



Lunch and Learn

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Media 101:

Television & Radio

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This white paper is a part of our employee-led Lunch and Learn training program. Employees that lead Lunch and Learn sessions are experts on their topics. The topics vary from beginner to expert level.

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Television Strengths

- Audio/visual communication
- Conveys emotion
- Intrusive
- High potential reach
- Ability to buy nationally or locally by market
- Overdelivers older adults
- Sponsorship opportunities

Television Weaknesses

- High ad production costs
- High out-of-pocket media cost
- Limited, fragmented viewership
- Spot production can result in longer lead times
- Cannot convey a complex message

Radio Strengths

- Can buy national or local by metro
- Affordable production
- Intrusive audio communication
- Great retail traffic builder
- Great promotion/sales medium
- Great sponsorship/partnership options (remotes, contests, etc.)
- Out-of-home listening reaches prospects at key purchase times (e.g., fast food)

Radio Weaknesses

- Lower reach potential
- Cannot convey a complex message
- Will not move the awareness needle like television
- Radio is losing local flavor – trend to national syndication/programmed music

National vs. Local – Television

National

- Networks – CBS, ABC, NBC, FOX, UPN, WB
- Cable networks – CNN, MSNBC, Lifetime, Spike TV
- Syndication – Oprah, Raycom Sports, Jefferson Pilot

Local

- Spot broadcast – by DMA – WRAL, WTVD, WNCN, WFLA
- Local cable – TWC, Cox, Interconnects

National vs. Local – Radio

National

- Wired or unwired networks – Westwood One
- Syndication – Imus, Stern, John Boy and Billy

Local/Regional

- Unwired networks – Tarheel Sports Network, NCNN
- Spot radio – WRDU-FM, WPTF-AM

Media Plan Parameters

- Business objectives
- Communications objectives – drive traffic, build awareness, create opinions
- Target audience – demo, lifestyle, attitudes
- Budget
- Geography – county, region, market, national
- Timing/Seasonality
- Message complexity
- Client mandates
- Reach/Frequency goals

Definitions

- **Rating** – The audience of a particular program or station at a specific period of time expressed as a percentage of the audience population. (The percent sign isn't shown.)
- **AQH (average quarter-hour)** – The average number of persons listening to a particular station for at least 5 minutes during a 15-minute period.
- **Impressions** – Number of individuals exposed to an advertisement.
- **Gross Rating Points (GRPs)** – The sum of the ratings. The sum of the ratings for a specific demographic may be called Target Audience GRPs or simply TRPs.
- **CPP (cost per rating point)** – Cost per spot/rating or the cost of the broadcast schedule/GRPs.**Share** – The audience of a particular television program/radio station expressed as a percent of the population viewing TV/listening to radio at that particular time. (Share is a percent of the viewing audience.)
- **PUT** – Persons using television – at a particular time expressed as a percent of all TV homes. PUT combines all persons viewing rather than reporting specific program viewing as a rating does. $PUT \times Share = Rating$
- **Reach** – The number of different or unduplicated persons that are exposed to a commercial at least once in a given schedule.
- **Frequency** – Average number of times a person viewed/listened to a commercial during a specific time period (spot schedule).

Buying Process: Buy Parameters/Client Authorization

Client Background and Authorization

- Know the product
- Know any restrictions/guidelines
- Media buy authorization (signed by client)

Target Audience

- Demographics

Budget

- Cost-per-points by market, dayparts, reach/frequency **Station Avails**

Station list and contacts

Include all pertinent information

- Client, product, flight dates, demo, TRPs, daypart mix, CPPs, guidelines, due date, spot length (typically 60's for radio/30's for television)

Estimating Ratings

Estimate television ratings based on target demo

- 4 ratings books per market – February, May, July and November
- Projections – PUTs from quarter airing, share from most recent book

No estimating in radio

- 2 or ratings books per market – Spring, Summer, Fall and Winter. (Spring and Fall for 2 book market)
- Average books for projecting ratings
- Look at trends, format changes

Negotiating Television

Station Posting

- Does the station agree to post to 100%?

Negotiating Ratings

- Buyer versus station projections

Negotiate CPPs

- Give stations preliminary shares

Negotiate Spot Rates

- Final round
- Value-added

Negotiating Radio

Negotiate CPPs or spot costs

Other negotiating tools

- Duplication, time spent listening, formats, reach and frequency, qualitative information
- Value-added/promotions

Ranker buys

- Some clients want to see top ranked stations only

Assemble Schedule

- Meet daypart goals and budgets
- Aware of client guidelines, likes and dislikes
- Pull pre-posts
- Input any added value – billboards, bonus, etc.
- Clean up buys

Finishing Touches

- Give station final share
- Client approval
- Place orders with stations
- Print traffic instructions
- Send spots and traffic instructions to station (TV dubs, radio MP3 e-mails, or digital transmission through DG Systems)
- Reconcile invoices

- Manage/negotiated makegoods for missed spots
- Post-buy analysis