

# THE HARMELIN MEDIA REPORT

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## Primetime and Family-Friendly: Can it Work? by Pam Gargano

Being able to sit down with the entire family and watch television, TOGETHER, may not be something that many families find easy to do. In addition to finding the time for everyone to gather around the set, finding programs appropriate for the whole family can be difficult as well. However, the Family Friendly Programming Forum (FFPF) has been working over the last eight years to make this easier to do. But it seems to be getting easier with each season's network primetime unveil.

The FFPF is a group of over forty major national advertisers, all members of the Association of National Advertisers (ANA), working with the Hollywood community. It is a roll call of household brands representing approximately 30% of all TV advertising dollars.

Is there enough interest from both the viewers and the networks to make family-friendly programming in primetime a reality? The recent rise in network involvement says yes.

Currently, every major broadcast TV network participates in the FFPF's Script Development Fund, an initiative that provides seed money to develop scripts suitable for family viewing. This fund began in 1999 with the successful *Gilmore Girls* as the first show the fund helped to put into pilot.

Most advertisers like to have their product's name advertised during programming that has the same values as the company themselves. And that has also sparked the rise in more family-friendly programming.

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## FCC Proposes Record Indecency Fines by Joe Waugh

Who is Kevin Martin? Not many people in the media industry can answer this one, but that may be changing, as

last month he became an industry record-setter. Kevin Martin, the not-so-new Chairman of the Federal Communications Commission (FCC), marked the end of his relatively quiet first year as the FCC's indecency police chief with a proposed record \$3.6 million dollar fine against many CBS-affiliated stations for broadcasting one episode of its prime program *Without a Trace*. This single act has television's creative community seething and has put every broadcaster on notice that the FCC intends to clean up the broadcast airwaves, starting with TV.



**Kevin Martin**

CBS aired the *Without a Trace* episode called 'Our Sons and Daughters' on December 31, 2004. The episode involved the disappearance of a high school student. During the FBI's interrogation of a witness, she has a flashback to a high school party. The flashback scene was the basis for viewer complaints and the fine. The FCC's ruling states, "While no nudity is shown . . . the scene depicts numerous sexual activities." It further states, "In sum, because the scene is explicit, dwells upon sexual material, and is shocking and titillating, we conclude that the broadcast . . . is patently offensive under contemporary community standards . . ." The \$32,500 fine was levied against each station that broadcast the episode during the 6AM to 10PM time-period relevant for an indecency determination. That is, only stations in the Central and Rocky Mountain time zones were fined; the program ran from 10-11PM in the other two zones.

The FCC's latest indecency rulings, totaling more than \$4 million in fines, focus squarely on sexual situations, rather

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## New Alternatives in OOH Media by Dorene Hertlein

With 2005 Out-of-Home (OOH) advertising spending up 8%, the largest growth in any traditional media, it's plain to see that more and more companies have increased their outdoor spending or are turning to outdoor for the first time. Along with increased spending there have been additions to the options available in Out-of-Home media. With spending estimated to grow another 8% over the next two years, it's important to keep up with advancements in the industry. Three new OOH vehicles are workplace media, parking lot stripe advertising and inflatable billboards.

Whether they like it or not, many American adults spend much of their day at work. Traditionally, this has been an advertising-free zone, hidden from the reach of most traditional TV, radio and consumer print ads. Now, one company is offering a way into the workplace. WorkPlace Print Media can



reach people via coupons and incentives delivered directly to employees' mailboxes or in their pay envelopes. Advertisers such as retailers can target employees who work near their stores, increasing the chances of recipients stopping by to redeem offerings. The audience can be targeted geographically from DMA or county down to zip code or proximity to the advertiser's retail locations. Redemption rates can typically be tracked through bar codes and special coupon codes.

Parking Stripe Advertising actually places ads on parking lot stripes! Now, an advertiser who has wanted to get the shopper's attention in parking lots doesn't have to depend on branded carts, bumper ads or storefront displays. The ads come as full color, printed vinyl stripes that are placed over the painted stripes in parking lots, garages or even as starting lines for charity walks/races. The stripes stick to the parking lot surface and are slip-resistant. Glow-in-the-dark stripes are also available, as well as ones with sound chips that activate when stepped on! This product will be launched this month but the first stripes have been in use since September of 2005 by Pepsi and Home Depot.



Billboards are the mainstay of outdoor advertising, and it seems every conceivable variation of the medium has already been tried, on water as well as land. Well, make room for one more – an inflatable billboard that is portable and works on both water and land. It's the creation of bbi Display Systems. Advertisers can get their message out whether on the ocean, lake, river or beach, or even in a traffic island of a busy highway. Each billboard is anchored down and measures 12ft long by 16ft



tall, and boards can be fastened together to create a larger display. The message is contained on printable mesh banners, allowing air to flow through so they don't blow over during high winds. They are even optional accessories, including night lighting kits, as well as a motion-activated sound system that can play a jingle or a recorded message.

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In the past year alone, eight scripts have been supported by the FFPF, and four were picked up by major networks, including *Commander In Chief* (ABC), *Everybody Hates Chris* (UPN), *Related* (WB), and *The New Adventures of Old Christine* (CBS).

The goal of the PPRF, according to Kaki Hinton, Pfizer Consumer Healthcare, and Dawn Jacobs, Johnson & Johnson, is "to ensure that there is always at least one family-friendly alternative available during primetime every night of the week."

"We do a lot of research," said Ms. Hinton. "We look at special demographic rankers like women age 18-to-49 with teens in the house, and other co-viewing analyses. And if you look at family-friendly shows, they pop right to the top, which means your approach is absolutely resonating with the viewers."

One important finding from the Forum is that despite the growth of the number of channels available as well as the number of television sets, eighty percent of all homes have only one set turned on during primetime. What's more, families with children under 12 choose shows very differently from others – they watch more of the shows that score highly across a wide range of demographic targets. The conclusion is that family-oriented programming doesn't fragment its audience, and performs well with children and adult viewers in comedy, drama, and reality alike.

Consider the smash hit ratings of shows like *American Idol* and *Extreme Makeover: Home Edition*. "Both are in the top ten week in and week out," says Christine Kubisztal, director of

media buying operations at Sears, Roebuck and Co. "They rank in the top five in viewing with young children. It's a co-viewing experience. That says to me that people want to see this type of programming – that they want to watch these high-rated shows together."

*American Idol's* fifth season premiere averaged 35.5 million viewers, a 15.3/34 rating/share among the Adults 18-49 demographic, and a 14.7/36 rating/share among Adults 18-34, according to Nielsen. The two-hour broadcast

o u t - delivered NBC, CBS, ABC, The WB, and UPN's combined ratings by 26% against Adults 18-49, 43% against Adults 18-34, and 108% against Teens.

The huge debut numbers also place *American Idol 5's* premiere as the highest rated primetime program of the 2005-2006 television season – including entertainment and sports programming – among Adults 18-49, Adults 18-34 and Teens, and as primetime television's highest rated entertainment programming broadcast against Adults 18-49 and Adults 18-34 since the series finale of NBC's *Friends* aired on May 6, 2004.

Looking back to earlier in this season, ABC's *Extreme Makeover: Home Edition* leapt to new heights with its Sunday, November 7 broadcast, delivering the program's most watched episode ever and setting new season highs among the Adults 18-34, Adults 18-49, Adults 25-54, Teens 12-17, and Kids 2-11 demographics.

Just barely losing out to *Survivor* as the most watched reality program for the week ending November 7, *Extreme Make-*

*over: Home Edition's* Sunday broadcast drew 20.175 million viewers (versus *Survivor's* 20.244 million), a 8.5/19 rating/share in Adults 18-49, 7.5/19 in Adults 18-34, and 8.9/18 in Adults 25-54. The performance not only placed *Extreme Makeover: Home Edition* first in its time period among all the metrics, but also placed it second behind only its *Desperate Housewives* lead-out as the night's highest-rated program among viewers and young adults, and also as the night's top-ranked program among Teens 12-17 and Kids 2-11.

"Family friendly (programming) is a big palette," according to Steve McPherson, president of ABC Entertainment. "For us, *Commander-in-Chief* is family-friendly and *Hope & Faith* is family-friendly. I think that a few years ago, people were kind of

afraid of that tag – that it would box them into a traditional, very soft half-hour with no edge or insight. That's not the case.

What the Forum has done through its outreach, conferences and press is really to educate people – and that includes us broadcasters – which it's about a family viewing experience. That it doesn't have to mean light or soft or saccharine, but can be edgy or dysfunctional for insightful."

In the 1950's, family-friendly programming ushered in the golden age of television. Maybe that's the direction broadcast networks need to take to stop their audience erosion to cable. Network content will never match cable's *The Sopranos* or *Weeds*, so why bother? Maybe go back to the programming that launched the industry. It still works.



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than nudity or language. Four other programs were ruled indecent and/or profane but were not fined, and dozens of other complaints were rejected. The report, which addresses hundreds of thousands of complaints about programs airing between February 2002 and March 2005, said these cases should help to further refine the FCC's standards, which in the past have been criticized by the media as too vague. The agency said it hoped to give "substantial guidance" to TV stations and networks. "I share the concerns of the public, and of parents in particular, that are voiced in these complaints," Martin said.

The rulings support the notion that the government is aligning itself with anti-indecency activists such as the American Family Association. But critics of the latest rulings argue that they confuse more than they clarify what can be seen and heard on TV. The FCC continues to be vague about these rules and regulations, therefore forcing TV programmers and producers to take heed and be more conservative with their scripts and content.

*NYPD Blue*, one of the ABC television network's most popular shows of the early 1990s, was also one of the most forward-thinking and controversial shows because it pushed the lines of indecency. Creator Steven Bochco recently said, "Broadcast standards that we are dealing with these days are almost like a throwback to the '50s. You just can't say anything or do anything or show anything or tell a controversial story." When asked about *NYPD Blue* in today's scrutinized programming world, Bochco said, "There's no question a show like *NYPD Blue* could not launch today, couldn't get made, not in a million years."

The FCC did clarify that it would be giving more weight to community standards. The commission stated that "they would fine only stations that had a complaint filed against them, rather than multiplying the fine by the number of stations that carried the broadcast." Although this appears to have cut broadcasters a break, it may be a distinction without a difference. In today's world of viral marketing and mass-emailing, it is all too easy to drum up complaints against lots of stations.

So in case you programmers or producers missed it, his name is Kevin Martin, FCC Chairman. You are now officially put on notice - he is quite serious about enforcing the indecency rulings.

## Harmelin Media Welcomes The Vitamin Shoppe

Harmelin Media is pleased to announce that it has been named the media planning/buying agency for The Vitamin Shoppe. With over 280 stores nationwide and plans for continued expansion, The Vitamin Shoppe is America's premier resource and leading health retailer of vitamins and nutritional supplements. Customers of The Vitamin Shoppe enjoy an assortment of over 20,000 items from more than 400 brands - in Health & Wellness, Sports Nutrition, Weight Management, and Beauty & Personal Care. Each day, they save up to 50% on leading national brand products. Plus, they save even more with the exclusive Vitamin Shoppe Brand! With knowledgeable and courteous in-store Health Enthusiasts, a comprehensive catalog, and a complete website ([www.vitaminshoppe.com](http://www.vitaminshoppe.com)), The Vitamin Shoppe truly is committed to the healthy lifestyle of its customers. Harmelin Media looks forward to a long and mutually prosperous relationship with The Vitamin Shoppe!



## Around the Water Cooler

**A Completely Unscientific Survey of Harmelin Media Employees...  
This Month's Question:**

**What primetime TV show did you watch with your children this season?**

<b>American Idol</b>	<b>38%</b>
<b>Extreme Home Makeover</b>	<b>23%</b>
<b>Everybody Hates Chris</b>	<b>15%</b>

**What primetime TV show did you watch with your parents this season?**

<b>American Idol</b>	<b>50%</b>
<b>The Sopranos</b>	<b>20%</b>
<b>America's Next Top Model</b>	<b>20%</b>

