

To: Lisa Dobias
From: Magan P. Le
Date: November 12, 2007
Re: POV #2

The purpose of this memo is to recommend whether or not to expand the acceptable television programming line up next year.

Several factors to consider when making the recommendation are: (1) the client roster includes several traditional and highly conservative companies who have broad "hit lists" that avoid unpredictable and sexually charged content, (2) inventory is strained because of the 2008 election which advertises in the same content areas, (3) the Writer's Guild of America is on strike, resulting in a lack of new TV content, and (4) many of the clients are targeting Gen Yers who are not as conservative as the older Gen Xers.

It is recommended that the acceptable television programming line up be expanded in order for the clients to survive in a currently troubled environment. Networks must now increase syndication of shows as well as unscripted, reality TV shows. However, "cable offers much more original programming now and its scripted shows are completed further in advance."¹ What this means for clients is that they can still advertise during network shows conservative enough for their advertising. Besides the syndication of "safe" shows, there are several reality shows that are more predictable and less scandalous as others. These reality shows include American Idol, Dancing with the Stars, and any other "friendly competition" shows, which clients do not have to compete with as much with political figures for advertising. Cable is also a type of television medium that can be utilized since it is not as affected by the strike as much as network TV. Cable makes it easier to target geographically and demographically. It is also much cheaper than network television, allowing clients to pay more for select network shows without sacrificing too many TRPs.

Also, Gen Yers are more open to less conservative content, which makes expanding the programming line up necessary to withhold from isolating the target. Advertising's purpose is first and foremost to persuade, but without the right medium, it may not hit the mark. Gen Yers are comfortable with the media but are demanding that advertisers hit the right channel to reach them.² It is also important to consider online advertising. TV ads were the second reason, after word-of-mouth, that Gen Yers visited websites.³ Online advertising offers everything that television advertising does but with interactivity with consumers, as well. This allows the clients to get personal and connect with their targets like never before.

Expanding the line up and considering other media such as internet allows clients to reach a target that is not as conservative as the target's predecessors, without sacrificing the integrity of the client's brand and competing too much with the 2008 elections.

¹ The Wall Street Journal Online

² MediaPost.com

³ eMarketer.com