



Creative Services

KDSM

Summer 2005 Sales DVD

KDSM 07-05

“Lineup”

TRT: 00:30

VIDEO

AUDIO

Tiffany O'Donnell at anchor desk, speaking to camera.

Hi. I'm Tiffany O'Donnell, principal anchor for FOX News at Nine, and I'd like to take a few minutes to update you on some of the exciting things happening on FOX 17.

In a society overwhelmed by media choices, a recent study by Roper Affairs and Media re-confirmed that consumers believe television is far and away the most authoritative, exciting, influential, and persuasive media choice. That's not surprising when you consider this: the average American will spend over 1600 hours – that's *69 days* – watching television this year. Broadcast television's reach is unparalleled, and the benefits of getting your message across with both sight *and* sound are invaluable.

With veteran, proven programs in early fringe, late fringe, prime time, and sports, as well as fresh, high-quality new programming in our lineup, your commercial on FOX 17 will achieve maximum impact.

Our early fringe lineup of proven favorites consistently draws solid ratings. Take a look:

:20 clips of The Simpsons, Malcolm in the Middle, Everybody Loves Raymond, and Seinfeld.

Tiffany at anchor desk, speaking to camera.

:20 clips each of America's Most Wanted, Nanny 911, Trading Spouses, COPS. 1:00 in clips of American Idol.

Tiffany at anchor desk, speaking to camera.

:20 clips each of That '70s Show, Head Cases, Stacked, Family Guy, Bernie Mac, and American Dad.

Tiffany at anchor desk, speaking to camera.

:20 clips each of Prison Break, "24," The Inside, The O.C.

Tiffany at anchor desk, speaking to camera.

Our prime time lineup continues to shine here at FOX 17. From old favorites to newcomers bringing in wide audiences, you can't beat prime time on FOX 17.

It's clear that reality TV is here to stay, as proven by continuous growth of family favorite American Idol. Take a look and see the great shows FOX 17 offers to these loyal reality TV viewers:

Of course, our lineup also includes plenty of hilarity, with proven comedies as well as some new faces.

You'll find plenty of dramas on FOX 17, and these riveting shows reach a wide range of demos. Take a look:

Of course, FOX 17 is home to Des Moines' only 9 pm newscast. Now in our fourth year, I'm happy to report that our audience continues to show

<p>:20 clips of Cal Woods, Susy Robinette, Tiffany O'Donnell, Jennifer Mazi. [One local breaking news, one local/state politics, etc.]</p> <p>Tiffany O'Donnell at anchor desk.</p> <p>:20 clips of Everybody Loves Raymond, Sex & the City, Seinfeld, King of the Hill.</p> <p>Tiffany O'Donnell at anchor desk, speaking to camera.</p> <p>Insert clips of NFL, Univ. of Iowa football, Univ. of Iowa basketball, World Series, NASCAR.</p>	<p>consistent growth. Cal Woods has led the way as KDSM's news director, working with top notch reporters like Susy Robinette in delivering the hard-hitting news that central Iowans expect. With a combined 45 years of broadcast experience, our team brings you the very best in local news, weather, and sports coverage.</p> <p>Following FOX News at Nine, our fantastic late fringe lineup draws a solid, loyal audience. Take a look:</p> <p>Of course, nobody does sports better than FOX 17, from Major League Baseball to the NFL; from Iowa basketball to NASCAR. FOX 17 sports programming is one of the most effective ways to reach affluent, more mature demographics, as well as the younger crowd – and we all know how loyal sports fans are to their teams. And don't forget, the Nielsen ratings are only part of the story. When your commercial airs during sports programs, you are benefiting from immense out-of-home viewing as well. Take a look at what FOX 17 has to offer:</p> <p>I</p>
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<p>Tiffany O'Donnell at anchor desk, speaking to camera.</p> <p>Cut to black.</p>	<p>There you have it. Thank you for joining me today, and keep it set on FOX 17.</p>
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