



**WB-11**

KPLR-TV

**KPLR**

**BA-296 Independent Study  
Marketing Plan**

2250 Ball Drive

**Prepared by:  
Cynthia L. Olmsted**

**Prepared for:  
Lindell Phillip Chew (UM-St. Louis)  
Dean Bliss (Pierre-Laclede Honors College)  
Mike Meara (KPLR)  
Debbie Davidson (KPLR)**

St. Louis, MO 63146

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314-447-1111

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## **FACT BASE**

WB affiliate, KPLR-11, is a St. Louis television station owned by ACME Communications. Some primetime programs include “Dawson’s Creek”, “Charmed”, “Reba”, “Gilmore Girls”, “Smallville”, “Seventh Heaven”, “Birds of Prey”, “Everwood”, “What I Like About You”, “Angel”, “Greetings From Tucson”, “Sabrina”, “Family Affair”, “Do Over”, “Jamie Kennedy”, and “Off Centre”.

### **Sales**

KPLR sells its inventory or air space to numerous different companies and advertising agencies. The available inventory is priced based on the time period or daypart.

Primetime spots, Monday-Friday 7-9p.m. and Sunday 6-9p.m., are priced the highest because that is the most watched time period. Companies and agencies pay a certain amount to place their fifteen- or thirty-second commercial in a spot during a show. This is how KPLR makes a profit. When a show does well on KPLR and the ratings are high, more companies want to advertise during that show because they know people are watching and will see the product or service they are advertising in that commercial.

### **Trends**

KPLR broadcasts St. Louis Cardinal’s baseball and St. Louis Blues’ hockey games. They also show movies at different times. When these are broadcast, other shows do not get aired. Games and movies bring in people that may not have otherwise watched the station and therefore the ratings during that time may go up or down.

## **Competition**

KPLR has a lot of competition in the St. Louis area. It competes with the following stations:

KSDK (NBC) Channel 5  
KMOV (CBS) Channel 4  
KDNL (ABC) Channel 30  
KTVI (FOX) Channel 2  
Cable television is also a competitor.

Radio, newspaper, and the Internet are all indirect competitors. Companies may choose a medium other than television because they think more people are exposed to them. This in turn takes away money they could have spent on television.

## **Markets**

There are numerous different markets and demographics that KPLR targets. It targets different genders and ages of the St. Louis Metropolitan area. They consist of the following:

Men 18-34	Adults 18-34	Women 18-34	People 12-34
Men 18-49	Adults 18-49	Women 18-49	Teens 12-17
Men 25-54	Adults 25-54	Women 25-54	

## **Products/Services**

KPLR offers many products and services. Many times when a company or advertising agency agrees to advertise on KPLR they need KPLR to create, produce, and shoot the commercial. KPLR will do this as well as tagging, dubbing, editing, and placing the commercial so that it gets on air and looks professional. KPLR's products are television shows, movies, sports games, and specials.

## **Inventory**

KPLR's inventory is the air space for commercials or promotions during the programs. The inventory is usually sold in fifteen- or thirty-second spots. They also come in ten- and twenty-second spots. A commercial can be run as many times as a company pays for it to run, assuming there is enough inventory or enough spots during a program.

Programs are put into a certain daypart. Dayparts help to categorize times in which a program airs. The dayparts are as follows:

Early Morning: 7-9am	Early Fringe/Access: 5-7pm	Late Fringe: 10pm-12am
Morning: 9am-12pm	Primetime: 7-9pm	Sign-on/Sign-off: 7am-1am
Noon: 12-1pm	Primetime: 7-10pm	
Afternoon: 1-3pm	Late Fringe: 9-11pm	
Early Fringe: 3-5pm	Late Fringe: 11pm-12am	

If a commercial gets preempted due to another company paying more for a spot, we have to make sure that the commercial gets placed somewhere else. This is called a make-good.

## **Distribution/Sales Force**

KPLR has a large sales staff on hand to handle all the companies and agencies that decide to advertise on the station. KPLR currently has nine account executives to sell the inventory and to get the most money for it.

## **Customer Attitudes**

KPLR has two categories of customers – Advertisers and Viewers. Advertisers are customers because they are the people buying KPLR's products. Viewers are customers because they must watch the programs that are run on KPLR. The advertisers count on their customers seeing their commercials. The higher the number of people who watch

the show, the higher the reach of an advertisement. The more often a person sees an advertisement, the higher the frequency.

KPLR's customers generally feel that the WB is geared more toward a younger audience. Because of this many companies will not advertise or advertise very little on KPLR.

### **Customer Communications**

Television stations get feedback from their viewers via television ratings, which is a service of Nielsen Media Research. From these ratings KPLR can find out the demographics and the number of people who watch different programs. If the ratings are low, we know that the customers are not watching a program and actions then need to be taken to improve those ratings.

Advertisers give KPLR feedback by communicating with their account executives. They can let the AE's know which programs they want to advertise during and negotiate prices for those spots.

## **PROBLEMS AND OPPORTUNITIES**

### **Problems**

KPLR faces many problems that must be corrected in order to gain a competitive edge over the other stations. A major problem is competition in this industry is fierce. Its main competitors are NBC and CBS because they are the most popular stations and their ratings are generally better. Another problem is that KPLR has nothing to offer to adults in the early morning when other stations have news programs and talk shows. NBC has News and the "Today Show" and CBS has News and the "Early Morning Show". KPLR shows cartoons and teen programs. KPLR also appeals to a younger audience. This is an opportunity, but also a problem. It needs to have a morning show that can attract an older audience than teens, but still geared toward a younger adult audience.

### **Analyze Problems**

During the time period Monday through Friday from 6am to 7am, the HUT levels have grown considerably year to year in the female demographics. They have grown 17% in women 25-54, 7% in women 18-49, and 10% in women 18-34. For the time period Monday through Friday from 7am to 9am, there are also increased HUTs. There was an increase of 35% in women 25-54 and 27% in adults 25-54.

KPLR should take advantage of these increasing numbers of females watching early morning news. In May 2001 the HUT level for women 18-34 was 9 and in May 2002 it was 11. In May 2001 the HUT level for women 18-49 was 14 and in May 2002 it was 16.



## **Opportunities**

There are some opportunities for KPLR to improve the ratings in early morning. There is available space during the early morning programs. For instance, it could take out the cartoons and children television shows and put in a News program. Also adults are waking up and getting ready around 6:00am. A News and talk program is practical during this time period. Women want to watch the News and want to catch up on the news by watching television because it is less time consuming than reading a newspaper.

## **SPECIFIC OBJECTIVES**

The objectives of KPLR are to increase the ratings in the early morning and the way to do that is to reach a younger market. KPLR should design a morning news program to compete with other stations that already run News programs. This will create an opportunity in the morning for people to turn to WB for their news twice a day instead of solely at 9:00pm.

### **Assumptions**

I assume that creating a morning news program targeted at A18-49 would be a success and would increase the WB's ratings. I believe that adults are looking for a news program to watch that is fun and young. With a young staff and a new attitude toward the news, I think that more viewers will be drawn to the WB.

### **Typical Concerns**

There are some major concerns of creating a News program. Will people accept the show? How will people become aware of it? Will advertisers want to advertise during the program?

## **STRATEGY**

The strategy for the WB is to produce a morning news and talk show that will combine all favorite topics.

### **Responsibility Assignments**

KPLR needs to assign certain responsibilities to the staff. Some questions to answer regarding the responsibilities are:

Who will produce the program?

What will they name the show?

Who will be anchors on the program?

KPLR will name Robin Radin the Executive Producer. It will name the show “The Daily Buzz”. The four anchors/reporters will be Ron Corning, Andrea Jackson, Peggy Bunker, and Mitch English.

### **Deadlines**

KPLR must set a deadline for the program to premier. This is so the account executives can sell spots in advance for the program and they will be able to give their advertisers a date of when the program will air. It also allows the creators and set designers time to prepare the set and the program. They work toward the deadline. This date is September 16, 2002.

### **Resources**

KPLR must do research and find out where they can go to get the information for the program. KPLR has an in-house Weather Center and “The Daily Buzz” will have access to up-to-the-minute weather and traffic. KPLR also has access to sports and news at the station and will get news from CNN as well.

## **Elements**

The weekly segments of “The Daily Buzz” are News, Weather, Sports, Entertainment, Gossip, and Local Weather and Traffic. The weekly features of the “Daily Buzz” are Pets, Box Offices, Music/CD Releases, Bargains, DVD/Video Releases, Parenting, Style, Relationships, Movies, and Tech/Gadgets.

## **Target Markets**

The target market for “The Daily Buzz” is Adults 18-49.

## **The Marketing Mix**

KPLR must decide how much they are able to charge for fifteen- or thirty-second spots during “The Daily Buzz”.

KPLR has to promote “The Daily Buzz” by airing commercials during regularly scheduled programs whenever possible. It may also be possible to advertise on billboards and anything else to make the program known.

“The Daily Buzz” will take place at the WB station in Dayton, OH.

The product is “The Daily Buzz”.

## **Strategy Analysis and Evaluation**

### **Internal Compatibility**

“The Daily Buzz” should do well on WB because of the younger audience. “The Daily Buzz” is targeted to a younger audience, as is the WB. WB has a Weather Center and traffic information available at its fingertips.

## External Compatibility

There are resources available in St. Louis, MO and Dayton, OH and at other WB stations around the U.S. to assist with “The Daily Buzz”.

## Resource Availability

The WB has plenty of resources available, such as the Weather Center, CNN for the news, and a Los Angeles reporter to inform the audience of the gossip and entertainment.

## Time

The WB must keep a time frame of when the program will premier, how long it will run, and how much preparation time they will need. The WB has decided that “The Daily Buzz” will premier on September 16, 2002, and it will run for two hours, from 6am to 8am central/standard time. In other markets it will run for three hours.

## Risk Factor

There is a medium risk factor for “The Daily Buzz”. Will people accept the program? Will companies pay to advertise during the program? Will the program succeed? No one can predict whether “The Daily Buzz” will succeed or not or whether people will watch it, but the pros outweigh the cons and it is worth the time, effort, and money to try it out.

## Alternative Strategies

The only alternative strategy is to continue to run the current programs, but there is a possible risk of passing up a good opportunity for ratings to increase.

# **BUDGET**

## **Costs**

The following are costs involved with producing “The Daily Buzz”:

- ◆ Producing the show
- ◆ The salaries for the employees
  - ◆ Hosts, hostesses, producer, director, writer, reporters, marketing director, sales staff, and everyone behind-the-scenes
- ◆ Using CNN for their news information
- ◆ Set design and set materials
- ◆ Advertising, marketing, public relations, and promotions

## FORECAST

The benefits of “The Daily Buzz” seem to outweigh the costs. The show should produce good ratings and turn a profit.

The estimated ratings for November 2002 are as follows:

HH	HH	Nov'01						
<u>Rtg</u>	<u>Shr</u>	<u>HUT</u>	<u>W18-34</u>	<u>W18-49</u>	<u>W25-54</u>	<u>A18-34</u>	<u>A18-49</u>	<u>A25-54</u>
2.4	8	30	1.2	1.5	1.6	1.0	1.3	1.4

## **CONCLUSION**

“The Daily Buzz” is a good program to run weekday mornings. It is targeted to Adults 18-49 and should attract the younger audience. Working and stay-at-home mothers can easily tune into “The Daily Buzz” because it is less time consuming than reading a newspaper or magazine and it is visual news, unlike radio. The WB hopes “The Daily Buzz” is successful and that people welcome it with open arms.



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**Daily  
BUZZ**

**On WB 11 TV**  
**M-F 6-8am**  
**(premieres 9/16/02)**

**CONCEPT:** What if all of your favorite elements of morning news, talk and variety shows were wrapped up into two hours of outrageous Daily television? That's the concept behind ACME's news vehicle, "**The Daily Buzz.**" It's a different kind of morning news show targeted specifically at Adults 18-49. **The Daily Buzz** is a two-hour news, entertainment, and variety strip featuring talent with a distinct style and conversational delivery. **The Daily Buzz** will offer the latest news and sports from CNN, local weather breaks, celebrity and style news, traveling correspondents, outrageous feature segments, and interactive viewer content specifically targeted at the coveted 18-49 demographic.

**FEATURES AND SEGMENTS WILL LOOK AT —**

**REVIEWER** – Upcoming movie, CD, television show, book, computer game, tech toy or web site. **Buzz** hosts will encourage viewers to take part in reviews by signing up at the show web site.

**HOME IMPROVEMENT** – Segment featuring "Tool Time" host Al on how to fix up your apartment or home in a flash.

**THE FRYING NUN** – For the viewer on the go, weather anchor and certified Chef Richard Nunn shares his gourmet secrets on how to fix a quality meal in 20 minutes or less or re-do a package meal to make it edible.

**REALITY BITES** – From dating shows to the latest reality series, our hosts give you the lowdown on what's happening in the reality genre.

**MORE FOR LESS** – How to fix up your home, decorate, cook, shop and travel for less.

**CELEBRITY INSIDER** – Forget bringing the talent to St. Louis! We'll go to LA to see the normal stuff celebrities do everyday. From walking the dog to hanging out with friends, we'll give you a real-life glimpse of today's hottest celebrities.

**PSYCHOANALYSIS** – Crazy dating and relationship advice from a morning regular.

**SINGLETONS** – Advice on how to live the highlife on your own.



# What's the Buzz in St. Louis?

It's the new morning show called  
"The Daily Buzz"  
premiering on KPLR-TV Sept 16, 2002!  
M-F 6-8am

What if all of your favorite elements of morning news, talk and variety shows were wrapped up into two hours of outrageous morning television?

That's the concept behind *The Daily Buzz*. It's a different kind of morning news show targeted specifically at Adults 18-49. *The Daily Buzz* is a two-hour news, entertainment, and variety strip featuring talent with a distinct style and conversational delivery. An L.A. reporter will give viewers the inside scoop on the latest fashions, trends, and gossip. *The Daily Buzz* will offer the latest news and sports from CNN, local weather breaks, celebrity and style news, traveling correspondents, outrageous feature segments, and interactive viewer content specifically targeted at the coveted 18-49 demographic.

The hosts will discuss topics from around the country while local news and information will be conveyed through an information window consistently running on the bottom fifth of the screen. WB 11 News personnel will provide St. Louis weather and traffic with two local cut-ins per hour.

The Executive Producer of *The Daily Buzz* will be Ms. Robin Radin. Ms. Radin was most recently the show producer for FOX 11 (KTTV) Morning News in Los Angeles and is more than familiar with the *Buzz* concept after producing the lead-in show to Good Day LA for over two years. Robin began her career as a news producer at WLWT (NBC) in Cincinnati, OH. She has since moved up the ranks at KGTV (ABC) in San Diego and KNBC in Los Angeles before joining KTTV in early 2000. She is eager to take on the Executive Producer position and has plenty of ideas for talent, crew, and the overall look and feel of the new program.

## Daily Buzz Segments:

News  
Weather  
Sports  
Entertainment  
Gossip  
Local Weather & Traffic

## Weekly Buzz Features:

Pets  
Box Offices  
Music / CD Releases  
Bargains  
DVD / Video Releases  
Parenting  
Style  
Relationships  
Movies  
Tech / Gadgets

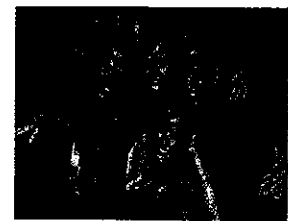


# the Daily BUZZ

Since its debut on September 16<sup>th</sup> of this year, The Daily Buzz had made its mark on early morning news in St. Louis - consistently beating ABC network news.

Designed to reach a younger demographic, the Buzz features the following topics in addition to content from CNN Newsource :

- Travel
- Entertainment
- Styles
- Pet Tips
- Hi-tech reviews and music reviews/releases



The Daily Buzz Crew

