



Audience Tenderizer

Local TVnews prepares viewers to be receptive to ads

Local TVnews is a product bought by advertisers.
It is a very successful product.

It gives advertisers viewers who have been prepared to receive ad messages.
It uses emotional arousal and repetition to prepare the viewers.
Mayhem is disturbing. Violence is the primary content of local TVnews.
Fluff is reassuring & comforting. Lots of anchor chatter and celebrity trivia.

Mayhem + Fluff = Audience Tenderizer

If you watch local TVnews, talk about this formula to the people near you.

