

Welcome to PVTV LEARNING, from ParkerVision. This curriculum represents the most advanced and effective way to teach high school and college students the science of modern television broadcast. Until now, most broadcast curriculums focused on methodology that evolved over 30 years ago. This curriculum, however, covers basic production techniques and equipment, and then transports the students into the advanced automation technologies that are quickly becoming the norm in today's television broadcast industry.

If you have elected to download only the PDF versions of the Teacher's and Student's Editions of PVTV LEARNING, feel free to jump right into teaching. Throughout the chapters, you will see references made to additional materials in the way of on-line lessons and tests, and explanatory videos and animations.

This additional material is available to educators at a significantly discounted cost in electronic format (on a CD ROM). For more information on obtaining this additional material for your school, visit our LEARNING web site at www.PVTVLEARNING.com or contact us as shown below.

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Types of Advertising

Advertising has been a part of business for thousands of years; it just may not have been called by that name. Early advertising was usually done by word of mouth, by hanging a sign above a place of business or by hawking wares to passersby. Advertising today uses print, radio, television and the Internet as media to promote products. The basic components of advertising usually include the name of the product, a description, the benefits of owning it and where you can buy it. (Often the price is left out.) The need factor is an important issue that advertisers must address. Advertisers imply that the consumer has an unfulfilled need, and only their client's product can meet that need.

To design an ad, research is often conducted to find out who really would need the product and why. After the prospective buyers and their needs are identified, deciding how to reach them effectively is the next step. Many techniques are used to persuade prospective buyers. There's quite an art to finding just the right approach to pitching a product.

Advertisers can use a single approach, but more often several

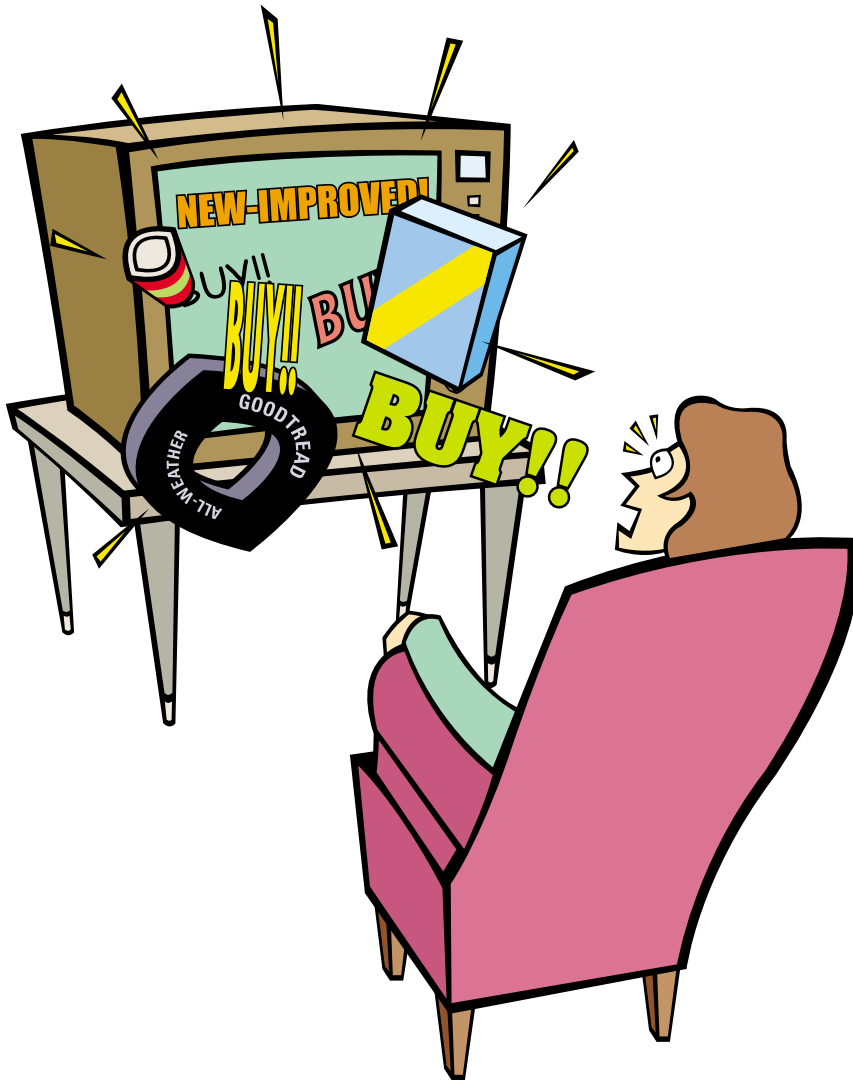
online
LESSON:
1

Objectives:

After completing this section you will be able to

- Define the goal of advertising
- Explain the concept of using demographics to find a target audience
- Identify advertising techniques used to sell a product

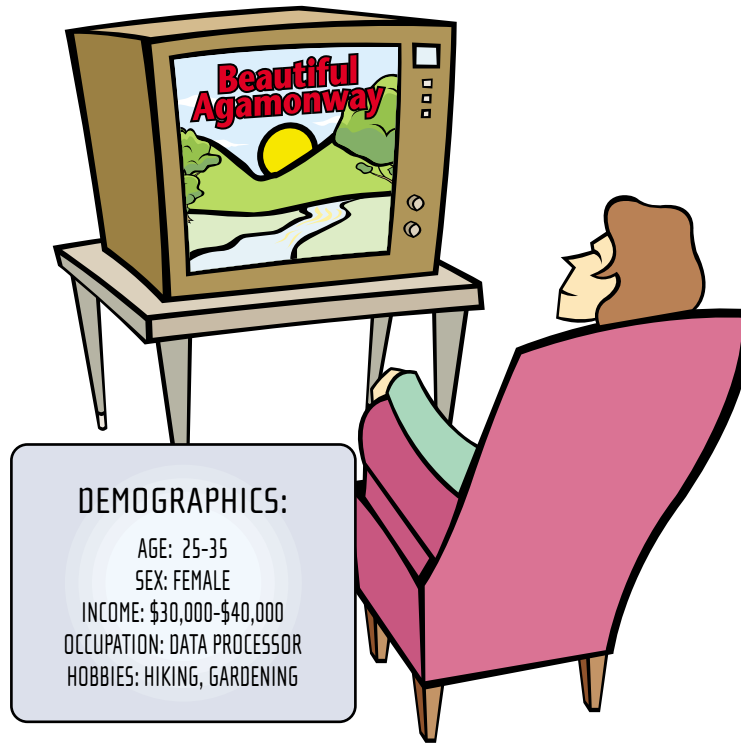




online
LESSON:
1

techniques are used. By combining techniques, advertisers broaden the appeal of a product. Companies want to build an image for their product that customers identify with and that motivates them to remain loyal to that product. In this regard, television has an advantage over the other media, as it embraces an array of sensory devices to create a mood or an environment that entices the customer. Color, motion, special effects, narration, effective talent and music all can present products in a powerful way.

Producing television advertising is expensive. Therefore, **STORYBOARDS** are used more often in television advertising than in any other type of television production. Remember, storyboards provide a sequence of images or shots that represent the key frames in the production. A storyboard can range from simple to very detailed. In its simplest form, a storyboard serves as a visual organizer of the different shots that will be used, with basic illustrations and perhaps a note or two explaining what the scene will look like. In advertising, usually detailed "boards" are used to show the client exactly what the commercial will look like when it is completed. Changes during this stage are generally much less expensive than those made later in the production process.



online
LESSON:
2

One of the first things an advertiser must do is identify who will buy the product. The people who you believe will most likely buy your product and the people who you want to buy your product become your **TARGET AUDIENCE**. Companies pay advertising agencies to break down their target audience into **DEMOGRAPHICS**. Demographics include the age of potential customers and whether they will be male, female or both. If both men and women are the target

audience, what percentage will be male and what percentage will be female? The consumer's average income and occupation is considered, as are hobbies and recreational interests. Age and ethnic background can be other factors. The more specific the information, the better the chance of creating an advertising campaign that will reach the intended audience with the desired result, namely, increased sales. For example, if you want to sell an expensive, high-powered sports car, you must do some research. Who is currently buying this type of car? What will make this group continue buying it? Do you want other groups to buy this car? If so, how do you attract new buyers? This is where advertising combines art and science.

Here are some of the more common techniques used to persuade customers to buy a product. (They can be used separately or in combination.)

Fun people In these ads everyone is shown having a really good time. The hidden message is that if you buy this product, then you'll have fun, too!

Bandwagon Everyone is using this product, so don't be left out!

Glamour The people shown in ads using this approach are very attractive. If you use the product, you'll be attractive too.

Just plain folks The opposite of the glamour approach. People "just like you" are shown using the product. Since you can identify with the people in the commercial, you'll want to use the product, too.

Comparison Our product is better than their product.

Snob appeal The product advertised is expensive, and that's exactly why you would want it, because you deserve the best.

Testimonial "I use this product, and you should too." Famous people are often featured in these ads. They may or may not actually use the product but are paid to say they do.

High Tech Terms such as "the latest," "the most advanced" or "revolutionary breakthrough" are clues to this technique.

Low Tech Some people do not like high-tech connotations, so words such as "old-fashioned," "all-natural" and "handcrafted" appeal more to this group.

Fear Better safe than sorry. Advertisers play on your need to have a sense of security. Buy this product and you will be safe; protect yourself and your loved ones, too.

Self-promotion Stations/networks promoting themselves and their programming. "Channel 6, the First Coast's number-one news station – first in news, first in weather and first in sports!"

PSA Public service announcement. Sells an idea rather than a product. "Friends don't let friends drive drunk."

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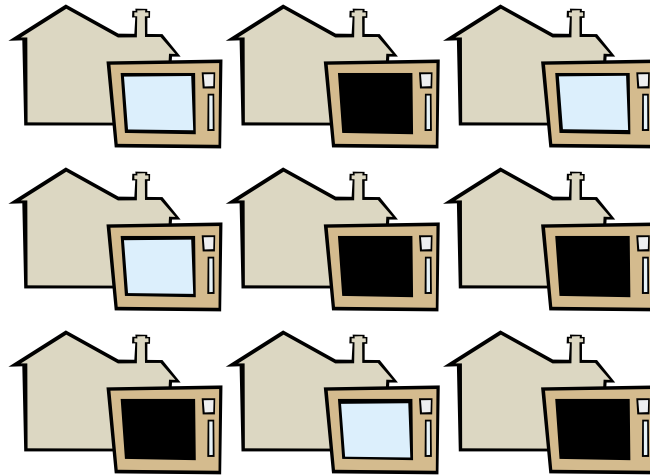
1. What is the primary goal of advertising?

2. What are demographics, and how do advertisers use them?

3. What strategies do advertisers use when advertising their products?

advertising

UNIT 9
SECTION
1.6



Ratings

You've heard the phrase "The ratings are up." Or perhaps the phrase "The show was canceled due to low ratings." Average television viewers may not know much about the actual business of television, but they probably know that it's better to have high ratings than low ones. But what do ratings really mean? The higher the ratings, the more people are watching the show, and the more a television station can charge advertisers to air their commercials.

For example, at 8 p.m. there are a total of 5,000 TV sets turned on in an area. Out of the 5,000 sets that are turned on, 1,000 of them are watching station WXYZ's programming. The percentage of viewers watching WXYZ's program at 8 p.m. out of the total number of sets turned on is the program's "share" of the audience. To find out the program's "share" of viewers, use this formula:

$$\frac{1,000 \text{ viewers watching WXYZ}}{5,000 \text{ viewers watching television (HUT)}} = 1/5 = \text{Share (20\%)}$$

The Nielsen Media Research Corporation is the cornerstone of television ratings today. The Nielsen company began in 1923 as one of the first research companies to measure rapidly growing radio audiences. This was a new concept because it was relatively easy to determine ratings for print media; they simply counted the number of newspapers or magazines sold. With radio, there was really no established method to find out how many people were tuned in and what people were actually listening to. Program-

online
LESSON:
3

What exactly are ratings, and how are they calculated? A rating is the percentage of the total **HOUSEHOLDS USING TELEVISION (HUTS)** in a specifically defined area. For example, say 1,000 viewers are watching TV out of a possible 10,000 people who have television sets in a particular geographic area. To find out its "rating," you can use the following formula:

$$\frac{\text{Number of TV viewers (1,000)}}{\text{Total population (10,000)}} = \text{Rating (10\%)}$$

However, that's only part of the story. The most important factor to advertisers is the **SHARE**. A share is different from a rating. A share is the number of TVs tuned in to a particular station out of the total number of televisions that are in use during that time period.

Objectives:

After completing this section you will be able to

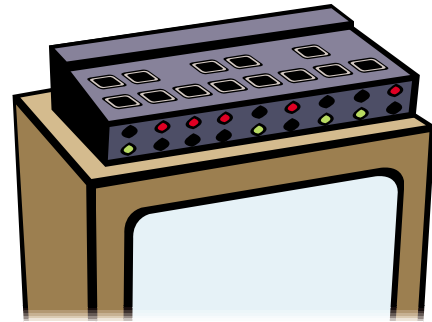
- Define a rating and a share
- Describe the Nielsen rating system



online
LESSON:
4

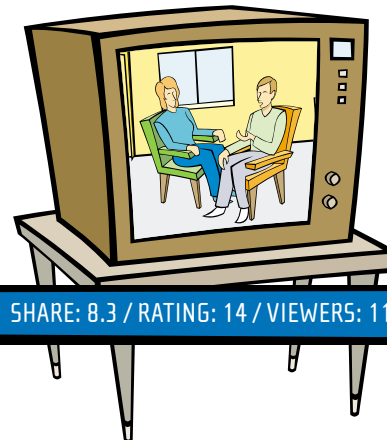
mers wanted to know how big their audiences were to establish and justify advertising rates. Advertisers wanted to know if it was “worth the money” to advertise their product on the radio.

In 1950 Nielsen expanded its service to include the fledgling television industry, and it has since become its official measurement service. The entire commercial television industry relies upon Nielsen ratings to determine both its programming and its advertising rates. However, there is another research company, Arbitron, that also provides rating information. While they do provide data for television, they are currently more widely known as the standard reference for radio ratings.



Nielsen ratings cover both the U.S. and Canadian markets. They monitor national broadcasts, cable networks, regional networks, syndicators, local television stations and cable systems, satellite distributors, advertising agencies, advertisers, program producers, station reps and buying services. The most recent category addition is the Internet. Nielsen now also monitors many advertising sources on the Internet for both companies and advertisers.

Nielsen records data at the national, regional and local levels. On a national level, the famous electronic “People Meter” is used to obtain data.



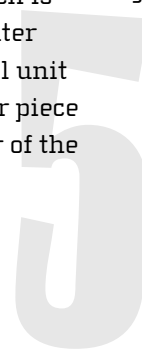
SHARE: 8.3 / RATING: 14 / VIEWERS: 11.4

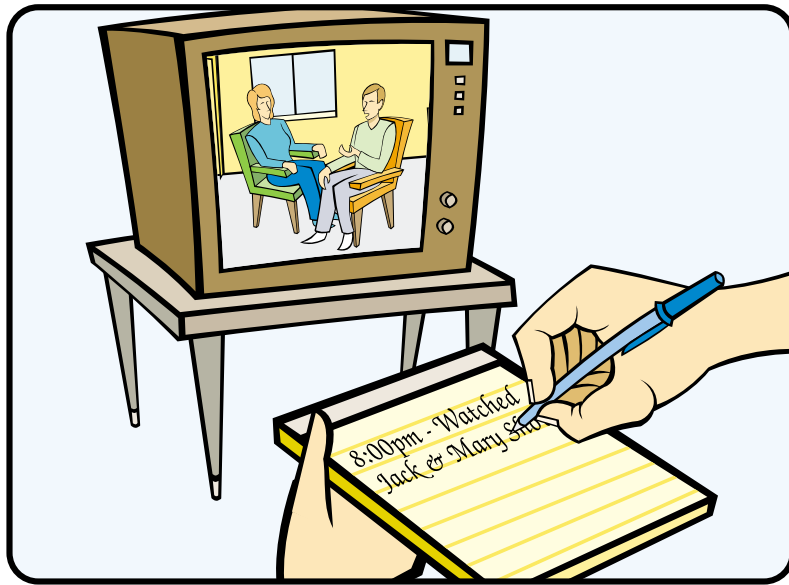
Using U.S. Census records, Nielsen randomly selects more than 6,000 areas to which they send surveyors to count and list homes. From this sample, just over 5,000 homes are selected to have People Meters installed. This equates to roughly 13,000 people in these homes. Once a family is identified as a prospective Nielsen household, a company representative visits to speak with the family members and determine if they want to participate. If they agree, they are trained in the use of the "People Meter." You cannot volunteer to be a Nielsen home; you must be chosen at random to maintain the integrity of the sampling.



Technicians install metering equipment on each television set, VCR, cable box and even satellite dish in the selected home. This meter keeps track of all viewing activity. The meters are connected to a central "black box," which is actually a very small computer and modem. A remote control unit is assigned for each TV set or piece of equipment. Every member of the

household is assigned a personal viewing button, with the age and gender of the viewer programmed into the remote. Whenever the TV set is turned on, a red light flashes on the meter at intervals, reminding watchers to press the assigned button if they are actually watching. Additional buttons allow guests to report what they watch while visiting the home. Information collected by the black box is then downloaded to Nielsen's central computers between 2 a.m. and 3 a.m. every night. All this information is kept in the strictest confidence. While Nielsen releases the data totals, they do not divulge the identities of their participating families.





online
LESSON:
6

Nielsen also measures 46 of the largest markets in the United States with a different, less sophisticated type of ratings system. Local TV stations, cable systems, advertisers and their agencies make decisions on both programming content and air time rates using this information. In each of these markets, a random sampling of approximately 500 homes (not the same as the People Meter homes) has electronic meters attached to each TV set. This only samples what channel is tuned in when the set is on. It does not tell which member of the household is watching.

In addition, two other measurements are taken. Another group of homes will be selected to keep a diary on paper for one week. The diary serves as a record of what each person in the home watched and for how long during that one week. At the end of the week, the diary is mailed back to the company, where the information is transferred to a computer. The results from all the paper diaries are then tabulated and sent to Nielsen's clients.

The final method of obtaining data is a special study called a "telephone incidental." Randomly selected telephone numbers are called to find out if the television set is on and who is watching. Surveyors may or may not ask what channel is tuned in. With all of these sampling methods, Nielsen has maintained an extremely high rate of accuracy.

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online
LESSONS:
3-6

1. Explain the difference between a rating and a share.

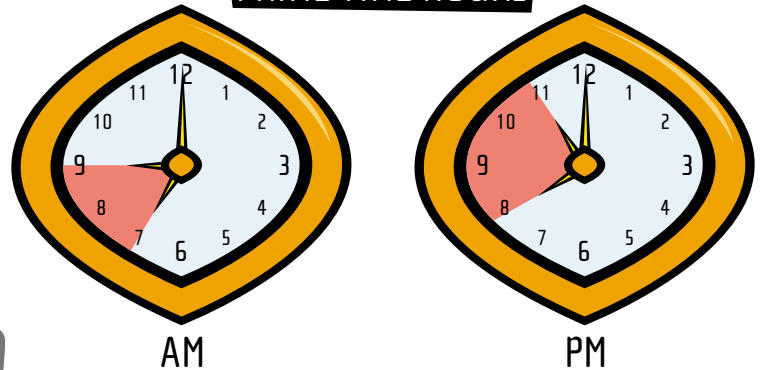
2. What is the purpose of a "People Meter"?

3. What other methods does Nielsen use to obtain information?

advertising

UNIT 9
SECTION
2.6

PRIME TIME HOURS



Selling Time

A substantial portion of a television station's revenue comes in through the sale of commercial air time, so one of the most important departments in a station is the sales department. The employees of this department play a significant role, as they literally bring in the dollars that help to finance the news and other programming and operations.

online
LESSON:
7

Objectives:

After completing this section you will be able to

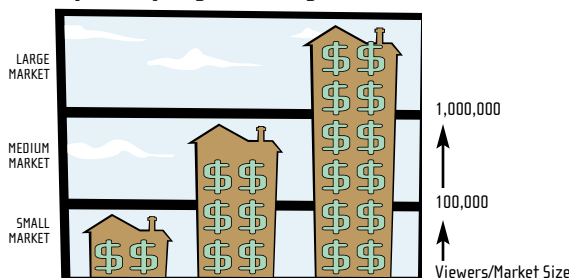
- Explain the different levels of advertising sales
- Describe the "sweeps" period
- Define a television "market" and its categories
- Compare the concept of broadcasting with narrow casting

There are different levels of advertising, ranging from national to regional and local spots. Network advertising is purchased at the network level and makes the ad available to the entire country during prime time hours. (Morning prime time is 7 a.m. to 9 a.m., and evening prime time, 8 p.m. to 11 p.m.) Local and regional spots are shown in the times allocated for local stations to sell air time to broadcast commercials in their local or regional viewing areas.

SWEEPS are conducted four times each year during the months of February, May, July and November. Special programming is sched-

uled during sweeps to attract viewers. Nielsen monitors the viewing patterns and releases the results each day. At the end of the sweeps period the data are published. "The Book," as the result is called, is what stations use to justify the amount they charge for air time. Rates are published quarterly. November and February advertising rates are higher, as traditionally those two months have more viewers than May and July.

The size of the viewing area also affects the price of air time. Television viewing areas are divided into three general categories called **MARKETS**. A major market tops the 1 million mark in viewership. Medium markets range from 100,000 to almost 1 million viewers. A small market has fewer than 100,000 viewers. Naturally a major market such as New York or Los Angeles charges more for air time than a smaller market.



CHANNEL	4:30	5:00	5:30	6:00
2	America's Dumbest Videos	News	More News	Even More News
3	Quilting in Botswana	Quilting in Antarctica	Quilting in Turkey	Meditation Today!
4	We the Unkempt	Table Tennis Championships	Table Tennis US vs Portugal	Quit Shouting!
5	Gossip With Gordy	The Egg Only Breaks Once (PG, '92)	Fred Smuglie, Brenda Zaphline: Romance.	
6	Hard Drive Chat	Floppies and You	Mac's Rule PCs Don't	Feeling SCS!
7	That Annoying Purple Thing	The Singing Ocelot	Looking With Connie	Playground Acrobatics
8	Obnoxious Ollie: Men who watch too much football and the wives who love them.			
9	Tin Roof Sundae (PG-13, '98) One man's struggle with his addiction to Tin Roof Sundae ice cream. Dramatic comedy.			
10	Body Odor Remedies	Women's Rugby	Insect World	Dumb Sitcom Review
11	My Days in Sony Playstation Exile	COPS in Nome, AK	Paid Programming	COPS in Cape Cod
12	NBA Pre-Game Show	NBA Pregame Show	NBA TODAY	NBA Postgame Show
13	Becoming a Famous Illustrator	Draw This!	Self-Promotion Revisited	Colin Hayes' Corner

online LESSON: 8

Another factor that is now impacting the networks is the rise of highly specialized programming on cable networks. In the early days of television there was competition for advertising, but it was mainly between the "Big Three" networks, NBC, CBS and ABC. Therefore advertising dollars earmarked for TV were divided up three ways at the most. All three networks catered to a broad variety of people, hence the term "broadcasting." Programming was selected for its wide appeal because, keeping ratings in mind, the conventional theory was "the more viewers the better." But when cable came into its own in the late

'80s and early '90s, things began to change. Cable's strong suit is providing what is called "niche programming," or specialty shows that interest only a specific section of the population. Cable television could be called "narrow casting." An example would be an entire network devoted to car buffs, or to people who garden. Now, these shows may not attract large numbers of viewers or create huge ratings, but the numbers can be somewhat misleading. If you are a company that sells a product that would be perfect for gardeners, or something that home mechanics would find useful, then instead of spending your advertising dollars on a network program with a larger viewing audience, you might choose the cable show where there is a smaller number of viewers, but they more closely match your target demographic.

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1. Name the different levels of advertising sales.

2. What is the purpose of "sweeps"?

3. Define a television "market" and list the main types.

4. Explain the difference between broadcasting and narrow casting.

advertising

UNIT 9
SECTION
3.4