

Small Business is Our Business...

Small Business Advancement National Center
University of Central Arkansas
<http://www.sbaer.uca.edu>

SBANC Newsletter, March 31, 1998

MARK YOUR CALENDAR FOR "SMALL BUSINESS WEEK," APRIL 20-25, 1998!!

Make plans now to attend the series of small business workshops that will be given throughout "Small Business Week," to help the small business owner, or anyone who plans to start a small business in the near future. The following topics will be presented:

Monday Evening, April 20 (6 p.m. - 9 p.m.) - "Developing a Business Plan" - This workshop will be led by Dr. Don B. Bradley III, Executive Director of the Small Business Advancement National Center.

Tuesday Evening, April 21 (6 p.m. - 9 p.m.) - "Computerized Bookkeeping" - Kim Stubbs, Assistant Project Coordinator of the Small Business Advancement National Center will be leading this workshop.

Thursday Evening, April 23 (6 p.m. - 9 p.m.) - "Planning & Zoning" - This workshop will be led by Bill Polk from Conway City Planning.

Saturday Morning, April 25 (8 a.m. - 1:15 p.m.) - "Pre-Business Workshop" - This workshop will be led by individuals from the Small Business Administration, Service Core of Retired Executives, Veterans Association, Small Business Development Center, and the Small Business Advancement National Center. The workshop is being sponsored by the Service Core of Retired Executives and the Small Business Advancement National Center.

The workshops will cost \$30 each, or you may attend all four workshops for only \$90 (this is a savings of \$30). "Small Business Week" will be held at the University of Central Arkansas in Conway, Arkansas in the Burdick Business Administration Building. Pre-registration is necessary because seating is limited. To register, or for more information please contact Kim Stubbs at 501-450-5373 or by email at: (kstubbs@mail.uca.edu).

THE EFFECTIVENESS OF TELEVISION ADVERTISING

(Taken from "Small Business Advertising: Is TV Overrated?" by Phil Harmeson and Dennis Elbert)

"The results of a benchmark survey reveals that television might be overrated as an advertising media," say Phil Harmeson and Dennis Elbert, authors of a paper entitled "Small Business Advertising: Is TV Overrated?" The effect of television advertising has to be considered in light of "an overall advertising campaign using a variety of media." In the survey done by the two authors respondents were asked several questions concerning media consumption issues such as:

- * TV viewership frequency
- * radio listenership frequency
- * TV viewership choice throughout the day
- * radio listenership choice throughout the day

The results are most interesting. TV generally demanded most of the population in the evening until after the local news. Radio was the medium of choice in the mornings and during drive time. When asked, "What television station(s) did you watch today?" The viewership varied from 41 percent of the population at 7:30 p.m. to .5 percent after midnight. The importance of this is that only two in five people can be reached through television during the time of its greatest penetration on all stations.

Harmeson and Elbert agree that "as a small business person allocates scarce resources in a business (especially an expenditure in the business as abstract as advertising can be) the advertiser should be aware that television may be grossly overrated." To find out more about this subject and to read the entire paper by Harmeson and Elbert visit our web site at: <http://www.sbaer.uca.edu/docs/proceedingsII/97sbi200.txt>

TIP OF THE WEEK

(taken from "Principles of Marketing" by Frances Brassington and Stephen Pettitt)

"Developing An Advertising Campaign"

It is almost impossible that one free-standing advertisement in the press or on television would be sufficient to achieve the results expected, in terms of the impact on the target audience. Normally, advertisers think about a campaign which involves a predetermined theme but is communicated through a series of messages placed in selected media chosen for their expected cumulative impact on the specified target audience. The elements of the campaign are expected to integrate synergistically so that each advertisement placed both supports and is supported by the others. Campaigns can run for varying lengths of time, for a few weeks, for a season, or for many years with little change in formulation. The annual drink -drive campaigns, for example, change their approach and message slightly every year, although the broad thrust is always consistent. They also tend to focus mainly on the few weeks around Christmas and New Year.

There are a number of stages in the development of an advertising campaign. Although the emphasis will vary from situation to situation, each stage at least acknowledges a need for careful management assessment and decision making.

Deciding on campaign responsibilities

This is an important question of organisational structure and 'ownership' of the campaign. If management is devolved on a product basis, then overall responsibility may rest with the brand or product manager. This certainly helps to ensure that the campaign integrates with sales promotion, selling production planning etc., since the brand manager is very well versed in all

aspects of the product's life. If, however, management is devolved on a functional basis, then the responsibility for an advertising campaign will lie with the advertising and promotion manager. This means that the campaign benefits from depth of advertising expertise, but lacks the involvement with the product that a brand manager would supply. Whatever the arrangement, it is essential to define who is ultimately responsible for what tasks and what elements of the budget.

"Principles of Marketing," Brassington, Frances and Pettitt, Stephen, Pitman Publishing, Great Britain, 1997, pp. 636-7.

If you have any suggestions about our newsletter or know of an upcoming small business event in your area, please contact Kim Stubbs at: kstubbs@mail.uca.edu

SBANC STAFF

Dr. Don B. Bradley III
Executive Director and Professor of Marketing
Phone (501) 450-5345 E-mail: Donb@mail.uca.edu

Jeannette Thomas
Project Coordinator
Phone (501) 450-5320 E-mail: Jthomas@mail.uca.edu

Kimberly Stubbs
Assistant Project Coordinator
Phone (501) 450-5373 E-mail: Kstubbs@mail.uca.edu

Celine Birre
Graduate Assistant
Phone (501) 450-5373 E-mail: CB9015@cub.uca.edu

Rhondi Redmond
Student Assistant
Phone (501) 450-5300 E-mail: RAR1014@cub.uca.edu

Molly Bass
Student Assistant
Phone (501) 450-5377 E-mail: MJB3263@cub.uca.edu

Jay Garrison
Student Assistant
Phone (501) 450-5377 E-mail: JKG9440@cub.uca.edu

Adam Lites
Student Assistant
Phone (501)450-5300 E-mail: aml5025@cub.uca.edu

Sherryl DeVries
Student Assistant
Phone (501)450-5300 E-mail: sld9087@cub.uca.edu

Marta Bacelar
Student Assistant - Intern
Phone (501) 450-5300 E-mail: mb2623@cub.uca.edu

Ginny DeHart
Student Assistant
Phone (501) 450-5300 E-mail: grd3966@cub.uca.edu
