To the Graduate Council:

I am submitting herewith a thesis written by F. Dean Wasson entitled "A Descriptive Study of Media Selection Components Used in Local Television News Advertising in Tennessee: A Telephone Census." I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Communications.

Paul G. Ashdown, Major Professor

We have read this thesis and recommend its acceptance:

Accepted for the Council:

Vice Chancellor
Graduate Studies and Research

A

A DESCRIPTIVE STUDY OF MEDIA SELECTION COMPONENTS USED IN LOCAL TELEVISION NEWS ADVERTISING IN TENNESSEE: A TELEPHONE CENSUS

A Thesis

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ABSTRACT

When television news programs began in 1948, some station managers considered them a nuisance required by the Federal Communications Commission to help "serve the public interest."

Today, however, increased interest from viewers and advertisers has made local television news profitable.

Interest in promoting the news to the viewing audience has increased along with profit potential and competition.

An important consideration is the selection of the proper media vehicle, or outlet, to carry the message. But stations sometimes are unaware of components they should consider.

This study identifies and describes components used in selecting media vehicles for local television news promotion. A telephone census of promotion managers of all sixteen network-affiliated commercial television stations in Tennessee was conducted.

The study revealed that components most used by respondents are demographic and geographic characteristics, absolute and relative cost, penetration, continuity, circulation, exposure, frequency, editorial environment, need, goal, theme, newscast factors, production factors and talent.

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INTRODUCTION

When television news programs began in 1948 some station managers considered them useful only to the extent they satisfied a Federal Communications Commission regulation that an unspecified period of time from a station's broadcast day be geared to "serving the public interest."

So a staff announcer, often a retired actor, was hired to rip radio wire copy and read it over the air for five-to-fifteen-minutes daily. "Rip and read" remained the most-used formula for television news for nearly ten years.

In those early days a news organization could be financed for $50,000 annually--the cost of one sound camera, four silent cameras, seven workers and a few props. Such an organization could air two fifteen-minute news programs a day.

But in the early 1950's viewers began to favor some newscasters over others because of their distinctive style of reading the news. And between 1959 and 1963, three national surveys by Elmo Roper showed that nearly two-thirds of the American public received most of their news from television. Part of increased interest in television news was due to increased confidence in the television medium. A Carter and Greenburg study in the same period as the Roper studies showed that when asked which medium could be trusted most, 53 percent of the respondents said television. Newspapers were next with only 22 percent.

With the force of public opinion behind it and with increasing

interest from advertisers, television news began to expand. The first major change came in the early 1960's, when a majority of television news programs expanded to a half-hour "magazine" format. The new format allowed producers to do away with the stiff practice of allowing five minutes each for news, weather and sports. Stories could be expanded and interpreted in relation to their importance.

With the increased interest in television news came increased competition. In 1942 only ten commercial stations were on the air. Today there are close to 700, three in an average television market, a majority of which carry local newscasts. Many stations find local news their most profitable operations.

And the cost of competing is high. Electronic news gathering equipment (ENG), which has become common in most large markets, enables news crews to produce live reports. But a single camera may cost $50,000. Costly syndicated news features are purchased to give viewers more information about consumer issues and health matters. Helicopters, once a fad, are being used more frequently by local stations to increase the range of their news coverage.

News budgets in the top-thirty television markets range from six figures to millions. And there are stations in smaller markets which spend in excess of $750,000 annually on news.

As costs and profits have increased, so has interest in how to promote the news to the viewing audience. The importance of promotion has only recently become evident to many stations, just as the importance in the news product itself has only become evident to management in the past few years. As more competitors have entered the marketplace,

it has become necessary to convince people of the advantages of watching one newscast over others.

CHAPTER I

PROBLEM

In promoting local television news to the viewing audience, one of the most important considerations is the selection of the proper media vehicle (or outlet) to carry the message. But with many stations, media vehicle selection is not a logical process involving consideration of all pertinent components (Jacobus, 1980). One promotion manager put it this way:

> When I became promotion manager here it disturbed me to find that news ads were very often placed in a vehicle without any real thought as to why that vehicle was better than some other vehicle. For example, ads were put in a local newspaper simply out of habit. The station had been advertising with this paper for so long that station management was afraid they'd hurt their feelings if they decided to select some other media outlet instead. I'm still fighting that one.

Stations interested in selecting the best outlets to promote their news are unaware of factors that should influence selection. Promotion managers who attempt to identify components that will help them make better decisions often learn that such information is difficult to find.

The best copy, the most well-thought advertising theme and the most careful overall planning can be to no avail if the proper promotion outlets are not selected. The process is complicated by the fact that many alternative vehicles often exist in a given market. Any one of these outlets may seem an appropriate carrier of the news message.

A local newspaper may have reasonable rates and circulation that includes a large part of the station's viewing audience. A city magazine may have higher rates and much smaller circulation, but may reach a more influential segment of the station's audience than the newspaper can. And a radio station may only reach viewers who like country music, but can reach them between 4 and 6 p.m. weekdays--when they're driving home from work.

The purpose of this study is to identify and describe components stations consider in selecting media vehicles for local television news promotion.

Broadcast promotion remains relatively unexplored. This study will provide information that can be adopted locally for use in media outlet selection for local television news promotion. To date, no comprehensive compilation of information on this subject exists.

Information found in the literature will be supplemented by the opinions of broadcast promotion specialists in television news, news promotion and research organizations.

A telephone census of promotion managers at all network-affiliated commercial television stations in Tennessee will provide a summary of media vehicle selection factors television stations use.

Conceptual Definitions

As much as possible, each component has been defined as found in the literature, or through personal interviews. But the component descriptions found in the literature and interviews were not always sufficiently precise to assure full understanding by all survey

respondents. So, in some cases, definitions may divide various components more precisely, or group several interrelated components together. Some components, such as "experience of personnel," are excluded from the questionnaire in favor of components that are more quantifiable, and in the interest of keeping the questionnaire at a manageable length.

The conceptual definitions will be made operational by respondents' indication of how much they use each factor in selecting media outlets to promote the newscast in, on a scale from "most of the time" to "none of the time." Space will also be provided for "don't know," and "have no information that enables me to use this factor."

Advertisement - an attempt to persuade people to view a station's newscast by means of a message through a paid media vehicle.

Advertising campaign - (promotion campaign) a series of advertisements.

Vehicle - (media vehicle) an outlet of a particular media.

Media - the channels of mass communication used in advertising, such as magazines, newspapers, radio, television, and outdoor.

Vehicle selection component - some element of the newscast promotion process that is pertinent in choosing the proper vehicle/s for a given newscast advertising campaign.

Newscast - (news program) a station's news program, the most important of which usually are the 6 to 11 p.m. editions.

Demographics - generally apparent characteristics that describe an audience, such as sex, age, income or education.

Geographics - characteristics which break down an audience by where people live, such as county, central city, suburb or rural area.

Psychographics - characteristics of an audience including self-confidence, leadership, compulsiveness and assertiveness. They help identify the way people live, and various needs that may influence news viewing.

Viewing behavior (as well as listening or reading behavior) - a way of describing an audience in which people are often segregated into heavy viewers (listeners, or readers), moderate, light and non-viewers (listeners, or readers).

Absolute cost - the amount of station pays for buying time or space in a vehicle, or the monetary value of an agreed trade.

Relative cost - what a station gets for its money in terms of audience size and quality, as well as other elements.

Flexibility - the ease and amount of time required to place an ad in a vehicle.

Penetration - the ability of a vehicle to reach a percentage of households within a particular geographic area.

Continuity - audience exposure to a message at certain intervals over a period of time.

Circulation - the number of units of a vehicle in which a news advertisement can be delivered.

Exposure - the number of people actually exposed to a vehicle unit at least once.

Reach - the number of people exposed to an advertising message at least once during a period of time.

Frequency - how often people were exposed to the advertising message.

Perception - how many people actually were aware of an advertising message.

Motivation - some indication of whether an advertising message actually motivated people to act in some way.

Editorial environment - the nature of the material surrounding a news advertisement in a vehicle.

Merchandising cooperation - the ability of a vehicle to work with a station in accomplishing the objectives for an advertisement, through making necessary revisions, helping to design the best placement schedule for the advertisement, or assisting in other ways.

Need - a reason why a news advertisement or advertising campaign is necessary.

Goal - something definite and measurable a station wants to accomplish from a news advertisement or an advertising campaign.

Theme - a common thread that runs throughout an ad, or ties several advertisements in a campaign together.

Regulations - state, federal, local or rating service rules or laws which may influence vehicle selection.

Competition - strengths, weaknesses or some characteristic of a television station's competitor/s which may be important in vehicle selection.

Newscast components - components stemming from the newscast itself that may influence selection of vehicles to carry the newscast advertising message, such as whether the newscast is well established,

or, if one of the anchors is new, the type of audience the newscast attracts and various strengths or weaknesses.

Production - ability of station personnel to carry out production needs for an advertisement or advertising campaign. Production also refers to availability of time needed by station personnel to produce an advertisement, and the availability of or quality of equipment needed for producing the advertisement/s.

Non-cancellable air time - the availability of non-cancellable spots during a station's broadcast day for advertising the newscast.

Talent - the anchors and/or reporters of a station's newscast; the skill required of them in carrying out the needs of a news advertisement or advertising campaign; their cooperation; the availability of their time.

CHAPTER II

LITERATURE REVIEW

In 1964, Yale Roe noted ". . . a startling lack of information" concerning commercial television promotion.

Five masters theses have been written on broadcast promotion in the last twenty years. Rivers (1978) correlated such components as the length of time a station has existed, the number of awards won for local news and the frequency of promotion with ratings for local newscasts as measured by Arbitron, pointing out that ". . . no specific studies on promotion for local television news programs were noted." Of the fourteen books listed in this author's bibliography, two (Starch, 1944; "Measuring Advertising," 1966) pertained to measurement techniques and commercial rating systems. Six were general introductions or surveys of broadcasting or television that offered no more than general overviews on any aspects of broadcast promotion (Roe, 1964; Cherington, Hirsch & Brandwein, 1971; Cole, 1970; Quaal & Martin, 1968, Lichty & Topping, 1975).

The remaining six books were advertising and public relations texts (Caples, 1947; Boyd & Newman, 1965; Crawford, 1966; Hopkins, 1927, Lesly, 1971; Cutlip & Center, 1971).

None of the Rivers' references identified components in vehicle selection for local television news promotion.

Rivers located several periodical references, most of which dealt with measurement techniques and certain broadcast promotion

methods. Two offered hints on vehicle selection components (Zimmerman, 1974; Miller, 1974).

The references comprise a more comprehensive list of broadcast promotion references than those provided by the writers of the four other theses pertaining to broadcast promotion.

Brower (1968) analyzed methods used to promote local radio news shows, while Chaddock (1967) did the same for local television news shows. Pokorny (1970) studied the effectiveness of certain program promotion techniques at one UHF television station.

Theis (1970) analyzed the organization of local television promotion departments, the qualifications of promotion personnel and their responsibilities. Theis commented that after a thorough search of available information, she began her study with ". . . only a meager background on the subject," noting "little literature of substance" available concerning the field of broadcast promotion.

Many of the references contained in the four theses were included in the Rivers thesis, and those that were not were of little help in identifying components of media outlet selection.

Few additional references pertaining to broadcasting or television have been identified. Conversations with professionals in the field bore out the fact that few references exist (Jacobus & Norris, 1980; DeSuze, 1980).

Background

To reach the desired audience members for a newscast, the promotion manager needs to identify potential viewers before selecting the proper media outlet to reach them.

The amount of audience research a station can afford is dictated largely by its budget. Previous studies, indexes and market service data available from both libraries and various services, however, can often serve to supplement available audience information.

Demographics are characteristics that describe a group of people by age, sex, ethnic origin, education and occupation. Demographic data usually are more readily available than other forms of information. Their wide-spread availability has often resulted in demographics being used even when other information may have been more appropriate (Block & Roering, 1979; Boyd & Levy, 1967).

Geographic characteristics are also popular in describing a group of people. A newscast audience may be broken down by county size, metropolitan population area, or by whether they live in the central city, suburbs or in a rural area (Fletcher, 1979).

Although demographic and geographic characteristics are relatively easy to understand and determine, they are not always adequate in describing the newscast audience (Norris, 1980). Many marketing managers argue that demographics do not have the "richness" needed to form audience segments on which sound marketing strategy can be developed. Various psychographic characteristics have the potential for providing this richness.

Rather than give total regard to demographic or geographic features, the advertiser who uses psychographics views his market as having certain psychological characteristics that may influence its response to an advertisement. Such characteristics may include compulsiveness, leadership and self-confidence. Psychographics seem to be useful but have not been fully proven.

Psychographic variables are often used most successfully when combined with other components, such as demographics. This approach is sometimes termed "lifestyle."

This was the case with the Bermuda Department of Tourism, which used psychographic and demographic components to describe five groups of vacationers. One group was "the relaxers," identified as being above average in age, education and income, and preferring small hotels or guest houses. The relaxers were found to be average radio and television listeners and viewers, but not after 11 p.m. (Fletcher & Bowers, 1979).

Still in the realm of psychographic characteristics, newscast viewers can be viewed with regard to certain evaluative criteria they use in reference to local television news. If given a list of criteria to choose from, viewers of one station's newscast may select "personality and understandability" as the criteria that led to their selection of a station's news. Viewers of another newscast may select dependability and professionalism as their criteria for selecting another news program.

An important part of psychographics research has been the identification of common human needs that may be helpful in promotion. Particularly relevant today are "economic needs," which are concerned with making the best use of a consumer's available resources (Chaddock, 1967). A newscast promotion campaign could be geared to promoting elements of the news program that speak to various needs of audience members. A syndicated news segment on "how to stretch your shopping dollars" may help fill people's economic needs and a health segment

may help fill people's safety or health needs. Vehicles that best reach people with these needs could be selected.

Another major segmentation technique segments audiences on the basis of buyer behavior. People are often divided into heavy users, moderate users, light users and non-users. Variables related to buyer behavior may include brand loyalty, product use and use of related products.

Absolute cost is the amount a station pays for buying a certain amount of time or space in a medium (Wright, Warner, Winter & Zeigler, 1977). It is a limiting component in the sense that most stations have a news promotion budget. Absolute cost may be high in some media, but such media and their vehicles may prove more desirable than less expensive ones when other considerations are made.

Broadly speaking, relative cost is more important than absolute cost. What is the station getting for its money in terms of audience quantity and quality? Is the vehicle a respected source? These questions will help determine the relative cost of a given vehicle.

Another determinant of relative cost is the flexibility of a vehicle, or the ease and amount of time required to place an advertisement. Generally newspapers and radio stations offer longer advertising deadlines than other media and are more conducive to last-minute changes. Thus, these vehicles may often be considered more flexible than others (Wright, Warner, Winter & Zeigler, 1977).

Penetration refers to the ability of a medium to reach a percentage of households within a particular geographic area or market segment. A television station may want to promote the news in a

vehicle with penetration that includes people in counties where the station's news ratings need bolstering. Or the station may seek a vehicle with the highest coverage of sports enthusiasts to help promote a new sports anchor (Burton & Miller, 1976).

Continuity is a desirable element in selection of media outlets. It is important that the audience be exposed to the message in a regular pattern over a long enough period to achieve the objectives of the news promotion campaign (Jacobus, 1980).

Much more needs to be learned about the abilities of a vehicle to reach newscast audiences. Vehicle circulation, vehicle exposure, reach, frequency, advertisement perception and advertisement motivation should be investigated.

A vehicle's circulation is the number of units of the vehicle in which the advertisement can be delivered (Dirksen, Kroeger & Nocisia, 1977). For magazines or newspapers circulation is the number of copies of a given issue, or the average number of copies per issue, actually delivered to subscribers and others. In television, the estimated number of television sets tuned to a particular program or a particular vehicle, or some average, represents distribution. In the case of outdoor advertising, distribution would be the number of posters or billboards carrying the advertisement.

In some cases, circulation may be the only available measure of the value of a vehicle in carrying a news promotion message. But because circulation tells only how many units in which the advertising message is carried, more information should be sought that will tell something of the number of people exposed.

Vehicle exposure is the number of people actually exposed to a vehicle unit at least once. The vehicle's "audience" consists of the people who receive its message. In most cases, a vehicle's audience is greater than its circulation. For example, if a copy of TV Guide circulates to one person in a given household, but a whole family of five reads it, the audience in that household is five. In broadcast media, the same family of five may have a radio or television tuned to a program that carries the advertising message. But only one person in the household may be listening, or watching. Or the set may be on while the entire family is out of the room or not paying attention.

Generally, vehicle exposure is a more useful measure than circulation, although it is more difficult to define. Basically, a vehicle exposure is a person within sight or sound of a distributed vehicle. But to be of any help more precision is required. Has the person who saw one copy of Knoxville Lifestyle Magazine in a rack on the other side of the room been exposed? What about the person who glanced at the first page and fanned through the other pages? These questions must be resolved in order for audience size to be a useful measure.

To say a person has been exposed to a vehicle does not say whether or not the person was exposed to a certain advertising message in the vehicle. The number of people exposed to the message at least once during a period of time is termed "reach." Reach does not include those people exposed to the vehicle but not to the advertisement (Nylen, 1975).

Related to reach is frequency. While reach only tells how many

people were exposed to the advertising message, frequency indicates how many times the audience members were exposed (Nylen, 1975).

A person can be exposed to an advertisement without actually perceiving it. There is a fine, hard-to-measure line between the two. Advertisement perception is extremely important to advertisers because it is necessary for audience members to perceive a message before they can actually be motivated to act on it (Dirksen, Kroeger & Nicosia, 1977).

Naturally, it is desirable that the advertisement motivate audience members to act according to the goals set for the ad (Dirksen, Kroeger & Nicosia, 1977). It is quite possible for an audience member to perceive an ad and even experience some favorable change of attitude toward the news program because of it without actually being motivated to act. Or, the person may perceive the ad and still reject its message.

Editorial environment, or the nature of the material surrounding a station's newscast advertisement, may greatly affect the impression, or lack of impression, the ad makes on the audience. The station's management will want to know which page in a newspaper will carry the ad, or which radio or television program their ad is in. Just as important as the editorial environment of a particular space location in a vehicle, is the editorial impression conveyed by the vehicle itself (Wright, Warner, Winter & Zeigler, 1977). Station management should try to select vechicles with which they have, or can establish, a close working relationship. There is more control over the final product if management can work closely with the vehicle at each important step in getting the ad placed.

The component of availability should be considered before planning selection of outlets. Some vehicles require longer notice for space reservations. Television is an example. Reservations in outdoor media may have to be made as much as a year ahead of time. Radio and newspaper vehicles can sometimes reserve space with less than a week's notice.

Basic components pertaining to the foundation of the news promotion campaign should be analyzed before other components can be considered. The first should be need. Is a news promotion campaign needed at all? Why?

Once a need is identified, consideration must be given to what will be promoted. Will it be the entire news product, a particular anchor, the use of special state-of-the-art equipment, or some other characteristic (Barton, 1970)?

Related to establishing a need is the setting of goals. One source for information on goal setting is Colley's Defining Advertising Goals for Measured Advertising Results (1961). Colley emphasizes that it is difficult for an advertiser to achieve satisfactory results if he does not know where he is going. The advertiser should have measurable advertising goals that allow him to determine whether the desired results were achieved.

Next, the campaign should be given a theme. Pete Jacobus says that some stations

> . . . have a mishmash of news promotion advertisements that don't relate to one another. The thing to do is to come up with a common theme that says what the newscast is all about.

Once a station has put some thought into formulating a theme, Jacobus says that they should stick to it.

> I'm not so sure a news promotion campaign needs a new theme every year. If the theme was well-thought to begin with, all you really need from year-to-year is new ideas to get the theme across.

A local television station needn't be overly concerned with rules and regulations affecting local news promotion if certain common sense measures are taken.

Jack DeSuze of McHugh-Hoffman Associates recommends that stations be familiar with libel laws and stay within Federal Trade Commission requirements for station identification. He adds that it is wise for a station to be aware of what rating services, such as Arbitron and Neilsen, allow or do not allow stations to do during rating periods.

For example, Arbitron would frown on a station's news advertisements if they instruct viewers to mark their diaries if they are watching a particular news program on the station's channel.

Pete Jacobus agrees and adds that contests aimed at increasing news viewing are also prohibited by Neilsen and Arbitron during rating periods.

Competitors' strengths and weaknesses, as well as where they choose to promote their own newscasts, need to be considered. In addition, the amount of and quantity of a competitor's advertisements in a given vehicle will be a determinant of whether or not a competing station decides to use that vehicle to promote its news (Woodruff, 1980).

To a great extent, the competition components that come in to play will depend on the individual market and the extent to which a station has analyzed its competitors.

Stations have resources that will help them create useful promotion strategy. The experience of station personnel and records of past promotion efforts aid in identifying strong points that could be capitalized on, as well as weak points that may need to be bolstered (Chaddock, 1967).

Don Norris (1980) pointed to at least three major internal components that affect news promotion.

Of importance in promoting the newscast on a station's own air is production. The skill of a station's production staff, quality of equipment and availability of production time all affect the station's ability to produce a promotion spot. If the production department is found lacking, it may be desirable to select alternate vehicles to carry the promotion message.

Norris' second internal component, also related to on-air promotion, is the availability of non-cancellable air time. Some stations consider on-air program promotion of secondary importance to securing time for commercial customers. Thus, a scheduled news promotion spot may be removed from the schedule if a commercial customer desires to buy the time. If sufficient air time cannot be secured to fill the needs of a campaign, vehicles may be selected to supplement the station's own on-air spots.

Depending on the requirements of a given news promotion campaign, on-air news talent, Norris says, could be a decisive factor. In many

advertisements the services of the talent, or the anchors of the news program being promoted, are required. The talent may or may not have the skill to deliver what is needed. Cooperation of the talent can also be a problem, if an anchor does not consider news promotion important compared with other duties. An anchor's other responsibilities may be too time consuming to consider extensive participation in a promotion campaign.

If for one of these reasons it does not prove wise to consider any major use of on-air talent, vehicle selection may concentrate on selection of the vehicle that can best convey the desired qualities of the on-air talent within existing limitations.

Methodology

Research Design

This study is a one-time census of promotion managers of network-affiliated commercial television stations in Tennessee. This design was selected to inable the researcher to gather descriptive data concerning the current use of various factors in selecting media outlets for local television news advertisements.

Using the notational system designed by Haskins (1976), the research design is described as a one-shot descriptive investigation of one population, as shown below.

	t_1	t_2
P1 =	--	M1

P1 = promotion managers of network affiliated commercial television station in Tennessee.
t_1 = time before survey was administered.
t_2 = time in which the survey was administered.
M1 = measurement--the gathering of data by telephone questionnaire.

Population and Sampling

Promotion managers of network-affiliated commercial television stations in Tennessee were the subjects of this census. A census eliminates error due to sampling and permits generalization of findings to the entire population.

Questionnaire Construction

The questionnaire asked twenty-six closed-ended questions. Respondents were encouraged to comment freely.

A pretest, of promotion managers at WYEA-TV and WIVM-TV in Georgia conducted one week before the survey, showed that, in some cases, the inclusion of examples would result in clearer understanding of factors. Both respondents indicated that the questionnaire was understandable, interesting and excluded no components they might choose to consider in selecting media vehicles for local television news advertisements.

Data Gathering Method

The instrument used to gather data was a telephone questionnaire that took approximately twenty minutes to administer. A telephone questionnaire was chosen because the basic descriptive data asked for was not detailed or difficult to understand. The clarification that is possible with personal interviews and the added response time allowed by a mail questionnaire was unnecessary.

Although a mail census would have been less expensive to administer, the telephone census required less time for completion than either a mail survey or personal interviews. Furthermore, a small

telephone census has greater possibilities for a high response rate and a low percentage of unanswered questions than a mail survey.

Two potential drawbacks of a telephone census are interviewer bias and inhibited responses from respondents. Interviewer bias was held to a minimum through strict adherence to the questionnaire and administration of the questionnaire by only one interviewer. Inhibition did not seem to be a problem. Pretest respondents commented on their responses with candor.

CHAPTER III

CENSUS RESULTS

Promotion managers of all sixteen network-affiliated commercial television stations in Tennessee were surveyed. Nine were in top sixty television markets and seven were in smaller markets, as measured by Arbitron (Television Digest, 1980). Table I identifies the stations and their individual markets.

The respondents selected one of six possible responses for each questionnaire item. Some response categories are combined to facilitate reporting of the data. Although all response items were closed-ended, some promotion managers commented freely on several questions.

All respondents reported having some degree of information on demographic characteristics in their market areas. Fourteen said they use demographic characteristics either all or most of the time. One respondent reported using demographics only sometimes. Another reported never using them (Table II).

Use of geographic characteristics either always or most of the time was indicated by eleven of the respondents, while three use them sometimes and two never. Information on geographic characteristics in individual markets is available to all promotion managers surveyed (Table III).

Psychographic characteristics are used far less than either demographic or geographic characteristics. Five respondents never use psychographic characteristics because they have insufficient information. Three use them all or most of the time, five sometimes, and

TABLE I

TELEVISION STATIONS SURVEYED

Station Call Letters	Market	Market Rank ARB, 1980
Stations in Top-Sixty Television Markets (Nine)		
WATE	Knoxville	
WBIR	Knoxville	60
WTVK	Knoxville	
WHBQ	Memphis	
WMC	Memphis	35
WREG	Memphis	
WNGE	Nashville	
WSM	Nashville	30
WTVF	Nashville	
Stations in Lower than Top-Sixty Television Markets (Seven)		
WCYB	Bristol-Kingsport-	
WKPT	Johnson City	84
WJHL		
WDEF	Chattanooga	
WRCB	Chattanooga	73
WTVC	Chattanooga	
WBBJ	Jackson	190

TABLE II

USE OF DEMOGRAPHIC CHARACTERISTICS

Question 1 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	5	3	8	50.00
Most of time	3	3	6	37.50
Sometimes	1	-	1	6.25
Never	-	1	1	6.25
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE III

USE OF GEOGRAPHIC CHARACTERISTICS

Question 2 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	2	3	5	31.25
Most of time	5	1	6	37.50
Sometimes	1	2	3	18.75
Never	1	1	2	12.50
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

three never use them, although they have information on psychographic characteristics in their markets (Table IV).

Information on viewing, reading or listening behavior was unavailable to half the respondents. One out of four use viewing, reading or listening behavior either all or most of the time when placing news advertisements. One promotion manager sometimes uses it and three, who have information on viewing, reading or listening behavior in their markets, never use it (Table V).

Fourteen of the promotion managers surveyed use absolute cost of placing news advertisements all or most of the time. One each indicated use of absolute cost sometimes and never. All respondents said they had sufficient information with which to judge the absolute cost of advertising with the various media vehicles available (Table VI).

Information on relative cost was also available to all the survey respondents. Twelve use relative cost all or most of the time when placing news advertisements. Of the remaining four, two use it sometimes and two never use it (Table VII).

All promotion managers surveyed have information on the flexibility of media vehicles with which they place news advertisements. Flexibility is used all or most of the time by five respondents, sometimes by six and never by five (Table VIII).

Thirteen of the respondents use penetration all or most of the time. One respondent, uses penetration sometimes, and one never uses it, although he has the necessary information. Another never uses penetration because he does not have sufficient information (Table IX).

TABLE IV

USE OF PSYCHOGRAPHIC CHARACTERISTICS

Question 3 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	-	1	1	6.25
Most of time	2	-	2	12.50
Sometimes	3	2	5	31.25
Never	2	1	3	18.75
No information on this factor	2	3	5	31.25
Don't know	-	-	-	-
Totals	9	7	16	

TABLE V

USE OF VIEWING BEHAVIOR

Question 4 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	2	1	3	18.75
Most of time	1	-	1	6.25
Sometimes	1	-	1	6.25
Never	2	1	3	18.25
No information on this factor	3	5	8	50.00
Don't know	-	-	-	-
Totals	9	7	16	

TABLE VI

USE OF ABSOLUTE COST

Question 5 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	7	4	11	68.75
Most of time	2	1	3	18.75
Sometimes	-	1	1	6.25
Never	-	1	1	6.25
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE VII

USE OF RELATIVE COST

Question 6 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	5	1	6	37.50
Most of time	4	2	6	37.50
Sometimes	-	2	2	12.50
Never	-	2	2	12.50
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE VIII

USE OF FLEXIBILITY

Question 7 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	2	1	3	18.75
Most of time	2	0	2	12.50
Sometimes	4	2	6	37.50
Never	1	4	5	31.25
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE IX

USE OF PENETRATION

Question 8 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	2	2	4	25.00
Most of time	6	3	9	56.25
Sometimes	-	1	1	6.25
Never	1	-	1	6.25
No information on this factor	-	1	1	6.25
Don't know	-	-	-	-
Totals	9	7	16	

Continuity is used all or most of the time by ten of the promotion managers surveyed. Five sometimes use continuity. One respondent never considers continuity (Table X).

Most promotion managers recognize the importance of using circulation when placing news advertisements. Only two use circulation sometimes. The rest use it all or most of the time (Table XI).

Ten promotion managers use exposure all or most of the time, three sometimes and one never. Two never use exposure because they do not have the necessary information (Table XII).

When placing news advertisements six promotion managers use reach all or most of the time. Three have reach information but only sometimes use it. Five respondents have reach information but never use it. Two never use it because they don't have enough information on reach (Table XIII).

Three promotion managers surveyed do not have information on the frequency at which audience members are exposed to advertising messages. Three respondents have frequency information but never use it. Nine use frequency all or most of the time, and another sometimes uses it (Table XIV).

A majority of promotion managers surveyed--nine--had no information pertaining to perception. Two respondents have information on perception but only sometimes use it and three never use it. Two used perception all or most of the time (Table XV).

Only three respondents have information pertaining to motivation. One promotion manager uses motivation sometimes and two never

TABLE X

USE OF CONTINUITY

Question 9 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	3	2	5	31.25
Most of time	3	2	5	31.25
Sometimes	2	3	5	31.25
Never	1	-	1	6.25
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XI

USE OF CIRCULATION

Question 10 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	6	5	11	68.75
Most of time	2	1	3	18.75
Sometimes	1	1	2	12.50
Never	-	-	-	-
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XII

USE OF EXPOSURE

Question 11 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	3	3	6	37.50
Most of time	3	1	4	25.00
Sometimes	2	1	3	18.75
Never	-	1	1	6.25
No information on this factor	1	1	2	12.50
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XIII

USE OF REACH

Question 12 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	2	1	3	18.75
Most of time	2	1	3	18.75
Sometimes	2	1	3	18.75
Never	2	3	5	31.25
No information on this factor	1	1	2	12.50
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XIV

USE OF FREQUENCY

Question 13 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	2	1	3	18.75
Most of time	3	3	6	37.50
Sometimes	1	-	1	6.25
Never	2	1	3	18.75
No information on this factor	1	2	3	18.75
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XV

USE OF PERCEPTION

Question 14 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	1	-	1	6.25
Most of time	1	-	1	6.25
Sometimes	1	1	2	12.50
Never	2	1	3	18.75
No information on this factor	4	5	9	56.25
Don't know	-	-	-	-
Totals	9	7	16	

use it. The remaining promotion managers never use it because they have no motivation information (Table XVI).

All promotion managers are familiar with the editorial content of the media vehicles they deal with. Fourteen of the promotion managers surveyed use editorial environment all or most of the time. The rest use it sometimes or never (Table XVII).

Merchandising cooperation is used sometimes or never by eleven respondents. Five consider this factor all or most of the time (Table XVIII).

Identification and use of a need for news advertisements all or most of the time was indicated by eleven of the promotion managers surveyed. Five respondents said they only sometimes use need (Table XIX).

Five respondents sometimes use advertising goals when placing news advertisements. The rest use advertising goals all or most of the time (Table XX).

All of the promotion managers surveyed use theme--twelve all or most of the time, and four sometimes (Table XXI).

Fourteen respondents use regulations sometimes or never. The rest use regulations always when placing news advertisements (Table XXII).

Of the promotion managers surveyed five use competition characteristics most or all of the time. Five reported using competition sometimes and six never (Table XXIII).

Newscast factors are used all or most of the time by eleven of

TABLE XVI

USE OF MOTIVATION

Question 15 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	-	-	-	-
Most of time	-	-	-	-
Sometimes	-	1	1	6.25
Never	2	-	2	12.50
No information on this factor	7	6	13	81.25
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XVII

USE OF EDITORIAL ENVIRONMENT

Question 16 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	3	3	6	37.50
Most of time	5	3	8	50.00
Sometimes	1	-	1	6.25
Never	-	1	1	6.25
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XVIII

USE OF MERCHANDISING COOPERATION

Question 17 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	2	-	2	12.50
Most of time	3	-	3	18.75
Sometimes	2	4	6	37.50
Never	2	3	5	31.25
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XIX

USE OF NEED

Question 18 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	5	5	10	62.50
Most of time	1	-	1	6.25
Sometimes	3	2	5	31.25
Never	-	-	-	-
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XX

USE OF GOAL

Question 19 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	4	5	9	56.25
Most of time	1	1	2	12.50
Sometimes	4	1	5	31.25
Never	-	-	-	-
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XXI

USE OF THEME

Question 20 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	2	4	6	37.50
Most of time	5	1	6	37.50
Sometimes	2	2	4	25.00
Never	-	-	-	-
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XXII

USE OF REGULATIONS

Question 21 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	2	-	2	12.50
Most of time	-	-	-	-
Sometimes	2	2	4	25.00
Never	5	5	10	62.50
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XXIII

USE OF COMPETITION FACTORS

Question 22 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	-	2	2	12.50
Most of time	2	1	3	18.75
Sometimes	4	1	5	31.25
Never	3	3	6	37.50
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

the promotion managers surveyed. Three sometimes use newscast factors. Two never use them (Table XXIV).

Nine respondents use production factors most or all the time when placing news advertisements. Three sometimes use production factors. The remaining four never use production factors (Table XXV).

Non-cancellable air time is used all or most of the time by five of the promotion managers surveyed when placing news advertisements on their own air. The rest sometimes or never use non-cancellable air time (Table XXVI).

Talent is used sometimes or never by five of the respondents. The others use talent factors all or most of the time (Table XXVII).

TABLE XXIV

USE OF NEWSCAST FACTORS

Question 23 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	4	2	6	37.50
Most of time	3	2	5	31.25
Sometimes	1	2	3	18.75
Never	1	1	2	12.50
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XXV

USE OF PRODUCTION FACTORS

Question 24 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	2	5	7	43.75
Most of time	2	-	2	12.50
Sometimes	2	1	3	18.75
Never	3	1	4	25.00
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XXVI

USE OF NON-CANCELLABLE AIR TIME

Question 25 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	2	2	4	25.00
Most of time	-	1	1	6.25
Sometimes	4	1	5	31.25
Never	2	2	4	25.00
No information on this factor	1	1	2	12.50
Don't know	-	-	-	-
Totals	9	7	16	

TABLE XXVII

USE OF TALENT FACTORS

Question 26 Frequencies	Stations in Top-60 Markets (9)	Stations in Less Than Top 60 (7)	Totals f	Totals %
Always	1	1	2	12.50
Most of time	5	4	9	56.25
Sometimes	1	2	3	18.75
Never	2	-	2	12.50
No information on this factor	-	-	-	-
Don't know	-	-	-	-
Totals	9	7	16	

CHAPTER IV

DISCUSSION

Two respondents offered comments on their use of demographic characteristics in placing news advertisements. Both said their use of demographics was limited to comparison of the age and sex breakdowns for their markets in the latest Arbitron and Neilsen rating books, with the breakdowns available from local media outlets.

Four of the five promotion managers who commented on their use of geographic characteristics limit geographic audience analysis to their area of dominant influence, excluding areas where viewership is not as high.

One respondent in a top-sixty market has begun using "zip code demographics" to determine which geographic characteristics are important when placing print advertisements. This promotion manager purchased a list of zip codes used in his market from a media service, which gives demographic breakdowns of the people residing in each zip code area. Thus, if he wants his news advertisements to reach 18-49-year-old women in homes of income over $30,000 annually, he simply pinpoints the zip code areas where these people are clustered. Then he compares the mailing lists for subscribers of the local print media to find which has the largest number of subscribers in those zip code areas.

Some promotion managers said demographic and geographic characteristics alone are not sufficient to give an accurate picture of their target markets. But they have little confidence in the psychographic

information offered by media vehicles, and little such information of their own.

One promotion manager in a top-sixty market said he considers psychographics once a year when he places ads in Time, Newsweek and other such publications in order to reach influentials in his market. Another top-sixty respondent utilizes psychographic characteristics when advertising news mini-documentaries, aimed at targets with specific interests.

Two promotion managers commented that absolute cost of placing news advertisements is always important, except when advertising on their own air, in which case whatever time is available is used. Both commented that absolute cost should not be a constricting factor, even if the cost of an advertisement is more than the budget allows. If the ad serves an important purpose then budgeted advertising funds should be reallocated to allow for it.

Half the respondents said consideration of relative cost is of the utmost importance in order to get the best advertising buy for the money. One respondent admitted to a lack of control over news advertisement placement, saying that advertisements are often placed with a particular outlet out of habit, without considering the relative cost involved.

Flexibility does not seem to be a primary concern of the promotion managers surveyed. The one exception is placement of TV Guide advertisements. This publication requires advanced deadlines for advertising placement that are sometimes difficult for promotion managers to meet.

One respondent said it is difficult to achieve adequate penetration in his market because, with the exception of his own station, most local outlets have very limited penetration. Several promotion managers utilize Arbitron and Neilsen rating books to determine penetration of their own station and local radio stations.

Many respondents echoed the importance of considering circulation when placing news advertisements. One promotion manager has always used circulation in placing news advertisements, but only recently took a careful look at the circulation offered by the two major daily newspapers in his viewing area. He found that neither paper was well circulated in several important geographic areas.

Two who receive exposure information from local media vehicles hesitated to believe it. Several promotion managers feel the best possible exposure is achieved, in most cases, through use of their own station's air time.

Unavailability of reach information from media outlets often prohibits its use, said one respondent. One promotion manager said that his station's programming department has information on reach, but this information was unavailable to the promotion department.

Information on perception of advertisements is unavailable from media outlets in many respondent's markets. One respondent said that, in his experience, most outlets do not conduct perception research and those that do rarely have hard figures.

Availability of motivation research is even less than perception research. One promotion manager said that motivation research is unnecessary anyway. "You can look at rating books and see if news

ratings go up after a news advertising campaign." Another would not use such research even if he had it. And one said motivation research is used by other departments in his station, but not by promotion.

Six of the eleven promotion managers who said they either sometimes or never use merchandising cooperation in placing news advertisements said they have good working relationships with local media vehicles. Thus, merchandising cooperation isn't something they usually have to consider. One respondent who "has problems with merchandising cooperation," said the newspapers in his market ". . . see our station as a threat to advertising dollars, so they put our advertisements 'wherever they can fit us in,' which is usually a buried position, or one next to our competitor."

Promotion managers mentioned two instances in which need is not generally used when placing news advertisements. Two respondents said often stations in their markets advertise in rating periods "whether they have anything specific to say or not." Two others complained that the networks with which they are affiliated offer cooperative advertising plans through which the network will pay half the cost of particular advertisements placed during certain time periods. This sometimes encourages stations to advertise without considering whether there is a real need, simply because the network is willing to pay half the cost.

While a majority of promotion managers believe goals to be an important factor in news advertising, many expressed difficulty in identifying measurable goals. One respondent said ". . . there are so many other factors that influence the success of a news advertisement

that it's hard to tell how much of that influence is due to the news advertisement itself."

The fourteen promotion managers who said they either sometimes or never consider regulations said they do so because there are very few instances where regulations affect placement of news advertisements. Rating service regulations regarding advertisement of contests during rating periods were of most concern.

Respondents had varied reasons for not considering their competition when placing news advertisements. One said "there's not much I can do about the competition anyway--we're the number three station in our market." Two commented that they try to think in terms of their own goals and needs, rather than make advertising decisions based on what competing stations are doing.

Of the promotion managers who do use competition factors one uses rating service books to identify time periods when viewers of other stations' newscasts are likely to be watching his station. Then he places his news ads in those time periods. Another said competition was an important factor in his decision to place advertisements regarding a new piece of weather equipment his station had recently purchased.

> The competition found out we'd be using this new equipment and rushed to get one of their own before us. When our equipment was ready for use, we placed advertisements explaining that, while our equipment was not the first, it is certainly the best.

Competition was the prime consideration of one respondent who contracted with a chain of local movie theatres to run thirty-second generic promotion spots for his television station. "We have an

exclusive contract," he explained. "No other stations in our area can use movie theatres to reach their viewers."

Two promotion managers who use newscast factors either all or most of the time have news anchors who have substantial appeal in their markets. One of these respondents, whose news anchor is black, takes advantage of this by advertising in black newspapers in his market. Another uses his station's weather anchor frequently in news advertisements because of the anchor's broad appeal in his market.

Production factors are only sometimes or never used by some promotion managers because they have good production departments at their respective stations. Five of the nine promotion managers who use production factors either all or most of the time do so because they have a problem with their in-house production; lack of good production equipment, untalented production personnel or uncooperative production personnel.

A majority of promotion managers surveyed do not have non-cancellable air time for news advertisements. Most, however, have adjusted by making the best use of the time they do have. For example, one respondent tries to produce effective station identifications that promote the newscast, and uses voice-over-credits audio promotion spots at the ends of programs. Another takes advantage of his friendly relationship with the station's traffic personnel to obtain prime spots for news advertisements when necessary.

Factors used most often by promotion managers were those for which information is generally available to all promotion managers who at least are familiar with Arbitron and Neilsen rating books, their own stations' operations and their local media outlets.

These factors include demographic and geographic characteristics, absolute and relative cost, penetration, continuity, circulation, exposure, frequency, editorial environment, need, goal, theme, newscast factors, production factors and talent. All of the above factors are used all or most of the time by a majority of respondents.

Conclusions

Respondents' comments indicated that the use or non-use of some factors in selecting media outlets for news advertising may be due to the general availability of information and promotion managers' experience in using that information.

Demographic and geographic characteristics, and circulation, for example, are factors for which information is generally available. Until recent years these factors and others were the principal tools used in describing audiences and most promotion managers surveyed are experienced in using them. Possibly, as news promotion becomes more competitive and promotion managers seek more precise methods of identifying and reaching audiences for television news, research into psychographic characteristics, perception, motivation and other factors will become more commonplace and promotion managers will become more experienced in their use and more confident in the data such factors offer.

Demographic and geographic characteristics may be used more effectively by reaching beyond information found in rating books. More specific forms of demographic research, such as zip code demographics in use by one respondent, are available at relatively low cost from rating services and other organizations.

Promotion managers should not take for granted that the circulation offered by media vehicles is sufficient to reach the desired audiences. Other media are often best used as a supplement to on-air news promotion, not as a substitute. As indicated by the literature search and by several respondents, a station's own air is generally the vehicle which offers the best opportunity of reaching potential news viewers.

One respondent each indicated that information pertaining to reach and motivation were used by other departments within the stations, but not by the promotion department. This illustrates the importance of all the departments within a television station working together to use available data to the fullest extent. The programming, sales and news departments may help the promotion manager in this regard.

Identifying and using needs and goals for news advertising should be a primary concern of promotion managers. An ad partially paid for by the network with which a station is affiliated, for example, is still a waste of funds if an important need for that advertisement does not exist. And the difficulty of defining measurable goals should not keep promotion managers from striving to achieve them. Colley's Defining Advertising Goals for Measured Advertising Results, as well as other available references, may be of help in this regard.

Although it would be unwise for a promotion manager to consider competition regardless of other factors when placing news ads, it may sometimes be equally unwise not to consider them at all. Even stations with the lowest-ranked newscast can often identify promotable virtues

which the competition does not offer. Television stations do not function in a vacuum. They affect, and are affected by their competitors, and it would seem unwise to ignore them.

A station's own air is often the best media for news advertising. Promotion managers should attempt to convince management that good on-air news promotion can be just as beneficial to the station's financial picture as are clients' advertising spots, by encouraging news viewership--resulting in news ratings that attract more clients and thus more advertising dollars. By realizing the potential financial benefits of on-air news promotion, station management may be more agreeable to making non-cancellable air time available for news promotion.

Finally, promotion managers should try to develop their own research capabilities, within the constraints of time and budget.

Books cited earlier in this study, such as those by Babbie and Fletcher, provide easy-to-understand information that at the very least will enable promotion managers to more clearly understand the information at their disposal and help them put it to better use. Courses and seminars offered by colleges and universities and professional organizations such as the Broadcast Promotion Association should also be used.

Future Study

Since little research pertaining to television news promotion has been conducted, it may be helpful to begin with more descriptive studies in order to develop a clearer understanding of television news

promotion in practice. More description is needed as to how and why certain factors are used or not used.

It is difficult to measure the significance of relationships between variables when dealing with a small population. Studies with larger samples are needed so that tests of significance may be made to determine the possible relationships between variables.

For example, the writer had been interested in whether or not promotion managers in top-sixty television markets used the relative cost component significantly more than promotion managers in top-sixty markets, as measured by a chi square score of .05 or lower. But the chi square frequencies were too small for the score to be considered valid.

However, if the same frequencies were projected to a sample of 500 promotion managers, the chi square score would have been a significant .005, meaning that if 1,000 samples were taken from the same population, the same measured association between variables could be due to sampling error in only five samples.

Another avenue of research would be to develop guides with which promotion managers could readily apply methods of determining goals and objectives used in other areas of advertising. Methods of applying current techniques in psychographic, perception and motivation research are needed.

Future study should also attempt to correlate factors used in television news promotion with news program ratings. Methods of applying these factors under market conditions could then be tested.

Whatever path future television news promotion research takes,

it is imperative that it improve. As stated earlier, it seems unwise for television stations everywhere to spend enormous amounts of time and money to make their news products more competitive, if promotion managers are unsure of the best ways to promote that product.

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APPENDICES

APPENDIX A

TABLE A-1

SUMMARY OF RESPONSES TO QUESTIONNAIRE ITEMS

Questionnaire Item	Always	Most of Time	Some-times	Never	No Infor-mation	Don't Know	Totals
1. Demographics	8	6	1	1			16
2. Geographics	5	6	3	2			16
3. Psycho-graphics	1	2	5	3	5		16
4. Viewing behavior	3	1	1	3	8		16
5. Absolute cost	11	3	1	1			16
6. Relative cost	6	6	2	2			16
7. Flexibility	3	2	6	5			16
8. Penetration	4	9	1	1	1		16
9. Continuity	5	5	5	1			16
10. Circulation	11	3	2				16
11. Exposure	6	4	3	1	2		16
12. Reach	3	3	3	5	2		16
13. Frequency	3	6	1	3	3		16
14. Perception	1	1	2	3	9		16
15. Motivation	-	-	1	2	13		16
16. Editorial environment	6	8	1	1			16
17. Merchandising cooperation	2	3	6	5			16
18. Need	10	1	5	-			16
19. Goal	9	2	5				16
20. Theme	6	6	4	-			16
21. Regulations	2	-	4	10			16
22. Competition factors	2	3	5	6			16
23. Newscast	6	5	3	2			16
24. Production	7	2	3	4			16
25. Non-cancellable air time	4	1	5	4	2		16
26. Talent factors	2	9	3	2			16

APPENDIX B

QUESTIONNAIRE

Hello - My name is Dean Wasson. I'm calling from the Communications Research Center at The University of Tennessee in Knoxville. May I speak to the promotion director please?
(Indicate response on call sheet. If person in, continue)

Hello - My name is Dean Wasson. I'm calling from the Communications Research Center at The University of Tennessee in Knoxville. All promotion directors of commercial, network-affiliated stations in Tennessee are being interviewed about local news promotion practices. I'd like to take a few minutes over the phone to ask some questions. If now isn't a good time I'd be glad to call you back when it's more convenient.

(If yes, indicate on call sheet & continue. If no, cease interview and make next call.)

A media vehicle is an outlet of a particular media. For example, WIVK Radio is a vechicle of radio. I have a list of factors that may be considered when deciding which vehicles to advertise the local newscast in. For each factor I define for you, tell me whether you always, most of the time, sometimes or never consider that factor when deciding which vehicles to advertise your local newscast in. If you're unsure about whether you consider a factor, say so. And if you have no information available that would inable you to use a factor, indicate that too. I'll repeat these answer categories periodically as we go along.

1. Demographics are generally apparent characteristics that describe an audience, such as sex, age, income or education.

2. Geographic characteristics break down an audience by where they live--such as county, central city, suburb or rural area.

3. Psychographic characteristics of an audience include self-confidence, leadership, compulsiveness and assertiveness. They help identify lifestyles of audience members and various needs that may influence news viewing.

4. Another way of describing an audience is by viewing behavior. In the case of newspapers or magazines it would be reading behavior, and with radio it would be listening behavior. Audience members are often broken down into heavy viewers (or readers or listeners), moderate viewers, light viewers and non-viewers.

5. Absolute cost is the amount a station pays for buying time or space in a vehicle.

6. Relative cost refers to what your station gets for its money in terms of audience size and quality, as well as other elements.

7. Flexibility is the ease and amount of time required to place an ad in a vehicle.

8. Penetration refers to the ability of a vehicle to reach a percentage of households within a particular geographic area.

9. It's sometimes necessary that the audience be exposed to the advertising message at certain intervals over a period of time. This is called continuity.

10. Circulation is the number of units of a vehicle in which your news advertisement can be delivered, such as the number of copies of a magazine that are delivered to subscribers and others.

11. Exposure is the number of people actually exposed to a vehicle unit at least once.

12. To say a person has been exposed to a vehicle does not say whether the person was exposed to an advertising message in that vehicle. The number of people who are exposed to an advertising message at least once during a certain period of time is termed reach.

13. Frequency tells how many times the audience members were exposed to the advertising message.

14. There is a fine line between exposure to an advertising message and actually perceiving that message. Perception then, tells how many people actually perceived, or were aware of, an advertising message.

15. It is possible to perceive an advertising message and still not be motivated to act on that message. Motivation, then, is some indication of whether an ad message actually motivated people to act in some way, such as by watching the six pm news.

16. Editorial environment refers to the nature of the material surrounding your news advertisement in a vehicle.

17. Merchandising cooperation refers to the ability of a vehicle to work with you in accomplishing the objectives for an ad you've placed in that vehicle, through making necessary revisions, helping to design the best placement schedule for an ad and so forth.

18. Sometimes a particular need for an advertising message is decided upon before the audience is actually exposed to the message.

19. A goal is something definite and measurable you want the ad to accomplish.

20. An advertisement, or an advertising campaign, sometimes has a particular theme that runs throughout the ad, or ties several ads in a campaign together.

21. Regualations are state, federal, local or rating service rules or laws which may influence vehicle selection.

22. Competition refers to strengths, weaknesses or some characteristics of your competitors which you or other station personnel have identified.

23. There are factors stemming from the newscast itself that may influence selection of vehicles to carry the newscast advertising message, such as whether the newscast is well established, or if one of the anchors is new, the type of audience the newscast attracts and various strengths or weaknesses.

24. Production refers to expertise of station personnel to carry out production needs for an advertisement. Production also refers to availability of time needed by station personnel to produce an ad, and quality or availability of equipment needed to produce the ad.

25. Non-cancellable air time refers to the availability of non-cancellable spots during your station's broadcast day for advertising the newscast.

26. The skill required of your station's news anchors or reporters in carrying out the needs of a given news ad or campaign, the cooperation of these people, and the availability of their time to do what is needed (talent).

Respondent_____ Date/time_____

Station & Location _____

(5)	Always	(2)	Never
(4)	Most of time	(1)	Don't know
(3)	Sometimes	(0)	No information

1.	_____	14.	_____
2.	_____	15.	_____
3.	_____	16.	_____
4.	_____	17.	_____
5.	_____	18.	_____
6.	_____	19.	_____
7.	_____	20.	_____
8.	_____	21.	_____
9.	_____	22.	_____
10.	_____	23.	_____
11.	_____	24.	_____
12.	_____	25.	_____
13.	_____	26.	_____

Comments:_____

_____

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CALL RECORD

Station	Local Promo. Mgr.	Phone	1	2	3	4	5	Notes
1. WCYB	Brist.Mr.Ayers	703-669-4161						
2. WDEF	Chatt.Ms.Hasty	615-267-3392						
3. WRCB	" Ms.Fulton	615-267-5412						
4. WTVC	" Mr.Johnson	615-756-5500						
5. WBBJ	Jksn. Mr. Hill	901-424-4515						
6. WJHL	J.City Mr.Gregory	615-926-2151						
7. WKPT	Kgspt.Mr.Walker	615-246-9578						
8. WATE	Knxvl.Mr.Reese	615-637-9666						
9. WBIR	" Mr.Dean	615-637-1010						
10. WTVK	" Ms.Clark	615-687-2312						
11. WHBQ	Memph.Mr.McCullough	901-323-7661						
12. WMC	" Ms. Holmes	901-726-0555						
13. WREG	" Mr. Eoff	901-525-3333						
14. WNGE	Nshvl.Mr. Eagle	615-259-2200						
15. WSM	" Ms.Lawrence	615-749-2244						
16. WTVF	" Mr. Hart	615-244-5000						

R - Refusal (note reason)
CB - Call back (note time/date)
A - Accepted
NA - No answer
B - Busy
W - Wrong #

In notes column
C - Completed (comments)
INC - Incomplete (note reason)

VITA

Floyd Dean Wasson was born in Weisbaden, Germany, on September 29, 1954. He attended elementary schools in Norfolk, Virginia and Brunswick, Georgia. After returning to Norfolk he graduated from Norfolk Christian High School in 1972. In the fall of 1976 he graduated from Old Dominion University in Norfolk with a Bachelor of Science degree in education. The following year he began employment as a distributive education coordinator and department chairman for Hanover County Public Schools in Virginia. He enrolled at The University of Tennessee, Knoxville in the fall of 1978, where he began work on the Master of Science degree in journalism and public relations.

While pursuing the master's degree he was employed in the promotion department of WATE-TV 6 in Knoxville as senior promotion copy writer.