

## Movies, Sports & Events

Take a sneak peek at some of the fresh, quality programming coming to cable in October:



**TBS:** MLB Post Season: October 7 through 24

**A&E:** Original Series Season Premieres: *Parking Wars* (10/6 at 9pm) and *Extreme Paranormal* (10/19 at 9pm)

**Lifetime:** Original Movie Premiere: *Sorority Wars* – October 17 at 8pm

Original Series Season Premiere: *Diet Tribe* (10/2 at 7pm) and *Rita Rocks* (10/5 at 6:30pm)

**FX:** Original Series Season Premiere: *Nip/Tuck* – October 14 at 9pm

**TLC:** Original Series Season Premieres: *Little People, Big World* (10/12 at 7pm) and *Cake Boss* (10/26 at 9pm)

**E!:** Original Series Season Premiere: *The Girls Next Door* – October 11 at 9pm

**Bravo:** Original Series Season Premiere: *Million Dollar Listing* – October 12 at 9pm (premiere at 10pm)

**Syfy:** Original Series Season Premieres: *Scare Tactics* (10/6 at 8pm) and *Sanctuary* (10/9 at 9pm)

**Discovery:** Original Series Season Premieres: *Dirty Jobs* (10/6 at 8pm); *Mythbusters* (10/7 at 8pm); *Storm Chasers* (10/11 at 9pm); *Lobstermen* (10/16 at 9pm)

**Comedy Central:** Original Series Season Premieres: *South Park* (10/7 at 9pm) and *Tosh. O* (10/8 at 9pm)

**Fox Sports:** NCAA Football throughout the month!

**ESPN & ESPN2:** ESPN *MNF*: October 5, 12, 19 and 26

Big 12 (October 1 and 8) and NCAA Football all month long!

NASCAR on ESPN2: *Kansas Lottery 300* – October 3 at 2:30pm

**Metro Sports:** *High School Game of the Week* (7pm): 10/2 (Central vs. Northeast); 10/16 (Olathe North @ Blue Valley, 12am airing); 10/30 (Blue Springs South vs. Liberty)

Late Night in the Phog – October 16

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C A B L E

# FYI

KANSAS CITY

## Now you can easily harness the power of cable and online



Combine your cable TV advertising schedule with RoadRunner.com for an effective and efficient multi-media advertising solution

Maximize the impact of your advertising message by adding RoadRunner.com to your spot cable buy. RoadRunner.com is the portal through which Time Warner Cable's High-Speed Internet subscribers in Kansas City can log into their email accounts, read the latest headlines, conduct web searches and more.

- The Road Runner portal provides content consumers and advertisers want:
- Uncluttered environment and user-friendly navigation
  - Local weather information generates frequent visits
  - Strong news content – the most viewed area
  - New sections like Local and Shopping are key growth areas with increased content
  - All banners geo-targeted to the Kansas City area – no wasteful impressions
  - Most effective banner sizes (300x250 and 728x90)
  - Quality, affluent audience

The RoadRunner.com portal boasts an audience of over 4 million monthly unique visitors. Locally, it beats any other local media website in page views and minutes per usage day.

By partnering the two strongest media, TV and online, you benefit from:

**Reaching More Consumers**  
70%+ of US consumer media consumption is spent on TV and online.

**Game Changing Targeting**  
Connect with customers using TWC's 40+ networks, targeted geographical zones and DMA targeted online impressions. Road Runner's leading geo-targeting technology assures campaigns reach local customers; more than 94% accuracy at the city-level.

**New Platforms Offering Unparalleled Engagement**  
Video On Demand and online advertising allow consumers to interact with advertising, bringing your business a more qualified and engaged prospect.

**Outsmarting your Competition**  
NO other local media partner offers this level of multi-platform options to maximize your campaign's performance.

Cable TV and RoadRunner.com work hand in hand to deliver highly desirable, affluent customers. Convey your marketing message in a "trusted" TV and online environment and get ahead faster!

## The Power of YOU

T I M E W A R N E R



## A View From The Top

**TNT**  
Original Series: *The Closer*  
10.2 on 8/24/09 from 8pm-9pm  
Original Series: *Leverage*  
7.5 on 8/26/09 from 8pm-9pm

**USA**  
Original Series: *Royal Pains*  
9.1 on 8/20/09 from 9pm-10pm

Series: *NCIS*  
6.5 on 8/23/09 from 6pm-7pm

**ESPN**  
Big XII Football: *Missouri vs. Illinois*  
8.5 on 9/5/09 from 2:30pm-5:45pm

College Football: *Miami vs. Florida State*  
6.7 on 9/7/09 from 7pm-11pm

**MNF Pre-season: Minnesota @ Houston**  
8.4 on 8/31/09 from 7pm-10pm

**Lifetime**  
Original Series: *Project Runway*  
7.1 on 9/3/09 from 9pm-10pm

**MTV**  
Special: *2009 Video Music Awards*  
5.8 on 9/13/09 from 8pm-10:30pm

Source: Nielsen Overnight Cable HHs in KC DMA

## Inside This Special October 2009 Issue:

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C A B L E

## Following a record summer season, cable competes for audience share this fall with new originals

With close to 100 premieres this fall, cable nets are taking on broadcasters with the hottest new shows and the hottest stars during a season that is traditionally their season to shine

Fall traditionally belongs to the broadcast networks as they debut new series in the hopes of gaining audience share back. Once again, cable is changing the game!

Many cable networks are finding that summer months are getting saturated with new originals and many have had to push new premieres into fall. With later October debuts, cable nets are banking on picking up people who have already sampled the new broadcast menu and are looking for something fresh and appealing.

### Cable's focus on October

**Syfy**  
*Stargate Universe* – 10/2 at 8pm  
Appealing to longtime Stargate fans and

first-time viewers, this show will take the franchise in a dynamic new direction.

**TLC**  
*Wedded To Perfection* – 10/2 at 9pm  
Follow New York's premiere wedding and event planning business.

**King of the Crown** – 10/17 at 8pm  
Revolves around veteran pageant expert Cy Frakes who has been coaching aspiring beauty queens for over 20 years.

**Lifetime**  
*Sherri* – 10/5 at 6pm (9pm after 10/13)  
Centers around a newly single mom, paralegal and part-time comedienne/actress who tries to move on with her life after divorce.

**Comedy Central**  
*Secret Girlfriend* – 10/7 at 9:30pm  
Up-close and sexy look into the wild life of a single guy and his hard-partying friends.

**USA**  
*White Collar* – 10/23 at 9pm  
Set around the unlikely partnership of a con artist and an FBI agent who have been playing cat and mouse for years.

**FX**  
*The League* – 10/29 at 9:30pm  
A comedy about marriage, male friendship, parenting, suburbia, and growing up or

refusing to grow up, all set against the backdrop of a Fantasy Football league.

See Page 4 for returning October series.

### Sales won't be scary, but the programming will be!

Despite a slumping economy in 2008, Halloween spending was strong compared to previous years. With the holiday falling on Saturday this year, researchers believe consumers will celebrate all weekend long and sales will be very strong.

Once again in 2009, cable networks pull out all the stops to bring viewers the biggest, scariest and most popular programming October has to offer:

AMC – *FearFest*, October 23-31  
ABC Family – *13 Days of Halloween*, October 19-31  
Syfy – *31 Days of Halloween*, October 1-31  
Cartoon Network – *Halloween Month*, October 1-31  
Spike – *2009 Scream Awards*, October 27 at 9pm

Many other cable networks will be airing marathons of favorite programming all Halloween Weekend.

## Metro Sports goes late night in the Phog

Looking for a slam dunk advertising opportunity? Metro Sports will be broadcasting exclusive, live coverage of the Annual Late Night in the Phog on Friday, October 16th at Allen Fieldhouse from 6:30pm-10:30pm.

Metro Sports will have an in-studio host and analyst to anchor live event coverage from Lawrence complete with interviews and cut-ins from the College Basketball Experience Museum and the UMKC men's and women's basketball activities there. Interviews and updates on the MU and K-State basketball programs will also be included.

Hurry — Sponsorships will go fast; talk to your A.E. today!

## Awards recognize cable both nationally and regionally

For a second year in a row, AMC's period advertising saga *Mad Men* took home the coveted "Best Drama" award at the 61st Annual Emmy Awards on September 20.

Actors **Glenn Close (FX's *Damages*)** and **Brian Cranston (AMC's *Breaking Bad*)** also repeated last year's wins in the dramatic acting category. Other cable Emmy highlights:

Outstanding Guest Actor in a Drama Series: Michael J. Fox, *Rescue Me*, FX

Outstanding Writing for a Drama Series: *Mad Men*, AMC

Outstanding Variety, Music or Comedy: *The Daily Show With Jon Stewart*, Comedy Central

Outstanding Writing for a Variety, Music or Comedy: *The Daily Show With Jon*

*Stewart*, Comedy Central

Outstanding Animated Program (under 1 hour): *South Park*, Comedy Central

Every year the Mid-America Cable Show hands out its MIDI Awards, and this year TWC-Kansas City congratulates the following winners:

John Kekeisen, Marketing and Promotion  
Erik Ashel, Community Programming

Wayne Hubbard, Community Programming Series

Laura Carlson, Community Programming Series

Charlie Parker, Community Programming Series

Ad Sales Creative and Production: Bruce Hollensbe, Jennifer Morrissey and Matt Thun



## And now a word from our sponsor... Big Dude's late night cable "gig" produces 60% more sales

Marketing veteran David Jewell believes in doing his homework. For him that means spending hours every week in his clients' office or retail location interviewing employees and customers. "It gives me the edge so I can spot creative angles and it also tells me when I need to make adjustments in the current marketing programs," said the president of Jewell Inc.

In June Big Dude's Music City, a 33-year-old retailer in the heart of Midtown, hired Jewell to improve sluggish sales in the midst of the recession. After talking to nearly 100 store customers and Big Dude's employees, it became clear to Jewell that 99% of the music store's clients were musicians.

"The store's busiest hours were after 3pm," Jewell said. "These musicians were on gigs from 7pm to one or two in the morning. They go home, watch a little TV and then sleep until three in the afternoon."

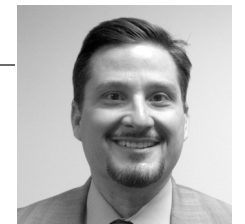
Jewell quickly went to work producing 60-second documentary-type commer-

cials featuring actual Big Dude's musicians/customers to air late night on cable networks. He says he looked for networks with strong viewership and those still running actual programming (not infomercials) to place Big Dude's ads. He settled on History, Food, Comedy Central, Discovery, Syfy and Travel running citywide from 12am to 6am, Thursday-Sunday, with some Adult Swim on Cartoon Network.

"In June, our first month on the air, sales jumped 15 percent," said Jewell. "July was the same. This week sales are up 60 percent over the same week last year."

Cable has become a staple in most of Jewell's campaigns over the last 30 years and he has plenty of success stories just like this one. "The key is to listen to what your research tells you. Whenever I do, my clients will see a 15 to 150 percent increase in business."

For more info on Kansas City's Premiere Music Store, visit [bigdudes.com](http://bigdudes.com). To contact David Jewell, see [jewellmarketinginc.com](http://jewellmarketinginc.com).



From Phil Brouillette  
Local Sales Manager

## Inside Scoop

A recent study by Magna Global finds the big three broadcasters are graying, experiencing the oldest primetime audiences the nets have seen in their history!

At the same time broadcasters are aging, cable's major networks are seeing a decrease in audience ages, says former Magna Global EVP Steve Sternberg. He has been producing median age reports for more than 15 years, and these recent findings were reported in a *Variety* interview last month. Highlights of the study:

- The median age of the five broadcast nets' audience for live (not DVR) viewing is 51. DVR skews younger.
- That's a big jump from 10 years ago when their median age was 43.
- For the last season, CBS was the oldest network by audience age hitting 55 (DVR median age is 54). This is the first time it has traveled out of the A25-54 range for live viewing.
- ABC was next at 51 (DVR was 50).
- NBC followed with 49 (47 with DVR). The addition of Jay Leno in primetime should put them over 50.
- Fox median age was 46 (44 DVR) and the CW was 34 (or 33 DVR).
- In contrast, TBS sports a median age of 35, down from 38 two years ago.
- TNT's median age has slipped from 46 to 44.
- USA's median age has held steady for years at 46; FX held steady at 37.

The reason for broadcasts' age increase, says Sternberg, is that they began to age themselves a decade ago as they mostly got out of the kids and teens business. Procedural-type dramas such as *CSI* and *Law & Order* tend to attract older viewers, and comedy has somewhat collapsed at the same time. The addition of older-skewing reality shows (*Dancing With the Stars*) and game shows (*Deal or No Deal*) haven't helped to attract younger viewers. Not good news when media's coveted demographic is A18-49!

Source: *Variety*, 8/28/2009



## Announcing the 2009/10 Missouri vs. Kansas Hy-Vee Shootout schedule:

### All Games are at Avila University

#### Wednesday, December 16, 2009

4pm – Central vs. Topeka Washburn Rural (GIRLS)  
5:30pm – Kearney vs. Harmon (BOYS)  
7pm – Lee's Summit vs. Mill Valley (BOYS)  
8:30pm – Raytown South vs. SM South (BOYS)

#### Friday, December 18 (all girls)

2:30pm – St. Teresa's vs. Blue Valley North  
4pm – Lee's Summit vs. SM East  
5:30pm – Springfield Kickapoo vs. Bishop Miege  
7pm – Liberty vs. St. Thomas Aquinas  
8:30pm – O'Hara vs. SM West

#### Thursday, December 17, 2009

4pm – Hickman Mills vs. Olathe NW (GIRLS)  
5:30pm – Lee's Summit West vs. Piper (BOYS)  
7pm – W. Chrisman vs. St. James Academy (BOYS)  
8:30pm – Raytown vs. St. Thomas Aquinas (BOYS)

#### Saturday, December 19 (all boys)

10am – Ruskin vs. Blue Valley Northwest  
11:30am – Liberty vs. Blue Valley West  
1pm – Grandview vs. SM East  
2:30pm – Lee's Summit North vs. Maize  
4pm – Hickman Mills vs. Sumner Academy  
5:30pm – Columbia Rock Bridge vs. Wichita Heights  
7pm – Rockhurst vs. SM Northwest  
8:30pm – O'Hara vs. Bishop Miege

Support your local community; call your A.E. today!