

## Highlighted Weekly Ratings for June 6th 2005

\*estimated

Cheaters	2.2*
Cheaters Strip (M-F)	4.3*
Dr. Phil	5.0
Jeopardy!	6.5
Judge Joe Brown	4.6
Judge Judy	7.2
Maximum Exposure	1.4
Montel Williams	2.3
Oprah	6.4
Unexplained Mysteries	1.4
Wheel of Fortune	7.4

## On the Cover Recovers



PAX TV has announced that as of July 1<sup>st</sup> they will be relaunching the network as "i." According to President and COO Dean Goodman, "The change in brand names reflects our strategy to operate our primary network as independent television by offering a mix of original series, movies, specials, sports and news that appeals to a variety of interests." CTM is happy to announce that as result of the network's rebranding, *On the Cover* will make its return to the television beginning July 4<sup>th</sup>! Hosted by Mark Walberg, *On the Cover* is game show that uses the covers of magazines, CDs, DVDs, books, and more to test the three contestants' knowledge of pop culture trivia. The contestant who makes it to the final round vies for the opportunity at the Grand Prize, a trip for two to an exotic locale. Each day one CC Sponsorship is available. For information on rates and availability please contact Susan Ramsey-Abeyta.

Source: MediaWeek.com. —June 28, 2005

## The Doctor Is In



Creative Television Marketing is very proud to announce that we will be representing the Travel and Website Sponsorships for *Dr. Phil's* 2005-2006 Season! In order to create more positive lives for his viewers, Dr. Phil McGraw uses his thirty years of psychology experience and his "tell-it-like-it-is" style to help people "get real" about their attitudes and behaviors.

*Dr. Phil* has been a record breaker since the very beginning. When the show debuted in September of 2002, he earned the highest ratings of any new program in syndication since *The Oprah Winfrey Show*, which debuted sixteen years earlier. Currently earning some of the strongest ratings in syndication, it is clear that Dr. Phil has created a one-hour series that deals with topics such as drug interventions, child rearing, weight loss, and marital discord, in such a way that melds with people. Dr. Phil, a board certified psychologist since 1978, is also an accomplished author with five #1 New York Time Bestsellers and a monthly column in *O, The Oprah Magazine*. For more information on rates and availability please contact Susan Ramsey-Abeyta.



## The Gang Meets for the Last Time



As part of the continued restructuring of CNN US by its new president, Jonathan Klein, *The Capital Gang* has been disbanded. *The Capital Gang* aired for the last time on June 25<sup>th</sup>, ending the sixteen year run of the inside-the-Beltway show created by Robert Novak. Robert Novak also appeared on the recently cancelled show *Crossfire*.

To all of the Robert Novak fans -- not to worry! Novak, along with the other *Crossfire* alums, will become a regular contributor to Wolf Blitzer's 3-hour show, *Situation Room*, which is slated to begin July 11th. Please see the back page of this newsletter for more information on the *Situation Room* Packages.

## It's A Whole New Story

Beginning July 9<sup>th</sup> a revised version of the Sunday morning show *On the Story* will air in place of *The Capital Gang*, which aired at 7 p.m. on Saturday evenings. Since its debut in 2003, *On the Story* has featured CNN's female correspondents trading notes on the week's most newsworthy events. As with much of the programming on CNN, there will be changes -- the most obvious will be the addition of male reporters. Also, to broaden its international coverage, international journalism veteran, Christiane Amanpour, will join the program, which will be taped in front of a studio audience on Friday nights at George Washington University in Washington, D.C. In addition to its new time, *On the Story* will continue to re-air Sunday mornings at 10 a.m. If you are interested in Closed Captioning Sponsorships on this program, please contact Susan Ramsey-Abeyta for information on the packages containing this program.



Source: WashingtonPost.com—June 24, 2005, "CNN Disbands *Capital Gang* As Part of Schedule Shakeup"

CTM wishes everyone a happy and safe summer! Be sure to wear sunscreen, drink plenty of fluids and be on the look out for those who cannot always take care of themselves: the elderly, children, and our furry friends!

## Keeping up with the Changes

Due to many of the Jonathan Klein's programming shake-ups, CTM will do a little restructuring of its own. During 3<sup>rd</sup> Quarter, we will introduce a few new packages and tweak an existing package, which will not only reflect changes in programming, but also capitalize upon the strength of viewership in certain hours.

**Your World Today** - as previously announced, *News from CNN*, airing at noon and hosted Wolf Blitzer has been replaced with a simulcast of CNN International's program.

**Situation Room** - beginning July 11<sup>th</sup> Wolf Blitzer will be the top dog of the afternoon with his three hour show. From that three hour block we have created three separate packages in order to deliver the best value possible:

- **Situation Room 3 p.m. + Weekend Package** - combines the 3 p.m. hour with an airing of *Turn Around with Ali Belshi* on Saturday mornings at 11 a.m. and the replay of the newly retooled *On the Story* on Sunday mornings at 10 a.m.
- **Situation Room 4 p.m. + Weekend Package** - takes the 4 p.m. hour of Blitzer's block and pair it with the original broadcast of *On the Story* which airs at 7 p.m. on Saturdays evenings and *In the Money* with Jack Cafferty at 3 p.m. on Sunday afternoons.
- **Situation Room 5 p.m. Strip** - extracts the 5 p.m. hour of programming from our CNN Icons Package and places it on its own as it is the best performer of any hour outside of primetime!

**CNN Icons Package** - *NewsNight with Aaron Brown* (original broadcast airing at 10 p.m.; replay airing at 1 a.m.) will be moving into the package to join *Lou Dobbs Tonight* (original broadcast airing at 6 p.m.; replay airing at 11 p.m.) and *Larry King Live* (replay airing at 12 a.m. midnight).

For any questions regarding these changes, rates and availability please contact Susan Ramsey-Abeyta.

## What Media Outlet Provides the Most Trustworthy and Objective News?



Source: *Advertising Age* — June 13, 2005; American Demographics Perception Study, May 2005

## '05-'06 Buying Strategy – Stay with the WINNERS!

~ a commentary by Richard Storrs

As the network and cable upfronts wrap up, it is clear that it will be an interesting season for syndication. A dry season for launching new programming, with the exception of *Martha*, *Tyra Banks* (no 10s), *Eye for an Eye*, and a few others, we can expect that the supply of programming for 10-Second Advertising will be diminished. Last year we had upwards of 10 new shows to test, but most of those shows turned out to be losers including *Jane Pauley*, *Life and Style*, and *Home Delivery*. So how do you set your buying strategy for this coming season? Stay with the winners!

There is good news for 10-Second advertising buyers. Viewers are going to flock to the tried and true programs because they do not have many choices this year. This, combined with more double runs, will mean better ratings on those shows. Programs like *Montel*, *King of Queens*, *Wheel of Fortune* and *Jeopardy!* have very little ratings erosion year to year. In fact, *Judge Judy*, *Judge Joe Brown*, *Dr. Phil* and *Who Wants to be a Millionaire* have seen ratings growth, and the two judge shows are in their mature lifecycles!

Why is this so? Because viewers rejected the '04-'05 flock of new shows and gravitated to their old favorites. We can also expect the same for '05-'06 because there will be very little competition for eyeballs out there. The best strategy for buyers is to spend more and tie up the good inventory on top shows that have continued to maintain or grow their ratings over the years. It is like playing the stock market, you know which programs are going to grow because you can see their history. A good portfolio will include a strong base of true performers mixed with some aggressive investing in a bit of the new programming.

I am very excited about the upcoming season! CTM will continue to take leadership position in this unique and cost-efficient national television advertising industry with our current line-up, the addition of a few new programs including *Dr. Phil's Website* and *Travel Sponsorships*. You can also look forward to some new and challenging additions to our inventory coming in the not too distant future.

Ciao!