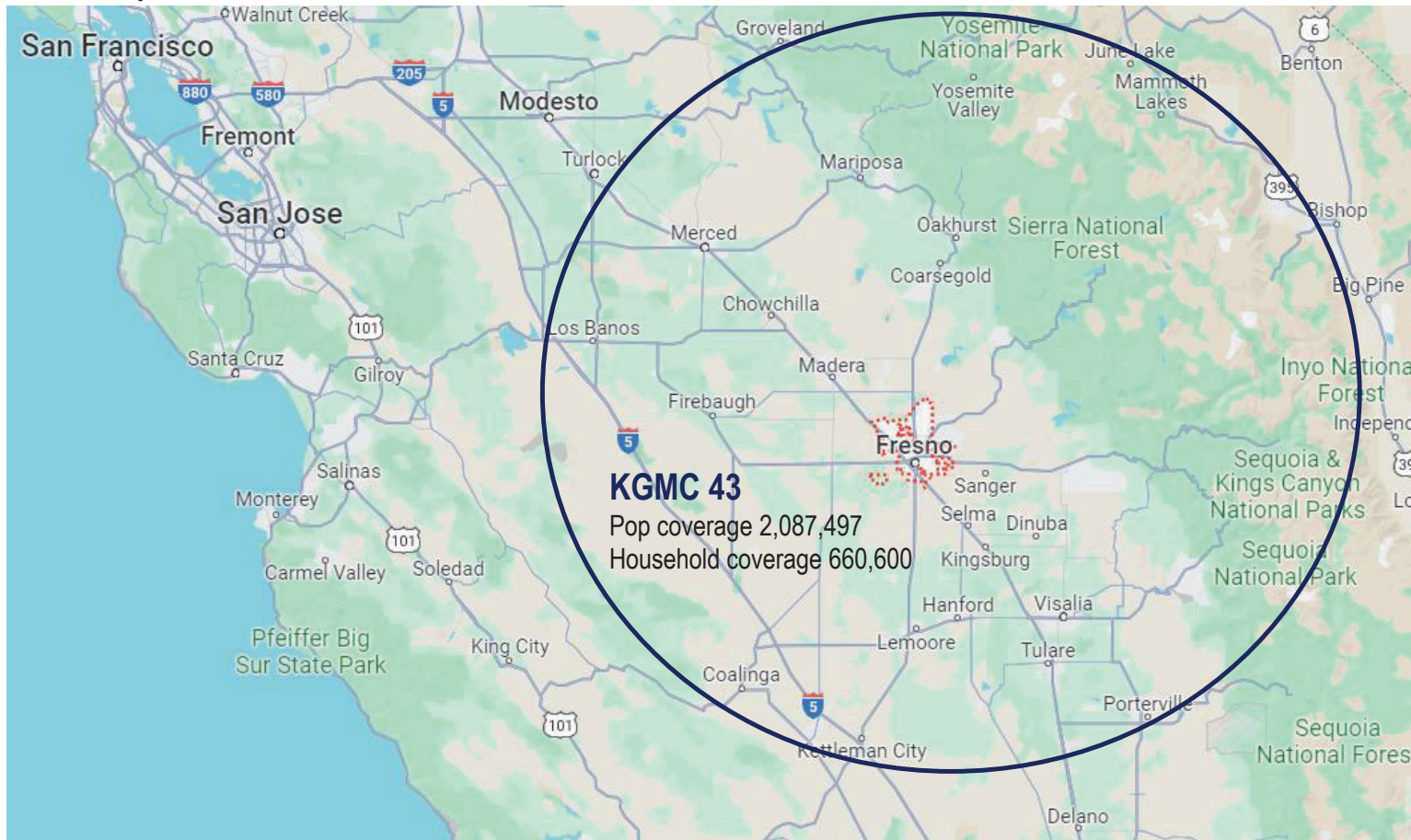
RANK	DMA Name	Hispanic		RANK
		TV Homes	TV Homes	
52	Fresno-Visalia	649,430	333,370	15
97	Boise	341,580	38,840	73
124	Bakersfield	247,690	129,210	31
127	Monterey-Salinas	233,940	95,010	36
	Total	1,472,640	596,430	
210	Total U.S.	124,924,600	18,956,380	210

resultsTV³

Stations



Fresno, California: KGMC-DT TV43



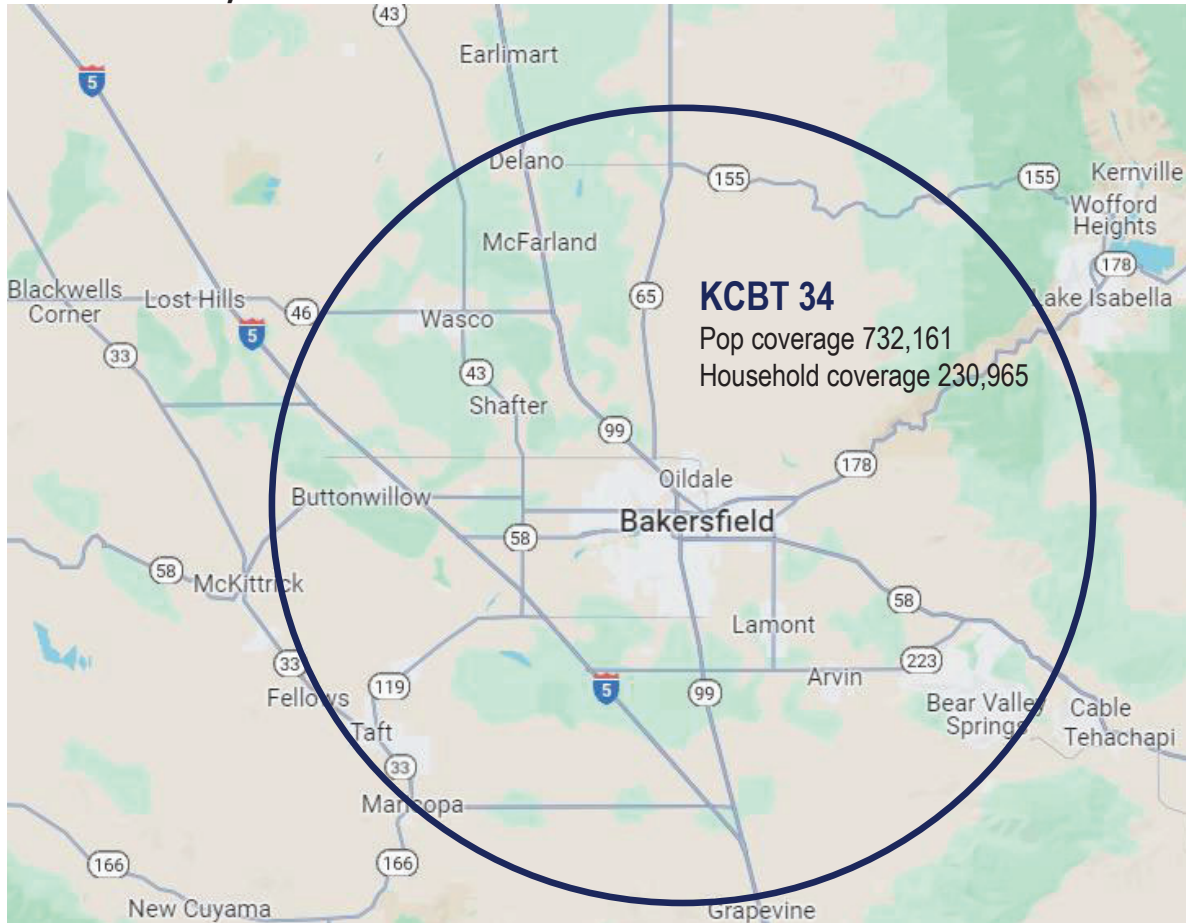
Distribution: 347,500
 Cable Subs – 124,000
 Satellite Subs – 83,500
 OTA Only HHs – 140,000



Distribution: 250,000
 Cable Subs – 110,000
 OTA Only HHs – 140,000

Stations

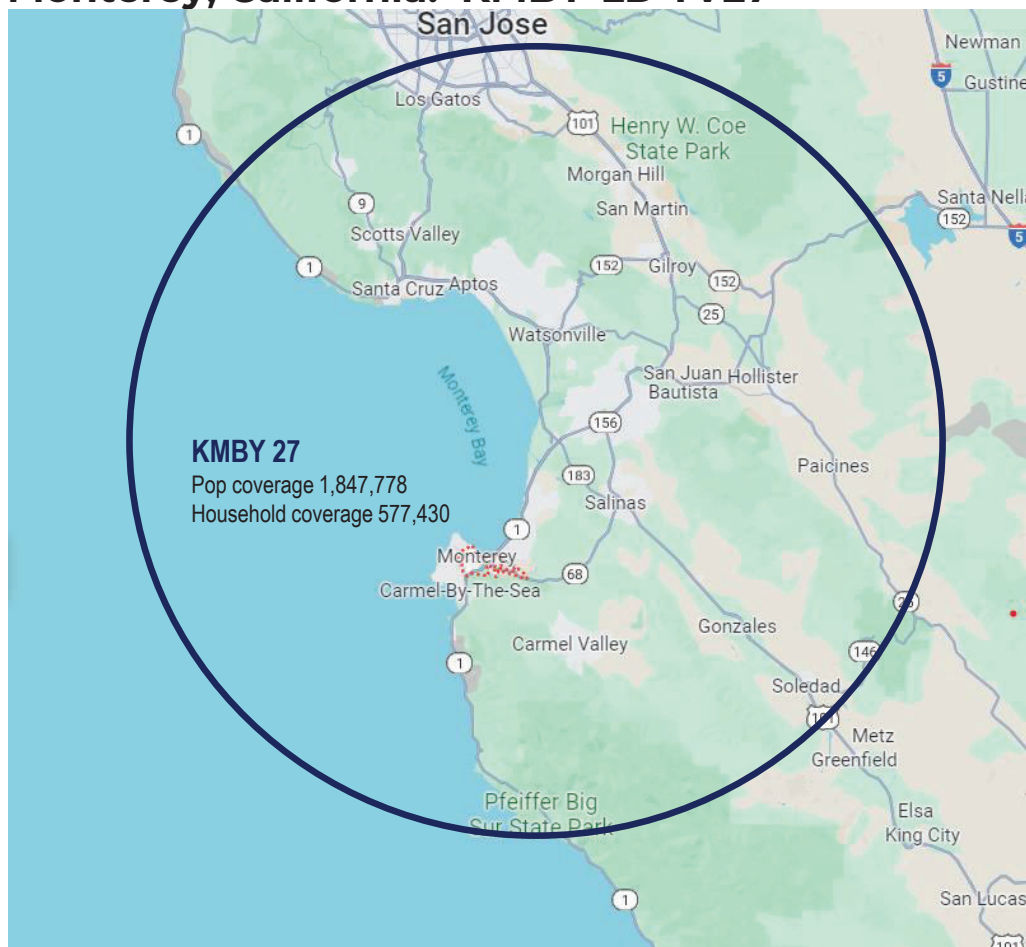
Bakersfield, California: KCBT-LD TV34



Distribution: 114,000
Cable Subs – 71,500 (Charter)
OTA Only HHs – 42,500

Stations

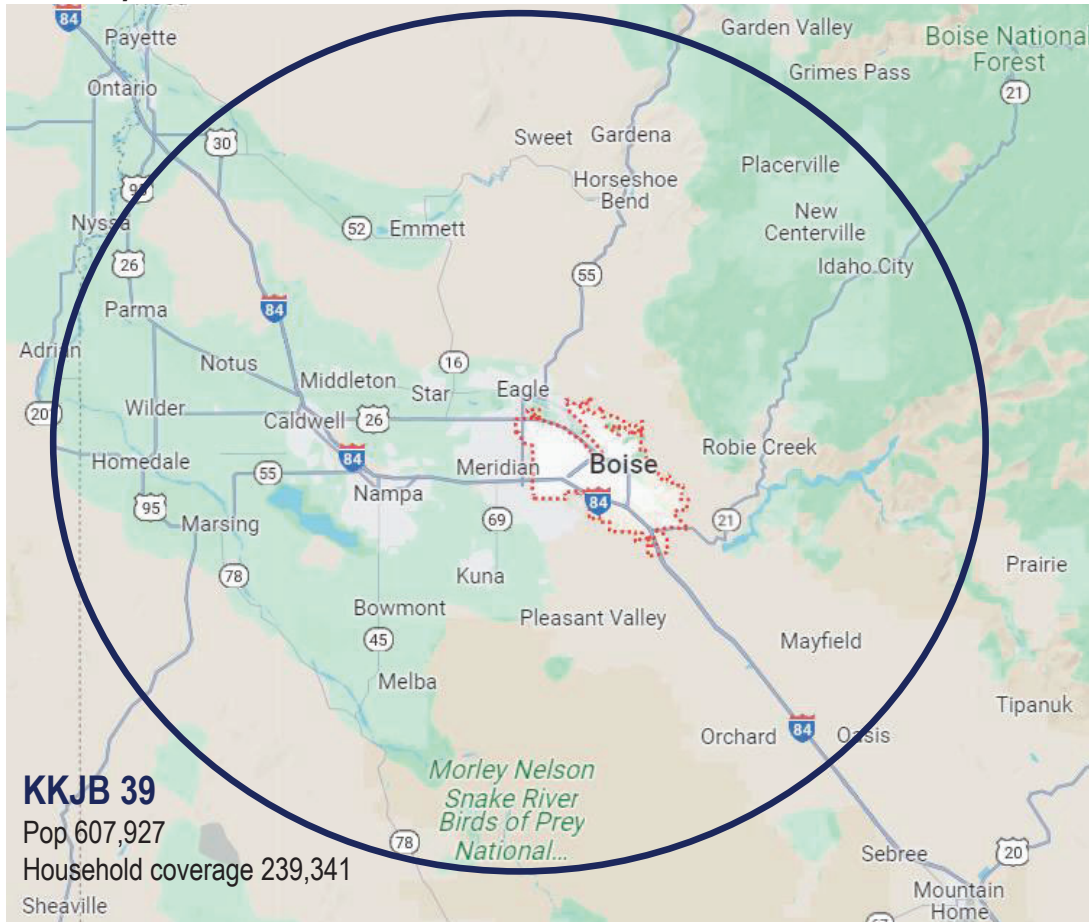
Monterey, California: KMBY-LD TV27



Distribution: 94,254
Cable Subs – 53,254 (Comcast)
OTA Only HHs – 41,000 (in DMA)

Stations

Boise, Idaho: KKJB-DT TV39



Distribution: 149,687
Cable Subs – 16,500
Satellite Subs – 52,210
OTA Only HHs – 80,977



Programming Networks



ESTRELLA TV



TELEMUNDO





ESTRELLA
MEDIA

2024 CONTENT STRATEGY

February 2024

Authentically Latino. Inherently American.



Here is what we know about
Hispanics media behavior and
important topics that matter

Media Landscape & Consumption

Evolving viewer needs and habits that pair with Latinidad

Television and digital are the premiere sources for viewership

57%

Rely on television and online sources for their news

87%

Used television to get their news in the last week

63%

Say television and online sources are the most reliable sources of news

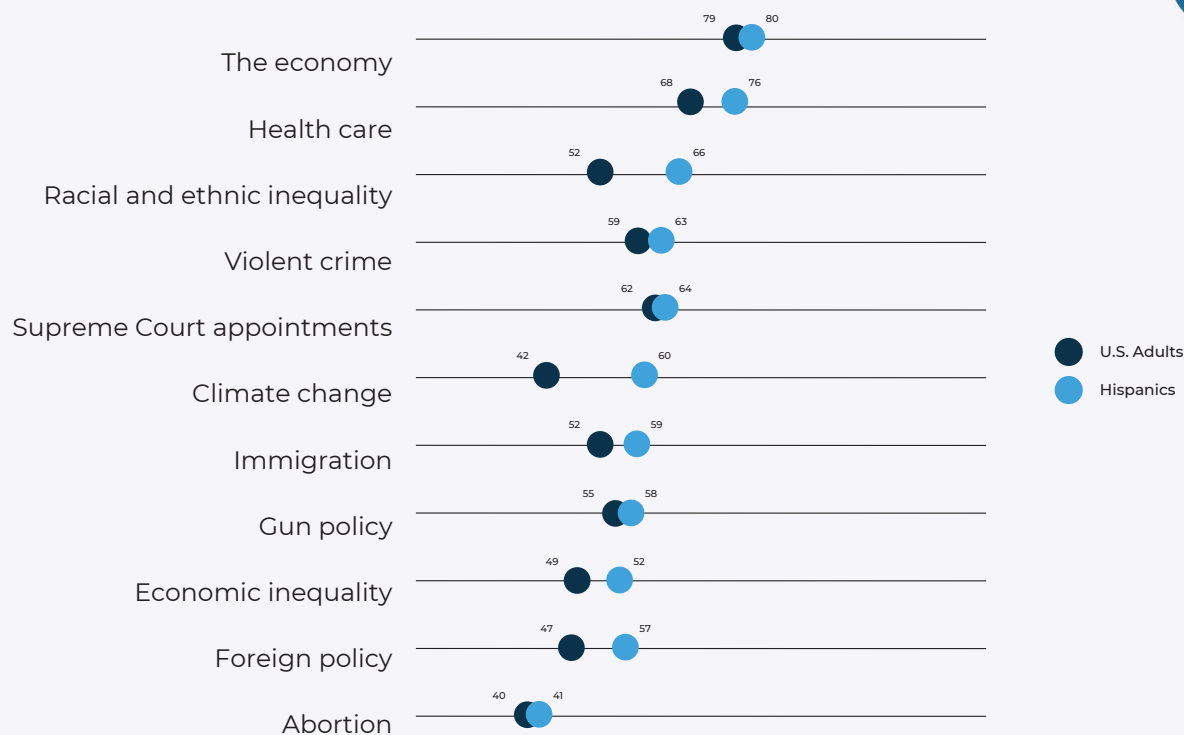
69%

Used online to get their news in the last week

Sources: Rand Corporation; American Press Institute.

Top problems facing the country

Hispanics and Non Hispanics have a **shared interest** in the **top issues** the **economy** and **health care**



Source: Pew Research. % of registered voters who say... is 'very important' to their vote in the 2020 presidential election.
 Note: Based on registered voters. No answer responses not shown. Survey of U.S. adults conducted July 27-August 2, 2020.

The 2024 Estrella content solution

Content Strategy – Topical Entertainment

Hablamos el mismo idioma

Content values

Truth, patriotism, culture, family, hard work and fun.

Content characteristics

1. Where the audience sees themselves and their voice
2. Entertain, enlighten and educate viewers
3. Addresses the issues that matter to U.S. Hispanics
4. Celebrate and advocate for the success of U.S. Hispanics
5. Access to news and information 24/7

Reality / Competition

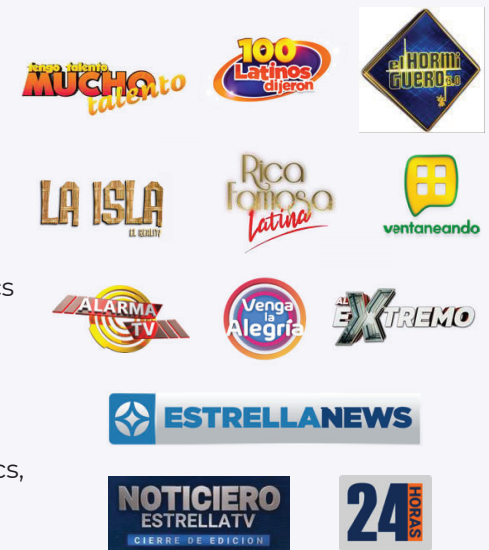
Unscripted series' featuring real people in a variety of scenarios, situations and games competing to win prizes.

Magazine

Magazine style programs, featuring current interest topics in a lighter and relatable style.

News & Information

Delivering the most relevant and breaking news and current events, featuring stories that impact U.S. Hispanics, with a focus on the economy, immigration, education, politics and health care.



The **2024** Estrella content solution

Primetime with Topical Entertainment



Weekdays
1 hour | 7pm

Fan favorite, 100 Latinos Dijeron is back with brand new episodes.

Mexican comedian Mau Nieto hosts the Spanish language version of one of the most successful game shows of all time, "Family Feud."



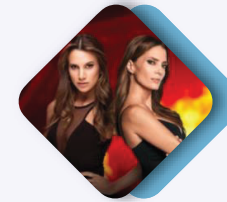
Weekdays
1 hour | 8pm

Four celebrity judges, along with millions of viewers, make one talented person's dream come true with a \$100,000 grand prize. Like America's Got Talent, the show features aspiring singers, mesmerizing illusionists, dance teams and much more!



Weekdays
1 hour | 8pm –
Premiering in
March

El Hormiguero is a family talk show, with a live audience featuring comedy, science, and interviews with world celebrities.



Weekdays
1 hour | 9pm

This Spanish language infotainment pioneer is your getaway to a world of the most impactful videos curated from across the globe. AlarmaTV is hosted by the dynamic duo of Lianna Grethel and Nour Milla.



Weekdays
1 hour | 10pm

EstrellaTV's award-winning primetime newscast, wraps the night with a fast-paced and insightful summary of the day's events, anchored by legendary news journalist **Jose Ronstadt**. Noticero is expanding to 1 hour on **February 12**.

The 2024 Estrella content solution

Daytime with Topical Entertainment



Weekdays
4 hours
12pm – 4pm

Original, LIVE two-hour morning news program delivering fast paced, informative news you can use in a light, upbeat manner.

Core segments include entertainment news, games, cooking, beauty tips, and trending topics.



Weekdays
1 hour | 5pm

The most surprising and shocking news in the world, as well as special reports.



Weekdays
30 minutes 5pm

National, local and international news content in with weather and sports.

Local markets include
Texas (Dallas, Houston,)
Los Angeles and Miami.



Weekdays
30 minutes
5:30pm

The most **comprehensive, up-to-the-minute information** from both the United States and around the globe. Local markets include Texas (Dallas, Houston,) Los Angeles and Miami.



Weekdays
1 hour | 6pm

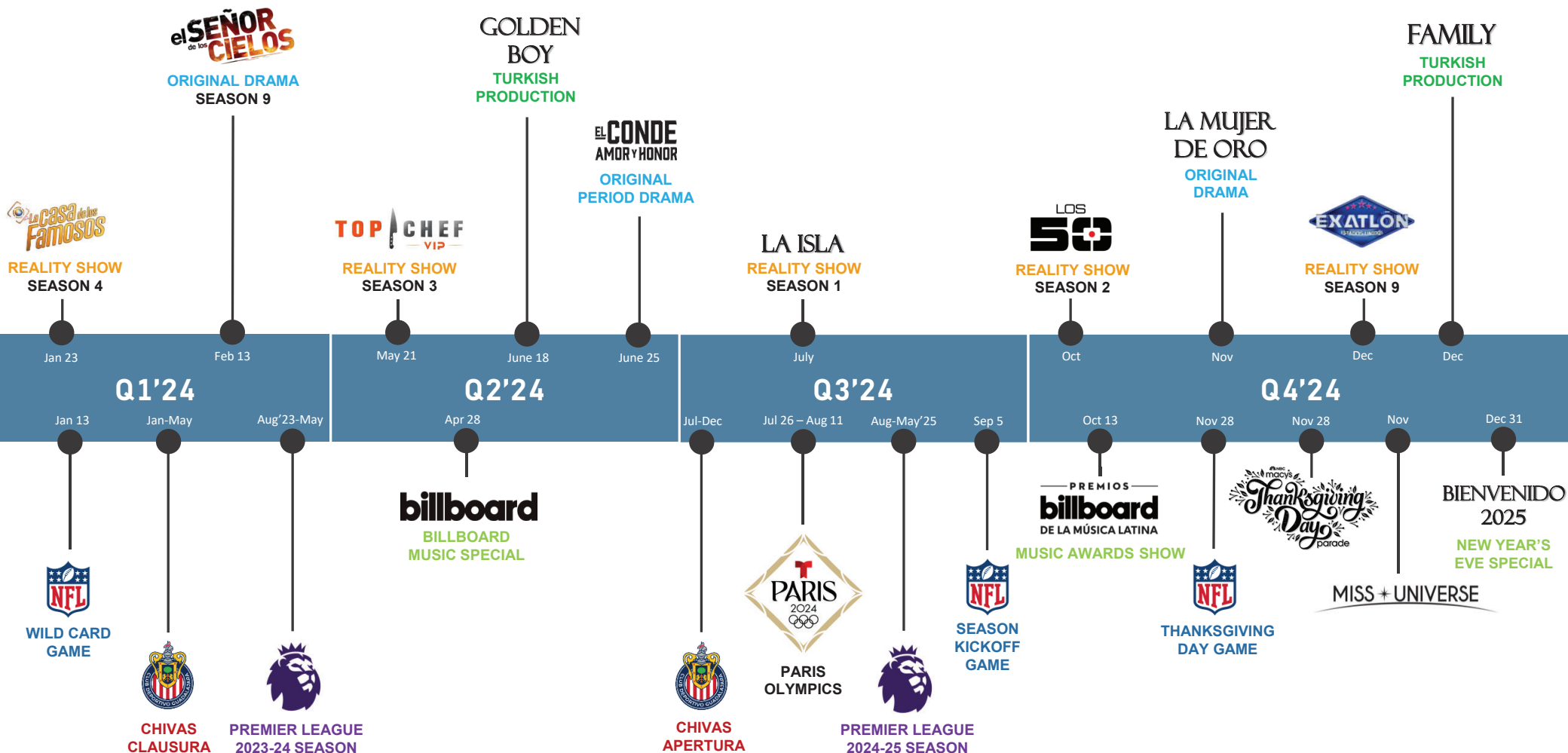
Breaking news, interviews and exclusive coverages of celebrities, gossip and events in Mexico.

2024 TELEMUNDO PROGRAMMING

SCRIPTED · REALITY · SPECIALS · SPORTS

PROGRAMMING IS SUBJECT TO CHANGE.

KKJB TV39 BOISE TELEMUNDO



PRIMETIME

7P/6C

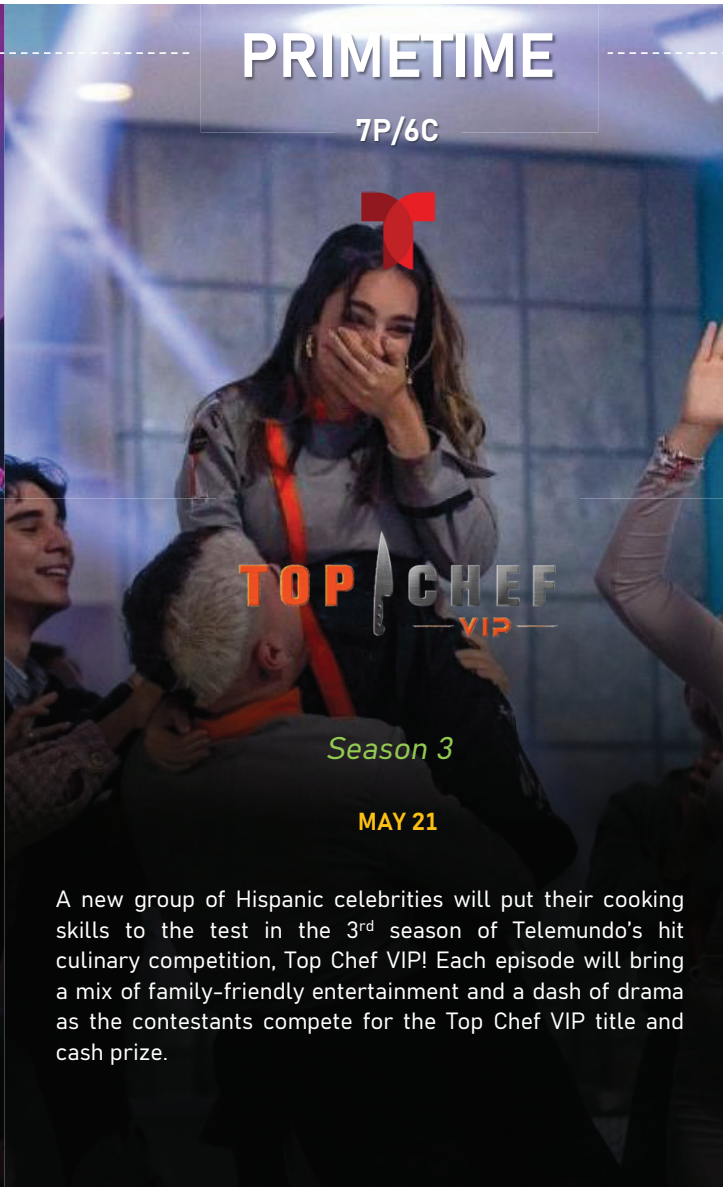


La Casa de los Famosos

Season 4

JANUARY 23

Telemundo's popular Big Brother-style reality is back! This season of La Casa de Los Famosos will be bigger than ever with 23 Hispanic personalities participating. Viewers will get a 360-degree view of their favorite contestants and vote each week to decide who wins the coveted cash prize.

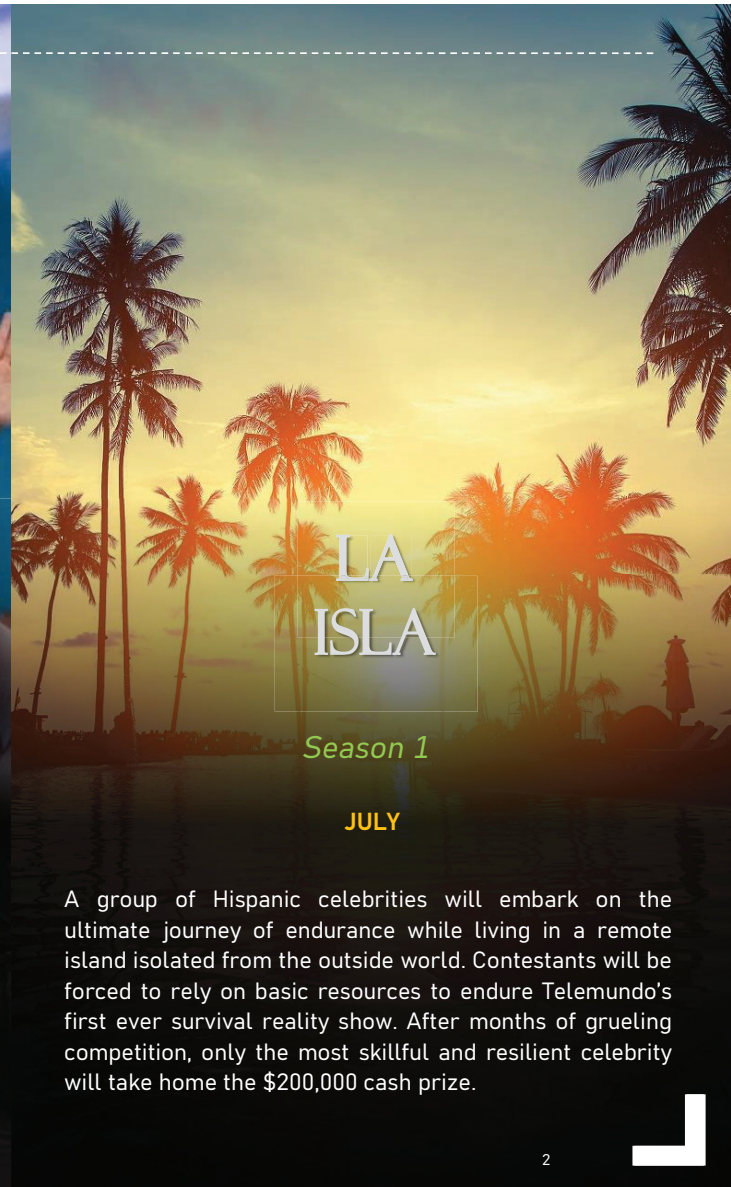


TOP CHEF
VIP

Season 3

MAY 21

A new group of Hispanic celebrities will put their cooking skills to the test in the 3rd season of Telemundo's hit culinary competition, Top Chef VIP! Each episode will bring a mix of family-friendly entertainment and a dash of drama as the contestants compete for the Top Chef VIP title and cash prize.

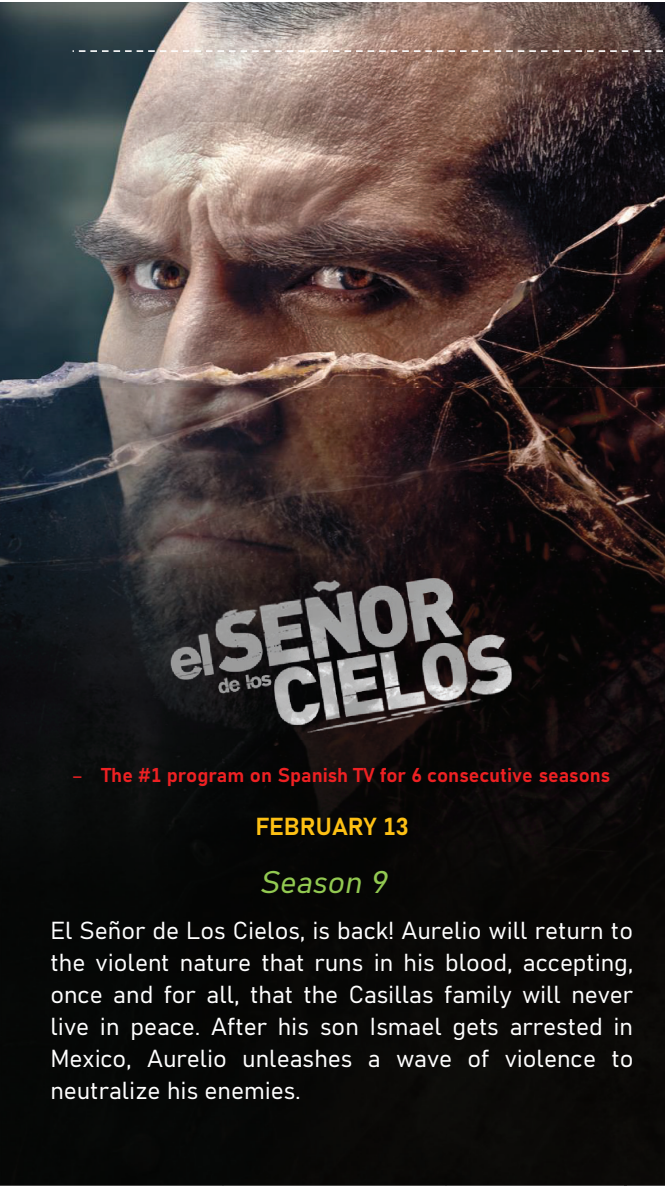


LA ISLA

Season 1

JULY

A group of Hispanic celebrities will embark on the ultimate journey of endurance while living in a remote island isolated from the outside world. Contestants will be forced to rely on basic resources to endure Telemundo's first ever survival reality show. After months of grueling competition, only the most skillful and resilient celebrity will take home the \$200,000 cash prize.



el SEÑOR de los CIELOS

- The #1 program on Spanish TV for 6 consecutive seasons

FEBRUARY 13

Season 9

El Señor de Los Cielos, is back! Aurelio will return to the violent nature that runs in his blood, accepting, once and for all, that the Casillas family will never live in peace. After his son Ismael gets arrested in Mexico, Aurelio unleashes a wave of violence to neutralize his enemies.



PRIMETIME

10P/9C



GOLDEN BOY

JUNE 18

No longer tolerant of his grandson Ferit's lifestyle, Halis decrees that Ferit must marry a woman from their hometown. This news reaches Kazim, a socially greedy land baron who has groomed his daughters with the sole purpose of getting them married into rich families. When Ferit decides to marry one of Kazim's daughters, his life will change as lies and secrets begin to unravel.



FAMILY

DECEMBER

Aslan, the head of Istanbul's most notorious crime family, meets Devin, a beautiful psychologist and falls madly in love. Devin will be forced to navigate Aslan's dangerous world and deal with his complex family while Aslan struggles to balance between the mafia world he controls and keeping Devin safe.



GLOBAL SPORTS



CHIVAS APERTURA & CLAUSURA

~16 Games
Jan - May
Jul - Dec



PREMIER LEAGUE

~40 Games
Aug'23 - May'24
Aug - May'25



LA NFL EN TELEMUNDO KEY GAMES

Jan - Wild Card
Sep - Season Kick-Off
Nov - Thanksgiving Night



Jul 26 - Aug 11

One of the most eagerly awaited Olympic Games in the past 20 years. With less than a year to go until the Opening Ceremony, Telemundo is preparing to deliver viewers the ultimate Olympic experience.

190

Total Hours of Coverage
on Telemundo

1st

Time Opening Ceremony is
covered in Spanish-Language

HISPANIC VOTERS WILL PLAY A KEY ROLE IN THE 2024 ELECTION



Minority populations will represent over one third of eligible voters, with **Hispanics** as the largest non-white voting group

At least **11.6 million Latino voters** are expected to cast ballots in November 2024

10%
of all voters

Source: Claritas: The 2021 Hispanic Market Report | [Pew Research Center](#) | NALEO: [2022 Midterms Latino Voter Projections](#)



America's #1 Classic TV Network

MeTV

family friendly

60+ of the
GREATEST
brand name TV shows
EACH WEEK





Program Schedule

MeTV NETWORK PROGRAM SCHEDULE

EFFECTIVE 1/19/24 ALL TIMES EASTERN / PACIFIC

	MONDAY - FRIDAY	SATURDAY	SUNDAY
6:00a	Dragnet	The Beverly Hillbillies	Thunderbirds
6:30a	My Three Sons	The Beverly Hillbillies	
7:00a		Popeye and Pals	Saved by the Bell (E/I)
7:30a	Toon In With Me	The Tom and Jerry Show	Saved by the Bell (E/I)
8:00a	Leave It to Beaver		Saved by the Bell (E/I)
8:30a	Leave It to Beaver	The Woody Woodpecker Show	Saved by the Bell (E/I)
9:00a			Saved by the Bell (E/I)
9:30a	Perry Mason	Bugs Bunny and Friends	Saved by the Bell (E/I)
10:00a			The Flintstones
10:30a	Matlock	The Wild Wild West	The Flintstones
11:00a			The Flintstones
11:30a	In the Heat of the Night	Wagon Train	The Jetsons
12:00p			The Brady Bunch
12:30p	The Waltons	The Big Valley	The Brady Bunch
1:00p			Leave It to Beaver
1:30p			Leave It to Beaver
2:00p	Bonanza	Bonanza	The Beverly Hillbillies
2:30p			The Beverly Hillbillies
3:00p	The Rifleman		Gilligan's Island
3:30p	The Rifleman	Rewhide	Gilligan's Island
4:00p		Have Gun, Will Travel	Mama's Family
4:30p	Wagon Train	Wanted: Dead or Alive	Mama's Family
5:00p	Adam-12	The Rifleman	
5:30p	Adam-12	The Rifleman	The Love Boat
6:00p	M*A*S*H		The Andy Griffith Show
6:30p	M*A*S*H		Collector's Call
7:00p	M*A*S*H	The Three Stooges	M*A*S*H
7:30p	M*A*S*H		M*A*S*H
8:00p	The Andy Griffith Show		All In the Family
8:30p	The Andy Griffith Show		All In the Family
9:00p	The Beverly Hillbillies	Svengoolie	All In the Family
9:30p	Green Acres	Classic Horror & Sci-Fi Movie	All In the Family
10:00p	Hogan's Heroes		The Best of the Ed Sullivan Show
10:30p	Hogan's Heroes	Batman	Carol Burnett and Friends
11:00p	Carol Burnett and Friends	Star Trek: Original	The Dick Van Dyke Show
11:30p			The Dick Van Dyke Show
12:00a	Perry Mason		The Honeymooners
12:30a	The Twilight Zone <12:35am>	Kolchak: The Night Stalker	The Twilight Zone
1:00a	Alfred Hitchcock Presents <1:05am>		The Alfred Hitchcock Hour
1:30a	Alfred Hitchcock Presents <1:35am>	Lost In Space	
2:00a			
2:30a	Mannix <2:05am>	Voyage to the Bottom of the Sea	The Fugitive
3:00a			
3:30a	Cannon <3:05am>	Lend of the Glants	Mission Impossible
4:00a			Peter Gunn
4:30a	Barnaby Jones <4:05am>	The Time Tunnel	Peter Gunn
5:00a	Highway Patrol (Fri.) Petticoat Junction		Highway Patrol
5:30a	Dragnet (Fri.) Petticoat Junction	The Invaders	Dragnet

SUBJECT TO CHANGE

IR INDICATES CHANGE TO SCHEDULE

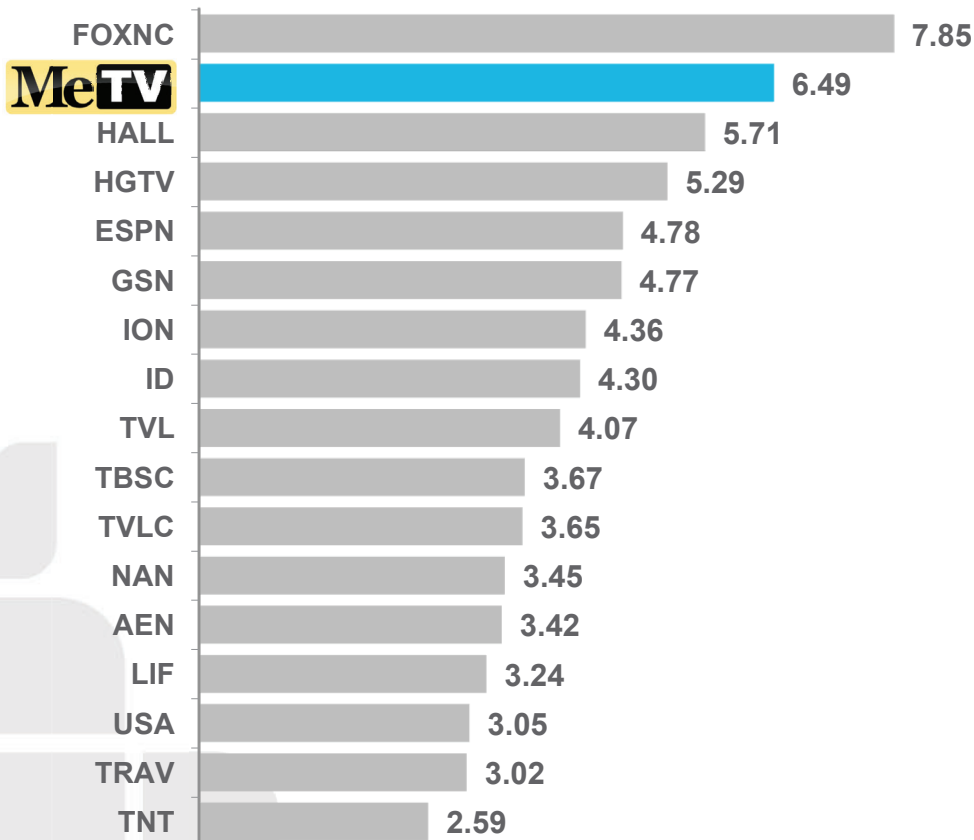


Viewers **SPEND TIME** with

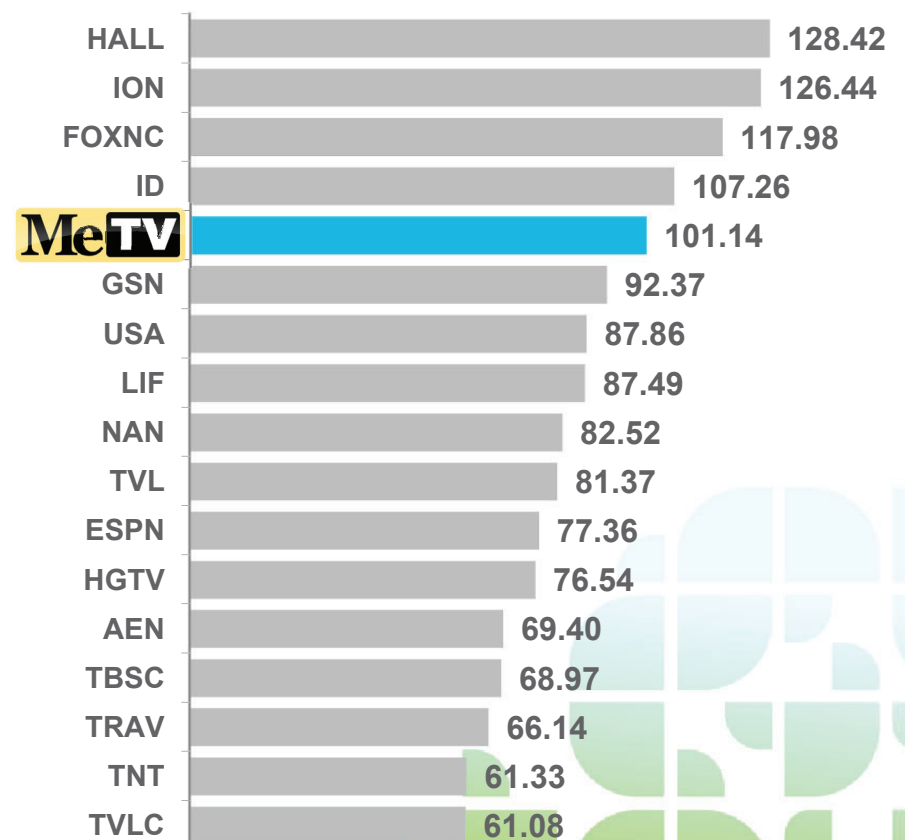


NOV 2023

TIME SPENT VIEWING: Avg days/month



TIME SPENT VIEWING: Avg mins/day



Source: Nielsen NTI Nov'23; P2+ who watched at least 6 minutes of the network.

MeTV

Contact



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-  Estrella TV Fresno
-  Estrella TV Bakersfield
-  MeTV Network
-  Telemundo Boise
-  Cocola Broadcasting

