



The Networked Age

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The Networked Age

- Radio
- Television
- Internet
- Ipod® (Podcasts, etc.)
- Cell Phone
- Digital signage

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The Networked Age

- Cross Platform
- News Convergence

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Apple® Tops The Charts with Digital Music



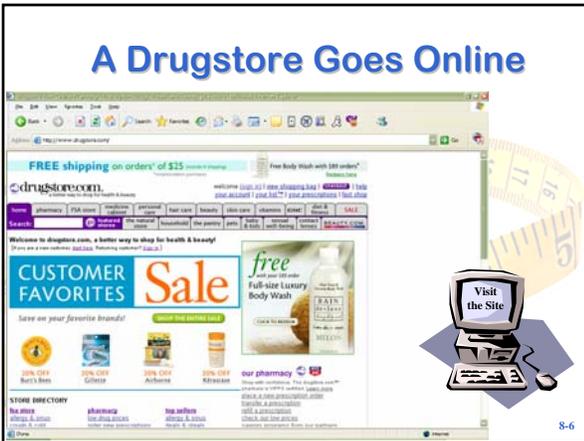
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The Big Idea



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A Drugstore Goes Online



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Basic Media Concepts

- Media mix
 - The way various types of media are strategically combined in an advertising plan
- Media vehicle
 - A specific TV program, radio station, Ipod or Internet

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Broadcast Media

- Transmit sounds or images electronically
- Include radio and television
- Broadcast engages more senses than reading

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The Structure of Radio



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    graph TD
      SA[Target Audience]
      S(SATELLITE) --> SA
      AMF(AM/FM) --> SA
      C(CABLE) --> SA
      LDF(LDFM) --> SA
      P(PUBLIC) --> SA
      W(WEB) --> SA
  
```

Figure 9.1

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Radio

- Relies on the listener's mind to fill in the visual element
- Delivers a high level of frequency
- Radio spots lend themselves to repetition



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Categories

- Network Radio
- Spot Radio
- Syndicated Radio



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The Radio Audience

- Station fans
- Radio fans
- Music fans
- News fans



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Clear Channel® Radio Makes it All About The Fans

The screenshot shows the Clear Channel website with a prominent headline: "LESS IS MORE™". Below the headline, it says "We're Scaling Back... Less Commercials, Less Station Promos and Even Shorter Breaks." There is a "Visit the Site" button with a computer icon. The page also features a "Press Releases" section with several dated entries.

Measuring the Radio Audience

- Dayparts
- Coverage
- Ratings

Two images of electronic circuit boards are shown. The top one is a green board with a pen pointing to a component. The bottom one is a black board with various components.

Radio Dayparts

Standard Radio Dayparts	
Morning Drive	M-F 6 a.m. – 10 a.m.; 5 a.m. – 9 a.m.; 5 a.m. – 10 a.m.
Mid-Day	M-F 10 a.m. – 2 p.m. or 10 a.m. – 3 p.m.
Afternoon Drive	M-F 3 – 7 p.m. or 3 – 8 p.m.
Evenings	M-F 6 – 11 p.m. or 6 – Midnight
Overnights	11 p.m. or Midnight – 5 a.m. or 6 a.m.
Saturday	8 a.m. – Midnight
Sunday	8 a.m. – Midnight

Table 9.3

Advantages of Radio

- Target audience
- Affordability
- Frequency
- Flexibility
- Mental imagery
- High level of acceptance



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Disadvantages of Radio

- Listener inattentiveness
- Lack of visuals
- Clutter
- Scheduling and buying difficulties
- Lack of control



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Arbitron® Radio Ratings and Media Research Information

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Television

- Television advertising/PR is embedded in television programming
- Most of the attention in media placement, and in measuring effectiveness, focuses on the performance of various shows and how they engage their audiences

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The Structure of the TV Industry

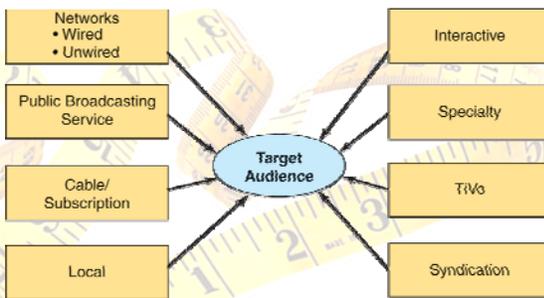


Figure 9.2

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Programming Options

- Specialty television
- Pay-per-view
- Program syndication
- Interactive television
- High-Definition TV
- Digital Video Recorders



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Public Service Announcements

- PSAs can run 10, 15, 20, 30 or 60 seconds



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TV Dayparts

Standard Television Dayparts

Early morning	M-F 7:00am-9:00am
Daytime	M-F 9:00am-4:30pm
Early fringe	M-F 4:30pm-7:00pm
Prime access	M-F 7:30pm-8:00pm
Prime time	M-Sa 8:00pm-11:00pm Su 7:00pm-11:00pm
Late news	M-Su 11:00pm-11:30pm
Late night	M-Su 11:30pm-1:00am
Saturday morning	Sa 8:00am-1:00pm
Weekend afternoon	Sa-Su 1:00pm-7:00pm

Note: All Times are Eastern Standard Time (EST).

Table 9.3

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Measuring the Television Audience

- Rating points
- Share of audience
- Gross Rating Points
- People meters



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Advantages of Television

- Pervasiveness
- Cost-efficiency
- Impact



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Disadvantages of Television

- Production costs
- Clutter
- Wasted reach/Coverage
- Inflexibility
- Intrusiveness



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A. C. Nielsen® : Better Marketing Decisions

Visit the Site

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Film and Video

- Video News Releases
- Vcasts, Vidcasts, Vodcasts

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VNRs – Part 1

- Goal
- Strategic message
- Timely
- Newsworthy
- Local “hook” or any “hook”
- “Sexy” (emotional)
- Excellent quality
- Visuals

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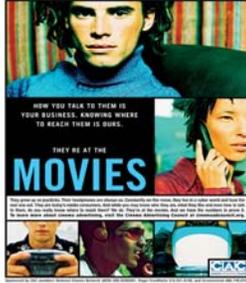
VNRs – Part 2

- Real People
- Commercialism
- Brief Packages (90 – 120 seconds)
- “B-roll”
- Extra cuts
- Names and titles
- Script
- Experienced Professionals
- Truth

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Advantages of Film and Video

- Play to a captive audience
- Attention level is higher than for almost any other channel or vehicle



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Disadvantages of Film and Video

- Some may run too long
- Poor production
- Wrong message for audience



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Web Advantages

- Reaches the millions who have access to computers at home, work, in libraries, cyber cafes and other Wi-Fi locations
- Relative ease of using e-mail
- Rapidly expanding use of web pages
- Discussion groups, message boards and IMing
- Web pages that offer links to immediate information about your company or organization
- Blogs – Citizen created content. Bloggers use their expert knowledge based on categories.
- Podcasts
- Vodcasts, Vidcasts, Vcasts

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Web Disadvantages

- Outdated information
- Driving audiences to Web site
- Difficult to navigate
- Looks unprofessional
- Failure to include contact information
- Broken links
- Sometimes unexpectedly not available
- Security
- Available only to individuals who have computers

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Podcasts

- Internet-distributed audio programs
- Self-styled audio productions recorded in digital format and downloaded to computers, Ipods® or other digital music players.

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Vcast/Vidcast/Vodcasts

- Video podcast sometimes shortened to vidcast or vodcast.
- Online delivery of video on demand video clip content.
- Usually distributed as a file or as a stream
- Vlog

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