

THE HARMELIN MEDIA REPORT

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The PA Primary by Gina Yeakel

According to several news sources, the presidential primary is approaching the quarter billion dollar mark in ad spending. The upcoming Pennsylvania primary



will turn all eyes to the Commonwealth and leave residents reeling from a four-week advertising onslaught. The majority of available delegates are in two congressional districts in the Philadelphia market. Just a few weeks ago, our primary seemed all but irrelevant. Hillary Clinton's comeback on March 4th in Texas and Ohio means a renewed relevance for Pennsylvania.

Pennsylvania is the only large state primary in the near term. The media noise level and campaign activity could rival that of Iowa at the start of primary season. Iowa's 2.5 million population is much easier to reach with

grass roots politics than Pennsylvania's 12 million. That being said, it was hard to get a cup of coffee in Philadelphia over the past few weeks with-



out running into enthusiastic Obama supporters eager to register you to vote. No 'Do Not Call' list can protect you from the dinnertime "a message for Pennsylvanians" interruption. No front door is safe from the supporters' knock.

While all Philadelphia media should benefit from the state's newfound importance in the primary process, television stations will see the most activity. As much as \$10 million dollars could be spent on Pennsylvania television, with \$7 million likely to be in

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Post Strike by Kristen Warner

On February 12, 2008, after nearly four months of a bitter strike by the Writers Guild of America against the Alliance of Motion Picture and Television Producers, the two sides came to an agreement. Many people are now wondering what's next. When are original programs going to return and what effect did these 14 weeks and two days of the strike have on fall 2008 programs?

During the time of inactivity, re-runs didn't perform as poorly as some had expected, and reality TV certainly held a few of us over.



Two and a Half Men became an even bigger hit and who could have done without an extra season of *Big Brother*? However, people really want to know when they can expect to see their favorite show return to original programming. Since the strike has ended, TV viewership has, naturally, already risen. With many comedies such as *Samantha Who?* scheduled to return as early as April 7th and others shortly after, the most these programs will suffer will be a shortened season. Primetime dramas generally take longer to produce due to many location shots per episode. Therefore, most are not scheduled to return until mid to late April, also causing shortened seasons. This calls into question whether or not a season finale episode is possible. The series a lot of people are looking forward to are the return of *Desperate Housewives* on April 13th, shortly followed by *Brothers and Sisters* on April 20th and then *Grey's Anatomy* on April 24th. Many networks are planning to end their season in late May, as usual, because they don't want to spend extra money to produce

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Rules of Engagement

by Nicole Pearse

I have been getting a lot less sleep lately. For someone like me, primary season wreaks havoc on my schedule. I watch all primary coverage feverishly flipping between CNN, MSNBC and FOX News. This year I have added even more to my plate. I have a ton of bulletins to read on MySpace from John, not to



mention the "McCainSpace" page I need to build. I have a brand new batch of pictures from Hillary's stop in Philadelphia on Flickr and at least three new videos to view on her YouTube channel. I have a day's worth of Barack updates that have been overflowing my Facebook Feed and his text messages are piling in my inbox. On top of all this, I need to check Eventful to

figure out who will be coming to speak in the area.

I'm not your typical 18-34 year-old voter, having cast a ballot in every election since I was 18 and loving a good political season. For years, voting, especially with the younger demographic, has been on a slow and steady decline. If you pay attention to news coverage, the under 30 demo has been indifferent to politics since 1968. In fact, 18-20 year-olds were not given the right to vote until 1971 when the XXVI Amendment to the US Constitution was passed. Young voters claim that they don't vote because candidates don't care about them or the issues pertaining to their lives. In turn, candidates don't target them because they don't vote.

Will 2008 be different?

According to surveys, the younger demographic interest in this election has increased over 35% compared to this



point in the 2004 election. The primaries have seen double-digit increases among younger voters. Having

taken hold of the young demographic group's voting power, candidates now have to consider that this group could change the outcome of the election.

They now realize that they have to change this year's media strategies and tactics in order to get the



message to this difficult-to-reach audience. It is a task that most politicians have only "dabbled in" in the past 30 years. Town halls on MTV and "Vote or Die" may have been the biggest outreaches in past elections. The task ahead for politicians — to get young people to care enough to vote, and then actually vote for them — is no small feat. More importantly, how do they make sure that their messages are even heard?

As candidates look to engage young potential voters, media spending is at an all-time high for this election. Broadcast TV still seems to be the most popular campaign ad medium; however, interactive and grassroots initiatives have seen substantial growth. The interactive portion of the budget is very telling about how the candidates are reaching out to this younger demographic. While Yahoo has served the most presidential ad impressions, and traditional banners have taken over many of the popular left- and right-leaning blogs, many analysts feel that the traditional banner element of these online campaigns is only a small portion of the candidates' actual budgets. Many of their online resources, both financial and manpower, are going to social networking.

It seems that candidates are paying attention to the research about where to reach the younger target. A report from the Pew Research Center, released earlier this year, shows over 42% of 18-29 year olds are getting their election news from the internet, compared to 26% of 30-49 year olds. The older the target, the more the percentage dips. More than a quarter of those younger than age 30 have retrieved campaign information from social networking sites. This practice is almost exclusive to young people, with single-digit percentages for those over 30. In

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In addition to the major social networking sites, candidates are incorporating some of the smaller niche sites such as Twitter, Digg, Eventful, MiGente, and the like to round out their interactive strategy. In turn, many of these sites have created special political or candidate-centered "channels" and discussion areas to help pool the resources into one area of easily accessible information.

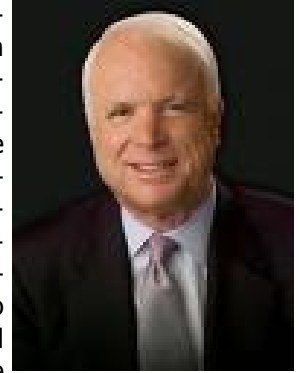
According to the trades, the 2008 candidates are not only executing these new tactics in the right places, but also doing it the right way. Recent articles, including an article in *AdWeek*, have questioned traditional advertisers for not using social networks to their full benefit, for the endless debate on how to measure the "engagement" factor and how traditional metrics do not provide the whole story on these sites. The articles have noted that the common advertising mistakes such as "just running a banner campaign," "not giving a campaign enough time," "not updating information," and "not giving users enough to interact" have been avoided by many of these political campaigns. The candidates have their own MySpace and Facebook pages that are updated daily with a variety of engaging tools such as video, news, and posts. Allowing users to sign up to receive information by text, e-mail, and bulletins, they are catering to the fact that this target is often multitasking. They practice the theory that having various ways to interact with this demographic may be the difference between message delivery and message acceptance.

These Presidential hopefuls have literally canvassed the spaces in which many in this captive younger voting generation live their daily lives. The "old boys' club" is forgoing many of the traditional approaches in advertising in its desperation to connect with this audience. The invitation is out to this younger demographic. In November we will find out if the message reached them. And maybe on November 5th, advertising lessons learned from the Presidential candidates will help all marketers to better engage with this younger generation. All I know is that I will finally be getting a good night's sleep.

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Philadelphia. After the March 4 primary, many pundits expected advertising to begin almost immediately. The shortened time frame could adjust Philadelphia ad spending to \$4 million dollars.

Spending began in earnest on March 21 when the Obama campaign began its Pennsylvania television advertising. The flight was timed to encourage voter registration; the last day to register to vote in the primary was March 24. So far WPVI has received the largest portion of the



candidate's budget followed by KYW, WCAU, WTXF, WPHL and WPSG. The Obama campaign also purchased two NCAA tournament spots in the Villanova/Clemson game to reach young men. Cable will see more spending in this season than it has in past primary cycles, with spending reaching 15% to 20% of the candidates' buys. Overall, the Obama campaign is outspending the Clinton campaign 2 to 1.

The campaigns will make a significant economic impact on the towns where they focus. Hotels, restaurants, and business services will be required for campaign supporters, staff and the journalists. A political rally can inject \$20,000 to \$30,000 into the local economy. Both campaigns will likely spend much of their time and dollars in the delegate-rich Philadelphia market.

Meanwhile, for John McCain, the presumptive Republican presidential nominee, Pennsylvania's 74 delegates are icing on his cake. He can sit back and watch the two Democrat hopefuls slug it out.

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Published by Harmelin Media

525 Righters Ferry Road, Bala Cynwyd, PA 19004
(610) 668-7900 fax (610) 668-9257

President: Mary Meder Editor: Terry Maher

Visit our website at www.harmelin.com

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episodes that will run during the summer months when TV viewership historically drops off. Midseason replacements such as



Cashmere Mafia and *Lipstick Jungle* began production later than those whose seasons premiered in the fall, causing these shows to have even fewer original episodes to air. Still other newer shows will be on hiatus the rest of this season and return with fresh new episodes in fall 2008. The series to take the biggest hit

from the strike are ones like *24* which, due to the nature of the show, will be postponed until January of 2009 when FOX can air all new episodes without interruption.

The big question is what can we expect in the fall. The surprising answer is that the effects the strike will have on the new fall 2008 season should be minimal. In addition to returning favorites, the big networks are reassuring advertisers that they will be ready with new material when the time comes. Now that spring is here, it is time for networks to start showing new material for the upcoming season in the industry's upfront and many people are questioning what they will have to offer. There will not be as many shows or clips to present at the upfronts, but the networks are prepared to use the time efficiently and effectively. The dollar amounts that will be directed towards promoting the new shows will be close to the millions that have been spent in previous years.



Even though we spent the last several months with re-runs and reality television, the good news is that the strike has finally come to an end. Shortly we will all be back to our normal viewing habits and we can rest assured that we will have great new programs in our line-up in the fall.

Harmelin Media Welcomes Lancaster General

Harmelin Media is pleased to announce that we've been named the media buying and planning agency for Lancaster General. Lancaster General has been meeting the needs of Lancaster County for over 100 years. They have grown from a hospital in downtown Lancaster, Pennsylvania to a healthcare organization with locations throughout Lancaster County to serve their patients.

Lancaster General makes it easy for patients to receive medical services. With a reputation for clinical excellence, Lancaster General has won numerous national, regional and local awards for providing superior care. Lancaster General is committed to maintaining the health of all residents of Lancaster County. Harmelin Media looks forward to a long-lasting relationship with Lancaster General.



Around the Harmelin Water Cooler

A Completely Unscientific Survey of Harmelin Media Employees...

This Month's Questions:

Did you enter a NCAA Division I Men's Basketball pool this year?

Yes — 51% No — 49%

Of those who entered a pool:

Have you watched any games online? Yes — 50% No — 50%

Have you had any game updates emailed to your computer? Yes — 46% No — 54%

Have you had any game updates emailed to your PDA? Yes — 10% No — 90%

Have you had any game updates text-messaged to your cell? Yes — 10% No — 90%

How many of your picks made it to the Final Four?
 None — 5% 1 team — 8% 2 teams — 23%
 3 teams — 41% 4 teams — 23%

