

APPENDIX P

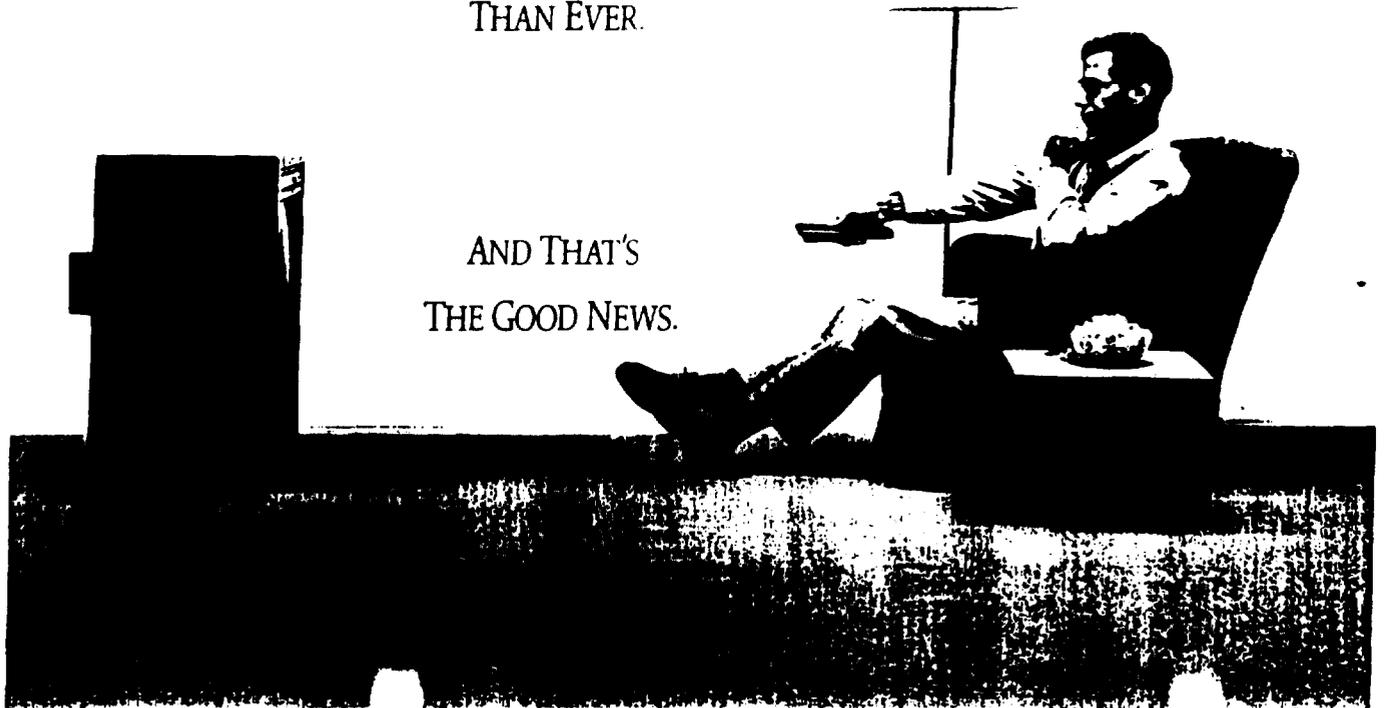
Cleveland Plain Dealer, *Your TV Ads Are More Forgettable Than Ever...And That's The Good News*, 1992

Dana Nagel, WKYC-TV, *Read Between the Lines: What the Plain Dealer Did Not Mention*, 1992

The Cleveland Plain Dealer
February 9-10, 1992

YOUR TV ADS
ARE MORE
FORGETTABLE
THAN EVER.

AND THAT'S
THE GOOD NEWS.



THE BOTTOM LINE:
YOUR COSTLY TV ADS ARE PLAYING
TO A SHRINKING VIEWER BASE,
MADE UP OF THE LEAST EDUCATED
AND THE LEAST AFFLUENT.

According to a 1990 study of TV commercial recall, fewer viewers than ever can remember the last prime time commercial aired. The first of five similar studies found recall at 18% in 1965; in 1990, recall was a paltry 4%.

Although it showed the sharpest fall from 23% to 6% among the youngest adults (the so-called "TV generation"), the latest study documents big decreases among both sexes and all age, educational and income groups.

This reflects the ever-growing television confusion created by the glut of videocassettes, commercial clutter, and more and more local and cable stations.

TV AD RECALL IS LOWEST AMONG FREQUENT VIEWERS.

The trend is undeniable: Your TV audience is increasingly comprised of frequent, "hardcore" viewers. Unfortunately, this is precisely the viewing segment which is least likely to recall and respond to your advertising.

The study also showed that compared to prior studies, fewer were focused on television. One of four viewers just "happened to be in the room" and half of the viewers were also doing other things.

Add all these factors to increasingly mediocre programming, declining daytime viewership and more active lifestyles...and you have a real problem. Fortunately, however, there is a solution.

The Cleveland Plain Dealer
February 9-10, 1992

**THE BEST NEWS:
ADVERTISING IN
THE PLAIN DEALER
HAS NEVER BEEN
MORE EFFECTIVE!**

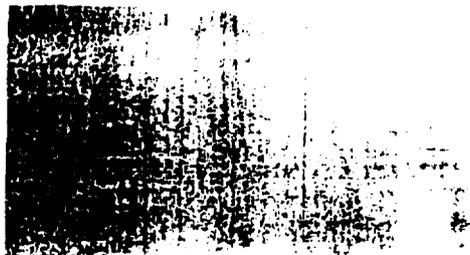
Your ads work harder in The Plain Dealer because people get involved with them. Plain Dealer ads are constantly clipped, posted and saved as helpful reminders. Readers become involved because your ad tells the whole story—with prices, benefits, and locations that people can read, absorb and remember.

**REACH MORE PEOPLE,
AND MORE AFFLUENT PEOPLE,
AT LESS COST.**

A single issue of The Plain Dealer reaches 71% of all adults in Cuyahoga County and over 80% of adults in households with annual incomes over \$35,000. That's more than all the TV networks combined at one time.

Best of all, the cost per thousand in The Plain Dealer is significantly lower than television. So you can afford to run more messages, more often.

**For more good news about the
advantages of advertising in
The Plain Dealer, call (216) 344-4100.**



HAVE YOU EVER NOTICED HOW TELEVISION & RADIO SPOTS SAY "LOOK IN TODAY'S NEWSPAPER FOR MORE INFORMATION?"



EVER WONDER WHY?

In today's changing economy, consumers are cautious. Before they'll part with their hard earned dollars, they want information. Hard facts. The nuts and bolts of your product or service. Only The Plain Dealer delivers all that ~ With TV or radio ads, your potential customers can only try to remember what they've heard or seen. But with an ad in The Plain Dealer there's never any doubt. ~ For proof, just consider how many people walk into your business carrying your newspaper ad. They'll never do that with a TV or radio spot. ~ So, whether you need our zoned editions or full run, call Bob Hagley, Plain Dealer Advertising Director, at 344-4350 today. He'll show you how to get the word out. Because that's what your customers want. And the customer is always right.

The Plain Dealer

Because today your advertising has to work.

Feb 2, 1992

But Lawrence Wise, chairman of Citizens for Excellence in Education, a local group opposed to the bond issue, said a new building doesn't have to be built to alleviate the prob-

might be a case of keeping up with the Joneses. Hudson and Stow recently got new high schools, so some think we should have one here." Superintendent Patrick Corbett

falls Tuesday, school officials will seek to place some type of renovation and construction bond issue back on the ballot. "Something has to go back on the ballot to address this issue," he said.

Karen Steiger & Rhoda Agin
Owners, Bon Kay Fashions



"The Plain Dealer
And Its Special
Style Sections
Help Us Attract
Our Customers In
The Most Efficient
Way Possible."

"We've found The Plain Dealer to be the best medium for telling our customers everything they want to know about our quality merchandise. And the Style

sections on Thursdays help us target those customers even more directly. Their sophisticated design and tone match our fashion personality perfectly. Advertising in The Plain Dealer just makes good sense."

For details on how The Plain Dealer can deliver your retail message right to your customer's door, call 344-4933.

The Plain Dealer
Leadership in Advertising Results

**WALL
40-57**



Offer expires 2/8/92

**MINI BLIND
VERTICAL
PLEATED**

65-70

plus **WOOD MINI
BLINDS**

Professional Installation in Most Areas
No Freight Charge

OFF



"APPLI

Comparing "Apples to and window treatment at Pucher's. Now let us

RUBBER PAD AT A

LOWEST CARPET

PUCHER'S "CLEA

We are offering our top same price as our store 1992. This pad has a 17 sells for \$4.99 per square you can't beat us when great prices!

With this

Pucher
WALLCOVERING • PAINT • FLOOR

...and I am
to keep the promise.
...his reapp-
plan is not sound."
...Councilman Steven
said: "The mayor's reapp-
plan seems relatively
...lose anything by go-
I have reservations about
e news, but others look
trying to save the village

Warren, Ward 5
...said: "The mayor
place dismissed people
ident; this is against
an speechless. ... This
...its present form."
...Ward 4 coun-
...a strong Gottschalk
...He has a lot of good
...to learn how to imple-
...ment; Mr. Gottschalk
...it was his enemy. I
...residents to staff any
...that is what the char-
...and it is council's re-
...low the charter."
......incumbent:
...in a close election
...was Gottschalk's
......office.

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...ment is solicit-
...panies for the
...ental cleanup.
...13 for the multi-

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CUT KITS
OF LUMBER
1/2 OFF
LIST
PLAN
ROOMS
OFF
REG.
SIZE
DELIVERY
TA
35 DRILL
OFF
MFG.
LIST
GER
300
IGS
44' LF.
56' LF.
DE

LOSE WEIGHT EASILY

AND KEEP IT OFF WITH INSTITUTE OF BEHAVIOR MODIFICATION FITPROSE

MAKE PLANS TO ATTEND NOW!

LIFETIME MEMBERSHIP
Only \$34.99
Cash, Visa, MasterCard

- 1.) It's safe & effective.
- 2.) It will increase your confidence.
- 3.) It will control your appetite.
- 4.) It will improve your self-image.
- 5.) It will decrease your tension & stress.

SIGN HERE FOR DRAWING

Kevin Soster
General Manager

Debra Spence
Manager
Sneakers Restaurant



**"In Lake County,
The Plain Dealer
Gives Us
The Exposure
We Want."**

"The restaurant business is extremely competitive, so we need to make sure Sneakers always has high visibility with our customers. The Plain Dealer has earned our confidence by consistently and effectively reaching the people in our Lake County area. And once The Plain Dealer helps bring people to us, we know we can keep them coming back for more."

For details on how The Plain Dealer can deliver your retail message right to your customer's home, call 344-4968.

The Plain Dealer
Leadership in Advertising Results

Kronheim's Furniture and The Plain Dealer - Making Headlines Together For More Than 74 Years.

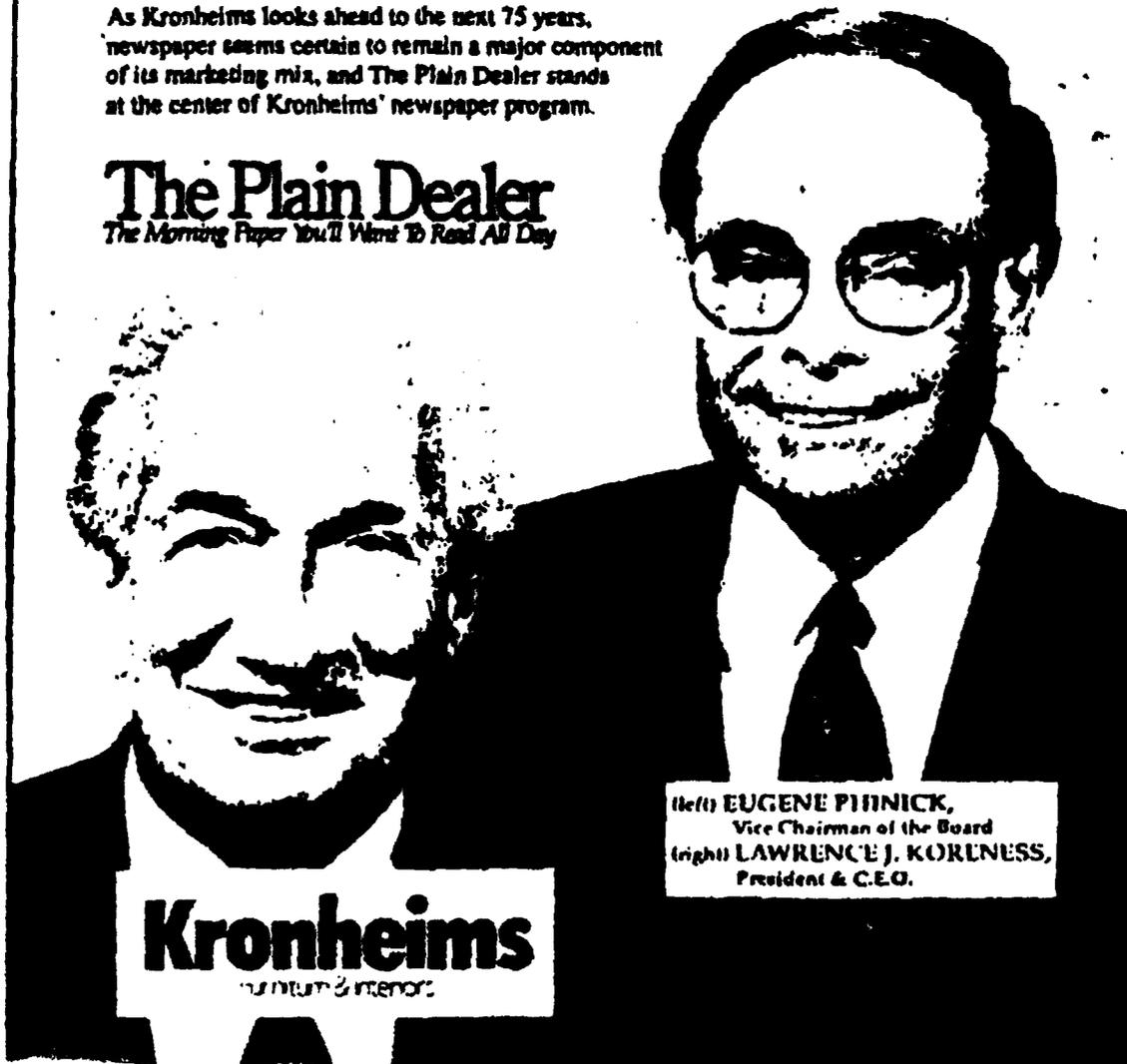
As Kronheims Furniture and Interiors enters its 75th year of providing Greater Clevelanders with fashion and value in fine home furnishings, Lawrence J. Koreness, President, and Eugene Phinick, Vice Chairman of the Board, offer their insights on the company's successful track record.

"Our longevity is largely based on our ability to get our message across to the public. In that regard, The Plain Dealer has been the backbone of our advertising strategy. It's a very effective communication tool," states Mr. Koreness.

Mr. Phinick adds, "For special promotions The Plain Dealer's flexible zones allow us to pinpoint the market for any of our five locations. Plus, the use of color in our print advertising offers us extra visibility that produces results."

As Kronheims looks ahead to the next 75 years, newspaper seems certain to remain a major component of its marketing mix, and The Plain Dealer stands at the center of Kronheims' newspaper program.

The Plain Dealer
The Morning Paper You'll Want To Read All Day



(left) EUGENE PHINICK,
Vice Chairman of the Board
(right) LAWRENCE J. KORENESS,
President & C.E.O.

Kronheims
Furniture & Interiors

**fin
br**

There are reasons to get buy a new car child to school a new addition But Bank you the smart need. With interest you p cases.* And y of rates at om

© 1994 FINANCIAL CORP.
Member FDIC
Equal Housing Lender
Member SBA

READ BETWEEN THE LINES

WHAT THE PLAIN DEALER
DID NOT MENTION.

PREPARED BY:
DANA NAGEL
WKYC-TV, CHANNEL 3

READ BETWEEN THE LINES

ON SUNDAY, FEBRUARY 9TH AND ON MONDAY, FEBRUARY 17, 1992, THE PLAIN DEALER RAN AN ADVERTISEMENT TITLED:

"WHY KNOWLEDGEABLE ADVERTISERS SHOULD DIRECT THEIR BUDGETS INTO NEWSPAPER."

FOLLOWING IS THE ADVERTISEMENT WHICH APPEARED AS AN ARTICLE:

Who knew knowledgeable advertisers would direct their budgets into newspaper.

HAVE YOU EVER NOTICED HOW TELEVISION & RADIO SPOTS SAY "LOOK IN TODAY'S NEWSPAPER FOR MORE INFORMATION?"

EVER WONDER WHY?



In today's changing economy, consumers are cautious. Before they'll part with their hard earned dollars, they want information. Hard facts. The size and look of your product or service. Only The Plain Dealer delivers all that. With TV or radio ads, your potential customers can only try to remember what they've heard or seen. But with us, all you need is a newspaper. The Plain Dealer does it better. For good reason. We have many people walk into your business carrying your newspaper ad. They've seen it first with a TV or radio spot. So, whether you want our national attention or full coverage, call Bob Hagley, Plain Dealer Advertising Director, at 344-4350 today. He'll show you how to get the word out. Because that's what your customers want. And the newspaper is always right.

The Plain Dealer

Because today your advertising job is worse.

LET'S TAKE A CLOSER LOOK...

READ BETWEEN THE LINES

THE PLAIN DEALER STATES:

"HAVE YOU EVER NOTICED HOW TELEVISION AND RADIO SPOTS SAY LOOK INTO TODAY'S NEWSPAPER FOR MORE INFORMATION? EVER WONDER WHY?"

CONSIDER THIS:

THE STATEMENT IS TRUE, SOME TELEVISION AND RADIO SPOTS DO MENTION TO SEE TODAY'S PAPER FOR MORE INFORMATION. HOWEVER, HERE ARE SOME POINTS TO REMEMBER:

POINT #1:

MANY PRINT ADVERTISERS USE "AS SEEN ON TV!"

THERE ARE SEVERAL REASONS SUCCESSFUL BUSINESSES WANT TO BE ASSOCIATED WITH TELEVISION.

READ BETWEEN THE LINES

REASON:

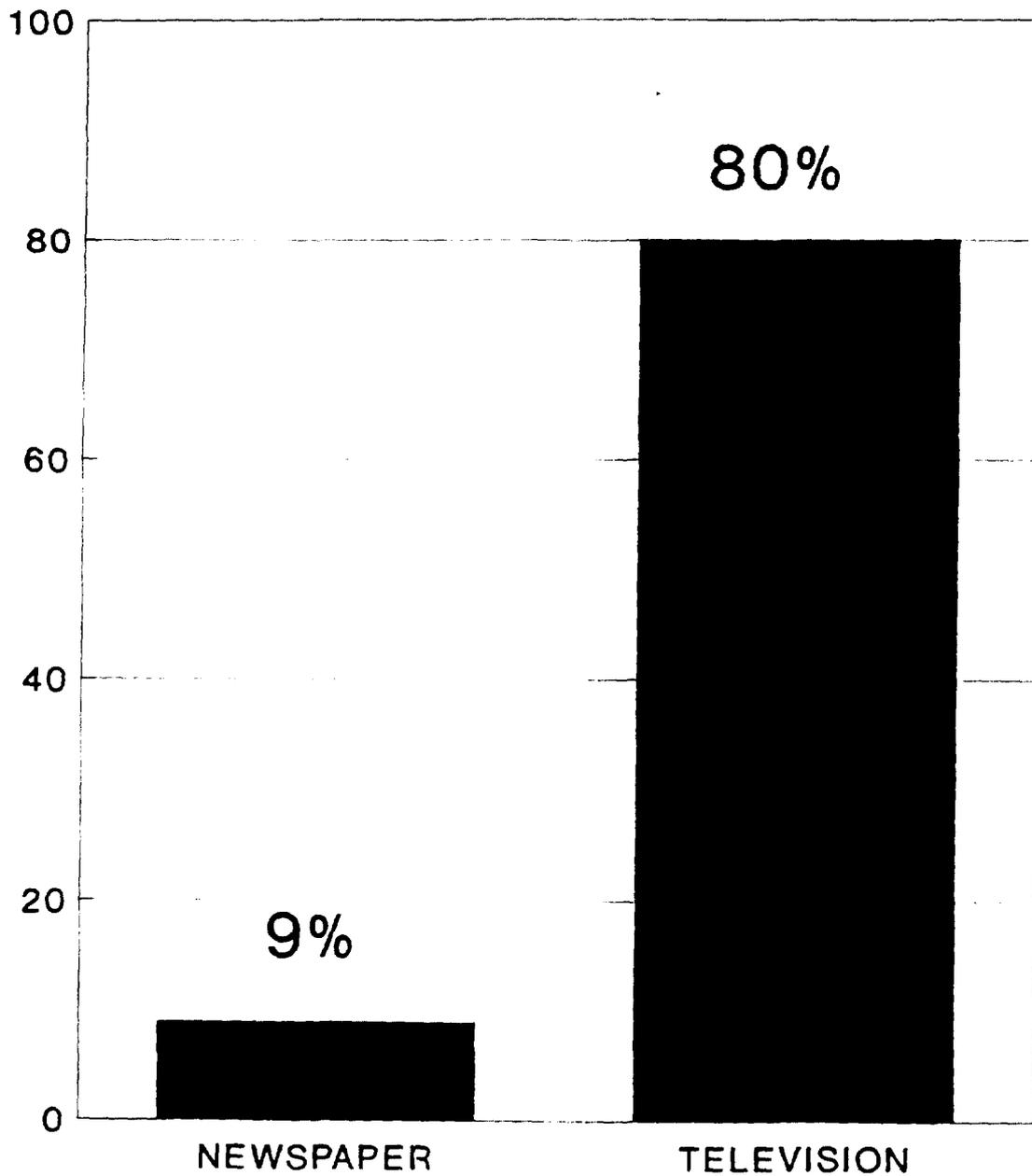
ACCORDING TO R.H. BRUSKINS, "THE PUBLIC'S OPINION OF THE ADVERTISING MEDIUM YOU USE HAS A DIRECT EFFECT ON HOW YOUR PRODUCT IS PERCEIVED."

TELEVISION WINS!

YOUR POTENTIAL CUSTOMERS FEEL THAT TELEVISION ADVERTISING IS:

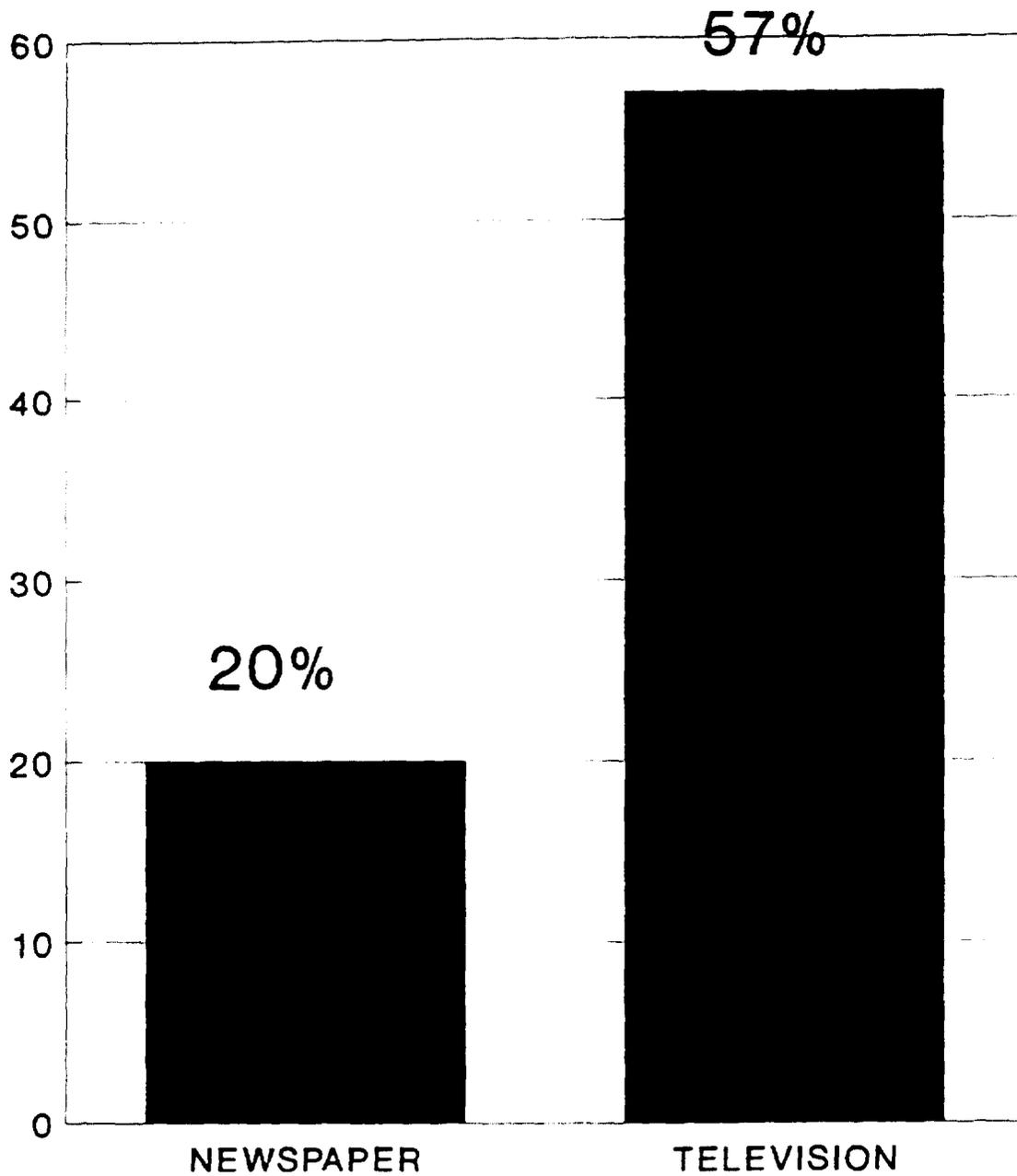
- THE MOST INFLUENTIAL!
- THE MOST AUTHORITATIVE!
- THE MOST BELIEVABLE!

TELEVISION VS. NEWSPAPER INFLUENTIAL



SOURCE: R.H. BRUSKIN

TELEVISION VS. NEWSPAPER AUTHORITATIVE



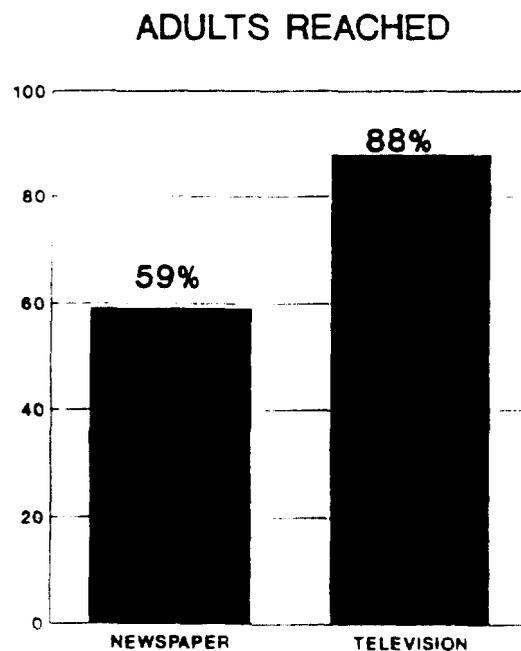
SOURCE: R.H. BRUSKIN

READ BETWEEN THE LINES

THESE SUCCESSFUL ADVERTISERS
KNOW THE POWER OF TELEVISION
ADVERTISING AND WANT TO BE
ASSOCIATED WITH IT!

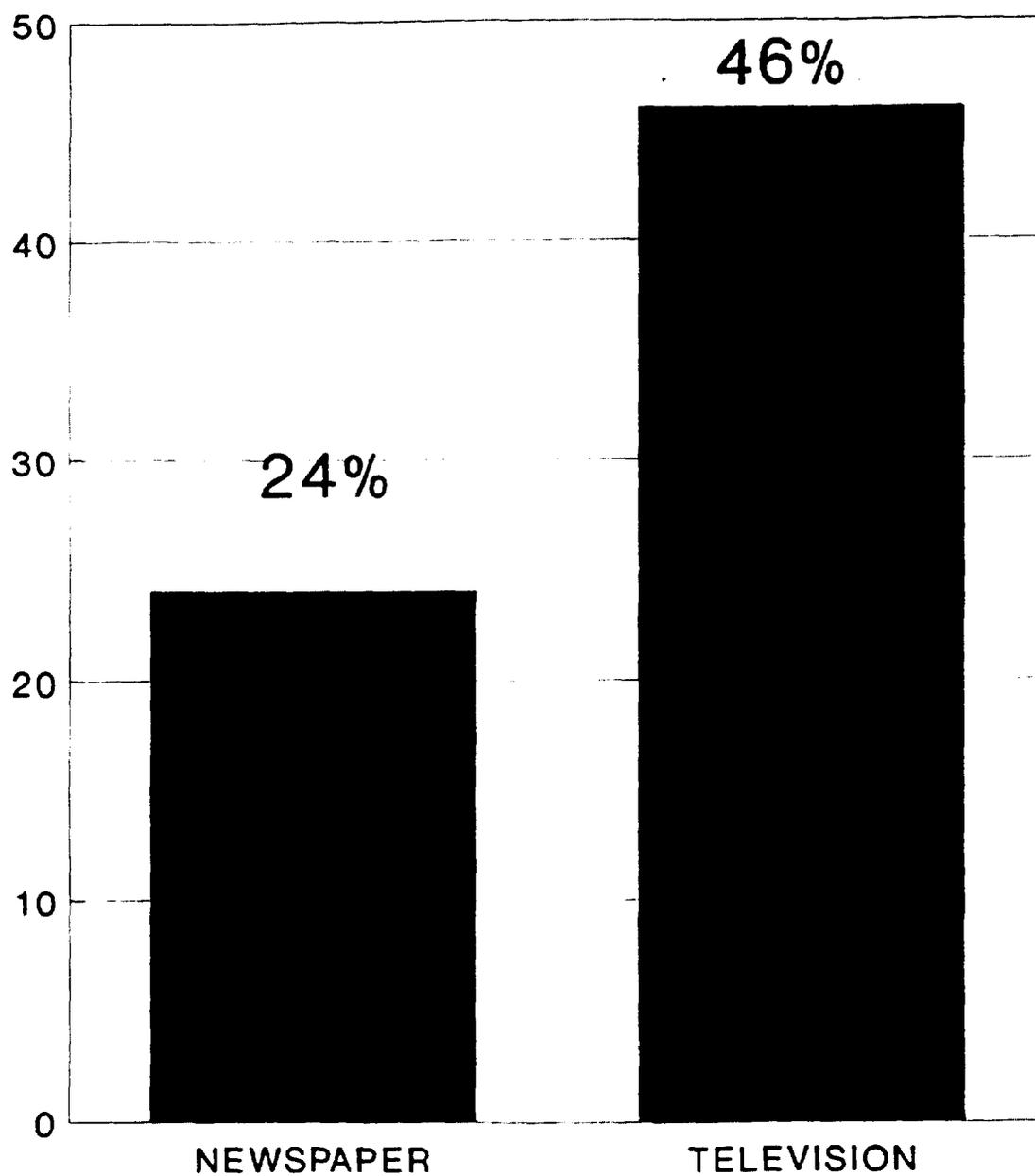
REASON:

IN ONE DAY, TELEVISION REACHES HALF
AGAIN AS MANY PROSPECTIVE CUSTOMERS
THAN NEWSPAPER DOES.



SOURCE: R. H. BRUSKIN

TELEVISION VS. NEWSPAPER BELIEVABLE



SOURCE: R.H. BRUSKIN

READ BETWEEN THE LINES

THE ARTICLE GOES ON TO SAY:

"SO, WHETHER YOU NEED OUR ZONED EDITIONS OR FULL RUN, CALL BOB HAGLEY, THE PLAIN DEALER ADVERTISING DIRECTOR, AT 344-4350 TODAY. HE'LL SHOW YOU HOW TO GET THE WORD OUT. BECAUSE THAT'S WHAT YOUR CUSTOMERS WANT. AND THE CUSTOMER IS ALWAYS RIGHT."

CONSIDER THIS:

WITH ALL THE INFORMATION JUST PRESENTED TO YOU, WHATEVER YOUR NEEDS, IS NEWSPAPER REALLY YOUR BEST VEHICLE TO "GET THE WORD OUT?"

IF YOU WANT TO "GET THE WORD OUT", GET THE FACTS ON TELEVISION ADVERTISING!

CALL ME, DANA NAGEL, AN ACCOUNT EXECUTIVE AT WKYC-TV, CHANNEL 3. MY DIRECT LINE IS 344-3449.

I WILL BE HAPPY TO SHOW YOU HOW YOU CAN PUT TELEVISION SUCCESSFULLY INTO YOUR MEDIA MIX WITHOUT INCREASING YOUR BUDGET BUT INCREASING TOP OF MIND AWARENESS AND SALES!!

NOW IS THE TIME TO LOOK INTO TV!!

READ BETWEEN THE LINES

NEWSPAPER IS A VIABLE ADVERTISING FORM.
HOWEVER, ACCEPT ITS STRENGTHS AND ITS
WEAKNESSES.

+	-
<ul style="list-style-type: none"> * NEWSPAPERS ARE DETAILED ORIENTED. * NEWSPAPERS ARE ZONED TO MY AREA. * NEWSPAPER FITS MY BUDGET * MY COMPETITION IS IN THE PAPER, SO I HAVE TO BE! 	<ul style="list-style-type: none"> * AN ADVERTISEMENT CAN HAVE ALL THE INFORMATION TO SELL YOUR PRODUCT/SERVICE. HOWEVER, IF ONLY 9% OF THE ADS ARE "READ MOST" VERY LITTLE OF THAT INFORMATION IS REACHING YOUR CUSTOMER!! * WKYC-TV EFFICIENTLY REACHES ALL OF THE CLEVELAND ADI...INCLUDING YOUR TRADING AREA! * TELEVISION CAN BE SUCCESSFUL FOR ADVERTISERS WITH VARIOUS BUDGETS. ALSO, TELEVISION IS MORE EFFECTIVE AND EFFICIENT! TELEVISION PUTS THE MONEY YOU SPEND TO WORK!! * TELEVISION CAN SHOWCASE YOUR COMPANY! STAND APART FROM YOUR COMPETITION! ON TELEVISION YOUR NOT COMPETING WITH YOUR COMPETITORS FOR THE CUSTOMERS ATTENTION! MAKE A NAME FOR YOURSELF ON WKYC-TV!

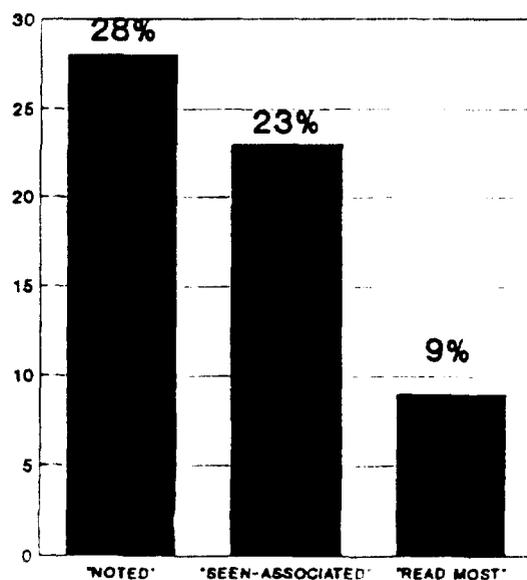
READ BETWEEN THE LINES

THE RESULTS OF THE STARCH REPORT ARE AS FOLLOWS:

- PEOPLE WHO SUBSCRIBE TO THE PAPER *MAY NOT* READ IT.
- PEOPLE WHO READ THE PAPER *MAY NOT* READ ALL THE SECTIONS.
- PEOPLE WHO READ A SECTION *MAY NOT* SEE THE ADS.

AND FINALLY, *ONLY 9%* OF THE READERS "READ MOST" OF AN AD!!

CIRCULATION IS NOT READERSHIP!



IS NEWSPAPER EFFICIENT?!?

READ BETWEEN THE LINES

TO PROVE CIRCULATION IS NOT READERSHIP,
LET'S TAKE A CLOSER LOOK...

A STUDY TO DETERMINE READERSHIP LEVELS
FOR NEWSPAPER ADVERTISEMENTS
WAS CONDUCTED.

THE REPORT MEASURED THREE LEVELS OF
READERSHIP:

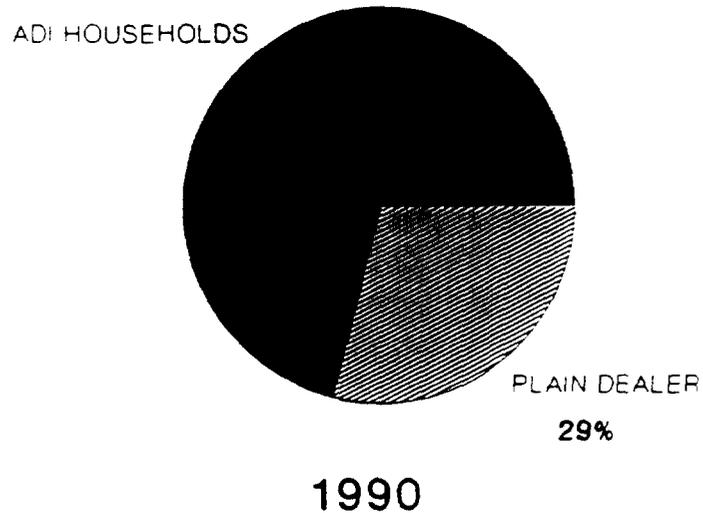
1. *NOTED*: IS THE PERCENTAGE OF READERS
WHO REMEMBERED SEEING AN
ADVERTISEMENT.
FOR EXAMPLE: THEY SAW A CLOTHING
AD.
2. *SEEN-ASSOCIATED*: IS THE PERCENTAGE OF
READERS WHO SAW OR READ ANY PART
OF THE AD WHICH CLEARLY INDICATED
PRODUCT OR ADVERTISER.
FOR EXAMPLE: THEY SAW A SEARS AD.
3. *READ MOST*: IS THE PERCENTAGE OF READERS WHO
READ 50% OR MORE OF THE WRITTEN MATERIAL
IN THE AD.
FOR EXAMPLE: THEY SAW A SALE ON SUITS
AT SEARS.

READ BETWEEN THE LINES

**ONE BIG POINT TO ARGUE IS HOW MANY
POTENTIAL CUSTOMERS SEE YOUR AD...
OR BETTER YET ... READ YOUR AD?**

LET'S TAKE A CLOSER LOOK:

THE PLAIN DEALER CIRCULATION IN
CLEVELAND ADI HOUSEHOLDS



**THE PLAIN DEALER'S CIRCULATION IS ONLY
29% OF THE CLEVELAND ADI HOUSEHOLDS!**

READ BETWEEN THE LINES

THE ARTICLE GOES ON TO SAY:

'FOR PROOF, JUST CONSIDER HOW MANY PEOPLE WALK INTO YOUR BUSINESS CARRYING YOUR NEWSPAPER AD. THEY'LL NEVER DO THAT WITH A TV OR RADIO SPOT.'

WELL, HOW CAN THIS BE ARGUED?

YES, IT'S TRUE, CUSTOMERS BRING IN YOUR NEWSPAPER ADVERTISEMENT. SINCE IT'S IMPOSSIBLE FOR CUSTOMERS TO PHYSICALLY BRING IN A TV OR RADIO SPOT, IS THIS A FAIR COMPARISON?!?

AS WE MENTIONED BEFORE, TELEVISION CREATES TOP OF MIND AWARENESS. TELEVISION MAKES A LASTING IMPRESSION IN YOUR POTENTIAL CUSTOMERS MIND, AN IMPRESSION THEY CARRY WITH THEM ALWAYS!!!

READ BETWEEN THE LINES

NOW, MAKE A LIST OF ALL THE TELEVISION COMMERCIALS YOU REMEMBER:

HOW DID YOU DO? IF YOU'RE LIKE MOST PEOPLE, BECAUSE OF THE POWER OF TELEVISION, YOU'LL REMEMBER MORE TELEVISION ADVERTISEMENTS THAN NEWSPAPER.

CONSIDER THIS:

WHEN IS THE LAST TIME SOMEONE ASKED YOU:
"DID YOU SEE THAT GREAT NEWSPAPER AD?!"

CHANCES ARE A TELEVISION COMMERCIAL HAS BEEN A TOPIC OF CONVERSATION IN YOUR DAILY LIFE. AND, CHANCES ARE, A NEWSPAPER ADVERTISEMENT *HASN'T!*

IF YOU REMEMBERED MORE TELEVISION ADVERTISEMENTS THAN NEWSPAPER ... IS NEWSPAPER ADVERTISING EFFECTIVE?

HOW CAN THE PLAIN DEALER SAY WITH NEWSPAPER THERES NEVER ANY DOUBT?

READ BETWEEN THE LINES

DID YOU ANSWER:

- SEALY MATTRESS?
- Mc DONALD'S?
- FEDERAL EXPRESS?
- GOODYEAR TIRES?

IF YOU DID, YOU'RE ON THE MONEY!! WHEN SURVEYED, MOST PEOPLE ANSWER NAMING THE ABOVE COMPANIES

SUCCESSFUL COMPANIES USE TELEVISION TO DELIVER THEIR MESSAGE... SHOULDN'T YOU? THE ABOVE COMPANIES HAVE USED TELEVISION EXTENSIVELY TO CREATE TOP OF MIND AWARENESS. THE MORE TOP OF MIND AWARENESS YOUR PRODUCT OR SERVICE HAS, THE MORE SUCCESSFUL YOU'RE LIKELY TO BE. TOP OF MIND AWARENESS IS NOT CREATED IN THE NEWSPAPER! ONLY TELEVISION CAN CREATE DEMAND AND DESIRE AND MAKE A NAME FOR YOUR COMPANY.

SUCCESSFUL COMPANIES USE TELEVISION TO DELIVER THEIR MESSAGE... SHOULDN'T YOU?