**Podcast Episode 3 Study Guide Research with Sheila Fowler**

**What is Sheila Fowler’s title, what other departments did she worked at and what did she learned?**

Keywords: research analyst, National Sales, Traffic

Look up: what does the traffic department do in a television station

**What do you find interesting about research?**

Key words: programming, overnights (ratings)

**How does research support sales and how is a new show’s ratings estimated?**

Keywords: estimates, trend, timeperiod, household, lead in, rating, demos

Look up: lead in program

**How do rating projections work?**

Keywords: Share, HUT/PUTs, rating projections

**What does it mean to get (a rating estimate) right, according to Sheila?**

Keywords: underdeliveries, demo skew, makegoods

Look up: makegood

**Why do stations need to avoid giving makegoods to make-up for underdeliveries?**

Keywords: inventory, profit

**What happens when, for example, a football game runs late or go extra time?**

Keywords: live event, live+7 number (rating), Live plus same day

**What is the percentage of posting in the market? Does it vary by the client?**

Keywords: industry standard, 90%, overdelivery, 110%, posting delivery

**What does having a buyers’ market or a sellers’ market mean? What happened in 2008?**

Keywords: buyer’s market, 2008, automotive / car / real estate industry / banking, supply and demand, inventory, upper hand, 100% posting, projecting ratings, cost per point (CPP), price

**What are the different ratings?**

Keywords: overnights, Live plus Same Day, DVR viewing, Primetime, Live Plus 3, Live plus 7, news, Soap Opera, Days of Our Lives, General Hospital, binge watching

**How does On Demand viewing play into the ratings?**

Keywords: DVR playback, On Demand viewing, credit, ATT Uverse, On Demand, fast forward, XPLT

**Does the station get credit for audiences watching shows online?**

Keywords: Hulu, NBC.com

**What are commercial ratings or C3?**

Keywords: 80%, commercials, network, breaks, leading, Prime Access, 7:58pm break, football

**Who are the three parties in a media negotiation?**

Keywords: client, (advertising) agency, media, agendas, business objective, low (rates), added value, revenue

**What are the weeks (or periods) that stations have to sell at a higher rate?**

Keywords: Auto weeks, National buyers, Chrysler/ Jeep/ Dodge/ Ford, Thanksgiving

**Going back to projecting ratings, give an example?**

Keywords: Mat Franco, America’s Got Talent, Last Comic Standing, comics, household rating, summer, women, overindexed, women 25-54, women 35-64, actual, projection PUT level, 9-10pm, Scandal / Modern Family/ NCIS/ Grey’s Anatomy, The Blacklist

**How has summer viewing changed?**

Keywords: Summer, re-run, season, first run, ,Aquarius / Hannibal, invested, America’s got Talent /American Ninja Warrior, episode, mindless, networks, serial shows, repeats, comedies

Look up: reruns, first run programming,

**How have Netflix and streaming platforms changed the game?**

Keywords: NBC, Netflix, FOX, The Unbreakable Kimmy Schmidt, Emmy award, providers, Amazon, Hulu, The Mindy Project, Community, Yahoo, local news, local station.

**What can Millennials viewer mean to television?**

Keywords: Cord cutters, Comcast, computer, mobile device. Chromecast*,* Hulu, ABC, ESPN, cable system

Look up: cord cutter, Chromecast

**Why does a local station always have a place?**

Keywords: local station, local news, community, being local

**How does Nielsen measure?**

Keywords: 400 homes, box, overnights, demos, Household data, sweeps, Nielsen, October (2015 methodology, 60, rated markets, diaries, diary market, meters, overnights, Household (ratings), monthly

Look up: Nielsen diaries vs. meters

**Was Sheila confident about the new Nielsen methodology?**

Keywords: first go-around, November 2014, sweeps, similar, fluctuations

**What is Rentrak?**

Keywords: Rentrak, demos, (rating numbers), diaries, panel, 100,000 homes, passive, neighborhood, algorithm, high, justify, difficult to sell, qualitative data, car buyer, political information, Scarborough, currency, Nielsen data, investment, position, political year, revenue, buying public

Look up: Scarborough research

**What does “politicals” mean to a television station? What is the upside and downside of politicians buying airtime?**

Keywords: political year, candidates, 2012 Olympics, presidential election, August, Congress, out of inventory, October, presidential year, wall to wall political, national, order, November

Look up: Local vs National sales

**What is a political rate card? Hose does the Olympic coverage played into the political year in 2012 (the year of Obama’s second presidential re-election)?**

Keywords: political rate card, rate, politician, top dollar, summer Olympics, added layer, happy problem, managing inventory, Local sales, preempted, Opening ceremony, 25-26 Household ratings, timezone, tape delayed, Rio Olympics, Prime, live

Look up: Preemption / preempt (television commercial units)

**If you have a crystal ball, what is going to be happening in the business that will be great, challenging or both?**

Keywords: Pie, right rating, right program, football, DVR thing, Live events, The Voice, smaller shows, big events, social media, local girl