

Political Communications in the News Channel

Los Angeles Times | MEDIA GROUP

FROM

**A
“Newspaper”**

IN

**The
“Newspaper”
Business**

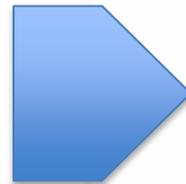


TO

**A
Multi-Media
News Channel**

IN

**The
Communications
Business**



News Channel Overview

- Mass of readers who tend to vote
- Buyer's market
- Alternative to TV inventory shortages
- Multi-media & multi-cultural channel expansion
- Leverage economies of scale
- High marks for trust and reliability
- Address the DVR problem
- And the hard-to-reach segment problem

A Practical Look at Capability

- Mass reach campaigns
 - National, state and regional elections
 - Political advocacy
- Targeting capability

2012 Ohio Republican Primary Exit Poll

		Gingrich	Paul	Romney	Santorum
Final Results	Percent	14.6%	9.2%	37.9%	37.1%
	Votes	175,554	111,238	456,513	446,225
Sex	Male (53% of voters)	14%	12%	36%	37%
	Female (47%)	15%	7%	40%	37%
Age	17-29 (11%)	10%	25%	28%	37%
	30-44 (21%)	12%	15%	31%	42%
	45-64 (45%)	16%	6%	38%	39%
	65 and older (23%)	17%	4%	47%	31%
College degree	Yes (45%)	13%	9%	43%	35%
	No (55%)	16%	10%	34%	39%
Income	Less than \$50,000 (32%)	16%	12%	34%	37%
	\$50,000 - \$99,999 (37%)	16%	8%	32%	43%
	\$100,000 or more (30%)	12%	9%	46%	32%

Source: Edison Research of Somerville, N.J.

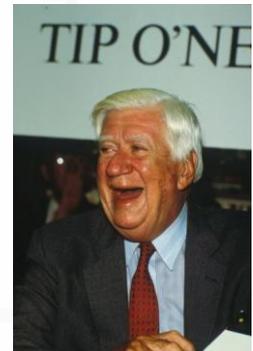
Top 15 Most Popular News Websites | March 2012

Website	Estimated Unique Monthly Visitors (Millions)
Yahoo News	110.0
CNN	74.0
MSMBC	73.0
Google News	65.0
New York Times	59.5
Huffington Post	54.0
FOX News	32.0
Digg	25.1
Washington Post	25.0
LA Times	24.9
Mail Online	24.8
Reuters	24.0
ABC News	20.0
USA Today	18.0
BBC News	17.0

But ...

“All politics is local”

-- Thomas P. “Tip” O’Neill



Which sites do you think are on the top at the local level?

Source: eBizMBA Rank which is a constantly updated average of each website's Alexa Global Traffic Rank, and U.S. Traffic Rank from both Compete and Quantcast.

- The leading LOCAL news sites
- Political news
- Political blogs
- Opinion-Editorial
- Diverse audience segments



- Reach DC and state capitals
- Pre-roll and in-banner video
- Live stream Twitter and Facebook
- Activate mass audience

- Digital benefits transfer to mobile
- Activate mass audience

Tablets



Smart Phones



Texting



Section Wraps

CASE STUDY

California Proposition 19 Drug Policy Alliance

LA Times Front Section Wrap

- November 3, 2010
- Election Eve
- 3 Full Color Pages Including Gatefold
- Audited Circulation = 563,576
- Estimated Exposure = 1.78 million*
- 4,643,592 Total Votes = 46.5%

* Source: Scarborough, 2010 Release 1



FRIDAY, JANUARY 22, 2010

Los Angeles Times

latimes.com

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ANOTHER MASSIVE TOYOTA RECALL Campaign finance rule reversed

Action involves gas pedals that can stick on 2.3 million vehicles

KEN BENNINGER

Toyota Motor Corp. launched a major new recall Thursday, saying a mechanical problem could cause the gas pedals to stick and cause unwanted acceleration in 2.3 million of its vehicles, including recent models of its popular Camry and Corolla sedans. Most of the vehicles targeted by the new recall were also included in a separate recall of 4.3 million vehicles late last year involving floor mats that could jam the accelerator pedal open.

In issuing its latest recall, Toyota has for the first time acknowledged that a mechanical problem could cause its vehicles to accelerate out of control.

"In the past, they've uncles to accelerate out of control," equivocally said that floor mats are the problem," said Sean Kane, president of Safety Research & Strategies Inc., which has researched motorist complaints of sudden acceleration. "Now they suddenly find something else to blame."

The Times has reported that at least 19 people had been killed in U.S. accidents involving runaway Toyota and Lexus vehicles, more than all other automakers combined. It also found that complaints of unintended acceleration in Toyota and Lexus vehicles rose sharply after 2001, when the automaker began installing elec-

VOTE
MITT ROMNEY
FOR PRESIDENT
on TUESDAY



GIORGIO PERAZZI/LOS ANGELES TIMES

A GO AT THE SNOW: A Big Bear Lake worker clears a sidewalk. Snow levels were expected to fall to as low as 3,000 feet, with gusts up to 50 mph in the mountains. The 5 Freeway was closed at the Grapevine for part of Thursday.

Storm departs L.A. with a bang

Lightning caps a day of downpours, high wind and canceled flights.

KIM YOSHINO,
JIM LEVOY AND
RONG-GONG LIU

The last of the major storms to batter Southern California this week packed a wallop

Thursday, with high winds forcing Southwest Airlines to cancel dozens of flights, test-takers losing vehicles and ripping through structures, and 70-foot waves pounding the coast.

The storm departed with a climax of thunder, lightning and scattered heavy downpours Thursday night, capping a series of drenchings that began Sunday night. The accu-gation since then — nearly 6 inches in some areas — sent

mud sliding down streets in foothill communities hit by last year's Station fire. Officials remained highly concerned about more serious mudslides, especially with more showers expected today and a wetter storm forecast to hit Monday night. Debris basins and washes were at or nearing capacity in a series of drenchings that began Sunday night. The accu-gation since then — nearly 6 inches in some areas — sent

The Supreme Court says corporations can spend as they wish on elections. The GOP is expected to benefit.

DAVID G. SAVAGE
REPORTING FROM WASHINGTON

Overturing a century-old restriction, the Supreme Court ruled Thursday that corporations could spend as much as they wanted to sway voters in federal elections.

In a landmark 5-4 decision, the court's conservative bloc said that corporations had the same right to free speech as individuals, and for that reason the government could not stop corporations from spending to help their favored candidates.

The ruling, which will presumably apply as well to labor unions and other organizations, is likely to have an effect on this year's congressional elections. Many political analysts and election-law experts predict that millions of extra dollars will flood into this fall's contests, much of it benefiting Republican candidates.

Republicans praised the decision as a victory for wide-open political speech, but Democrats slammed it as a win for big money.

President Obama called the ruling "a major victory for Big Oil, Wall Street, banks, health insurance companies and the other powerful interests that marshal their power every day in Washington to drown out the voices of everyday Americans."

He promised to seek a "foretell" response to this decision" from Congress. Some Democrats talked about seeking legislation that would require corporations to get approval from their shareholders before spending money on politics.

Sen. Mitch McConnell of Kentucky, the Senate Republican leader, said that the court

Ad Tags

- 3" x 3"
- Full Color
- Glossy
- 18 Day Lead Time



Front Page Strip

- 10" x 3"
- Full Color



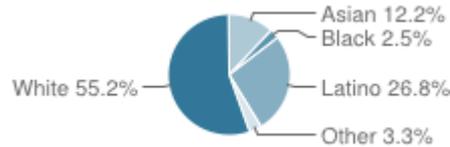
- Critical audience segment
- Reach eclipsing English-language papers
- Full digital /mobile



Targeting Capabilities

OVERVIEW - D 43

2010 Population: 421,848
Household Count: 198,747



LOCAL PAPERS & WEBSITES

Daily Circulation:
T - Thu: 14,822 (avg.)
Fri & Sat: 14,679 (avg.)



DIGITAL BANNERS



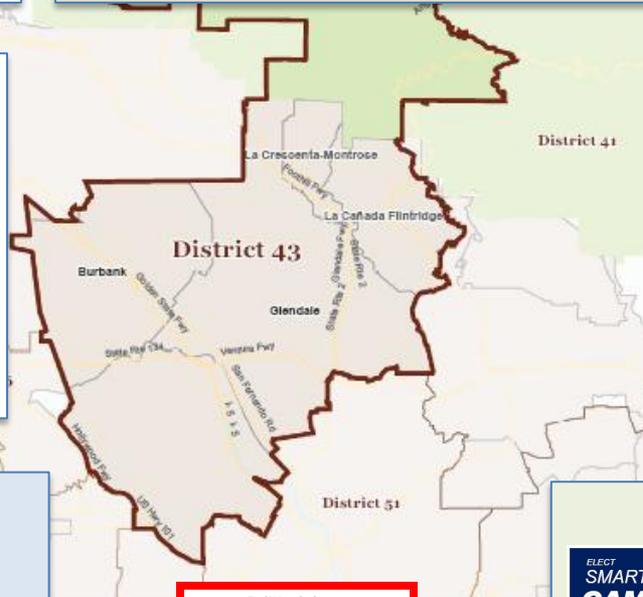
Includes live social feed



Flight Duration: 90 Days
Impressions: 1,166,000
Share of Voice: 20%

MOBILE TEXTING

Democrat	36,313
Hispanic D	16,023
African-American D	4,362
Independent	6,304
Republican	17,014
TOTAL	80,016



DIRECT MAIL

- Turnkey Program
- Data processing
- Letter-shop
- Printing & USPS



OPT-IN EMAIL



Democrat	60,522
Hispanic D	25,844
African-American D	7,355
Independent	11,024
Republican	29,011
TOTAL	133,756



FLYER PROGRAM

“Total Market Coverage” (TMC)

Sunday Subscribers	33,655
Non-Subscribers	138,842
Total Flyer Count	172,497
Total Households	198,747
Household Pen.	86.8%



THANK YOU

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