

To: The Executive Programming Committee
From: Joe D'Aleo
Re: Target Audience

We have determined that in 1988, THE WEATHER CHANNELSM will target LIGHT VIEWERS with its programming and promotional dollars.

I have become increasingly concerned that the issue is far more complex than we are currently assuming.

In 1985, as part of our department's goal setting process, I proposed a "WEATHERWISE" versus "OTHERWISE" distinction within the non, light and heavy viewer populations (see last page attachment).

I revisited that thinking, given our current situation and the growth we've seen in the last two years. Though I don't claim to have all the answers, I feel this "APPROACH" taken further could provide more useful guidance as we begin the process of programming the network for the spring/summer 1988 and beyond.

I had hoped to go over this with you in the last programming meeting but we ran out of time. I hope you will take a few minutes to read this before the next meeting.

TARGETING VIEWERS

PREMISE:

THERE ARE THE "WEATHERWISE" AND THE "OTHERWISE"

WEATHERWISE -

HAS AT LEAST A BASIC UNDERSTANDING OF WEATHER MAPS AND PATTERNS
AND UNDERSTANDS TERMINOLOGY WE USE IN EXPLAINING THE WEATHER

SEEKS OUT AND USES WEATHER ON A REGULAR BASIS

LIKES DETAIL - MAPS IN MOTION, JET STREAM, RADAR AND SATELLITE

ENJOYS VIDEO....VICARIOUS THRILLS

ENJOYS TAPE FEATURES ON ANY WEATHER RELATED TOPIC

OTHERWISE -

LITTLE OR NO UNDERSTANDING OF WEATHER MAPS AND PATTERNS

LITTLE OR NO INTEREST IN WEATHER MAPS AND PATTERNS - OR - INTIMIDATED BY THEM

SOME HAVE WEATHER NEED - BUT WANT ONLY TO KNOW "IS IT GOING TO
RAIN OR WHAT?" OR "HOW COLD WILL IT BE IN THE MORNING?"

SOME HAVE NO PERCEIVED WEATHER NEED...THEY LIVE IN A GLASS BUBBLE
AND WEATHER DOESN'T AFFECT THEM

NEEDS ARE MET TOTALLY BY OUR LOCAL TEXT

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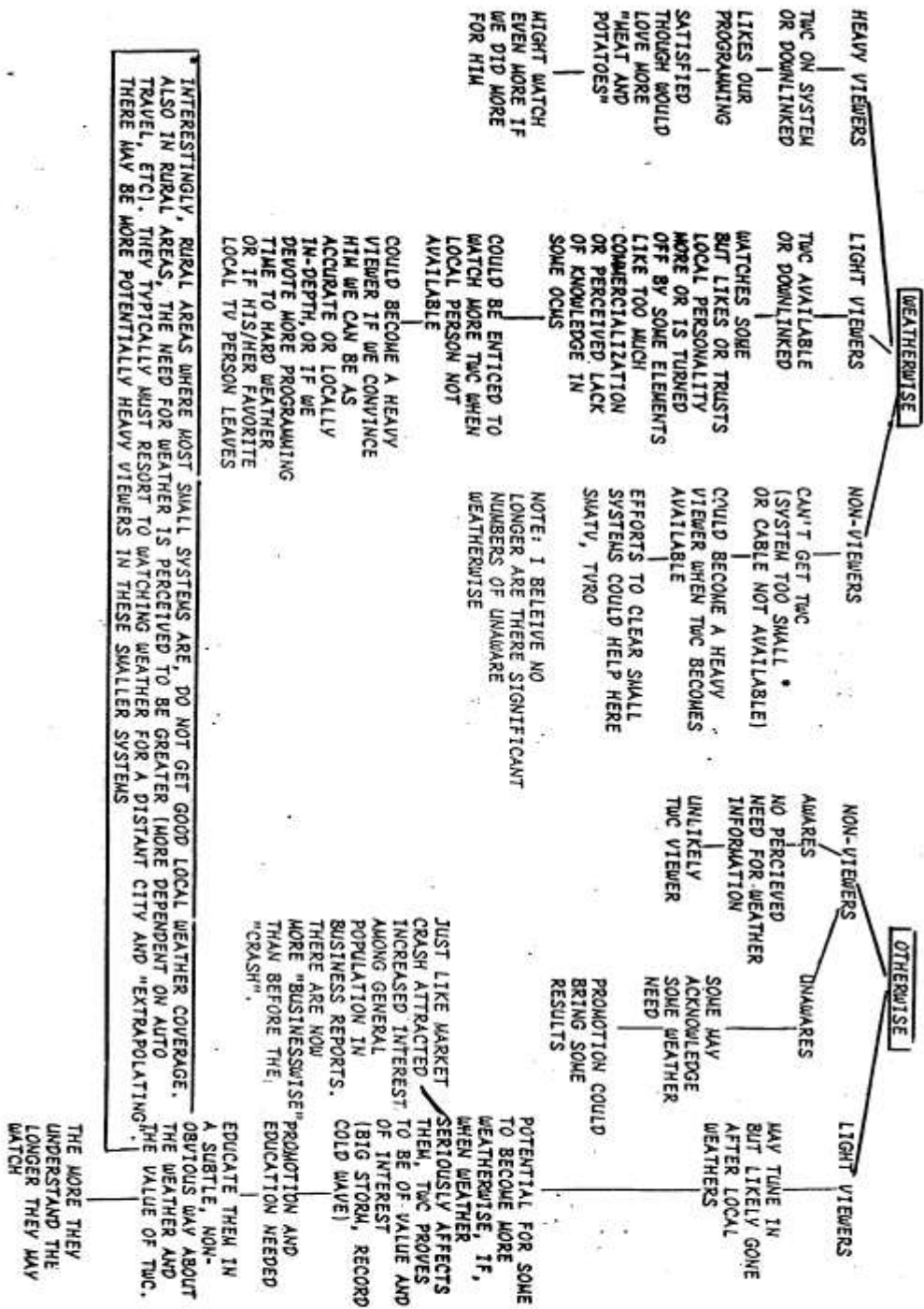
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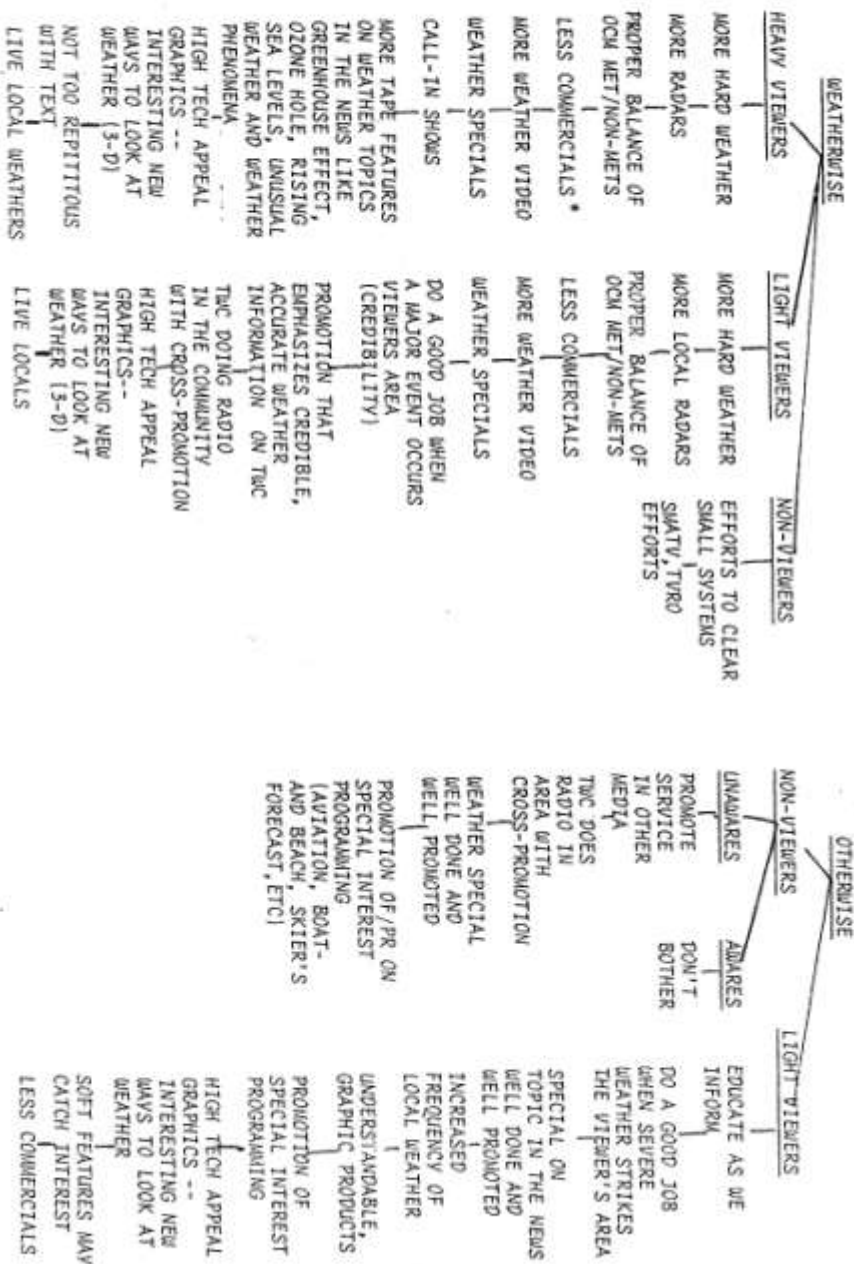
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*WEATHER LITERACY is the variable to measure. It might for the TWC viewer
entail whether of not they are able to obtain the information they are
after from the map segments we present without seeing the LOCAL WEATHER.
If they can, they could be said to be WEATHERWISE. If they must resort
to reading the LOCAL WEATHER, they might be said to be OTHERWISE.*



SOME POSSIBLE STEPS TO IMPROVE VIEWERSHIP BY VIEWER TYPE



*INCLUDES SOME SOFT FEATURES LIKE EATING SMART, WEATHER AND YOUR HOUSE, ETC. (ALSO C-BOX BILLBOARD FEATURES?)