

YMAA YOUTH MARKETS ALERT

TRACKING CRITICAL TRENDS AMONG YOUNG AUDIENCES SINCE 1988

Dearth Of Financial Education For Kids Leaves Opportunities For Banks, Marketers

Today's kids are more aware of financial issues than ever before, but only three out of ten (31%) kids age 9-12 say their parents discuss finances, according to a survey by *Weekly Reader* Research and the American Institute of Certified Public Accountants. And a mere fifteen states have, or are in the process of implementing, financial educational standards in schools.

That means that millions of kids graduate each year unable to balance a checkbook or understand interest rates. With school budgets squeezed to the last drop and government officials placing more emphasis on math and science requirements, businesses and marketers are using their resources to educate kids about money.

Education

Junior Achievement (JA), a non-profit that is a "partnership between educators and business," teams with companies such as Hewett-Packard and Citigroup to offer students basic lessons and hands-on experience. Its Banks in Action high school program, sponsored by Citigroup, puts kids in charge of a simulated bank, with students setting interest rates to marketing budgets.

Hewett-Packard's Global Business Challenge is an online competition in which teams of students see how effective they are at managing a corporation. The 2006 contest began in February, with the top eight teams to compete in the August 2006 final rounds.

Merrill Lynch offers learning guides for its Investing Pays Off (IPO) program. Targeting kids age 7-18, Merrill Lynch provides posters, guides and learning tools available free via its website.

The company also teams up with local organizations to provide volunteers and support. For example, it produced "Kids, Cash and Common Sense," a multimedia educational program, with the Sacramento PBS station KIVE. The latest episode in the series is currently airing nationwide on PBS stations.

JA and The Emerson Electric Company of St.

Louis, MO, funded a four-part video presentation series of economic and business concepts to be used in classrooms. The 30-40 minute tapes range from basic economic definitions to understanding how the global economy impacts the U.S.

Plastic Purchases

Credit card companies have positioned their youth-targeted initiatives as a combination of financial education tools and convenient payment vehicles.

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EXCLUSIVE SURVEY

Viral, Online Most Important Ways To Reach Kids

Marketers say viral and online marketing are the best ways to connect with today's youth, according to the YOUTH MARKETS ALERT's Marketing Techniques Survey.

Half of all respondents (50%) selected viral, or word-of mouth, marketing as the most important technique that they intend to use in 2006. More than four out of ten (42%) rank online as the "most important technique."

Along with viral and online marketing, other marketing techniques that score strongly in the survey include cellphone marketing, live events and in-store demos.

MOST IMPORTANT TECHNIQUES IN MARKETING TO YOUTH

TECHNIQUE	% RESPONDENTS
Viral (word of mouth)	50%
Online	42%
Cellphone	22%
Sweepstakes	32%

SOURCE: YOUTH MARKETS ALERT "Youth Marketing Techniques Survey," February 2006

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Finances

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Prepaid debit cards are similar to credit cards, except the money is deposited beforehand, most likely by a parent.

Companies require a buyer to be over age 18, unless co-signed by a parent. They also send a monthly report highlighting purchase history, and purchase history is also available online.

The first wave of youth-targeted prepaid debit cards came in 2000 with the introduction of Visa Buxx. Since then, other efforts, such as Legend Credit's Hello Kitty card and Allow Card, have seen kid-friendly debit cards come into the market in recent years with varying results.

Visa Buxx has been in the prepaid youth debit marketplace for over six years. Visa USA's Rhonda Bentz says its steady 4% monthly growth is primarily due to word-of-mouth. While its product is mostly used by teens age 13-17, she says in recent years "there have been more parents buying the card for their college-bound kids."

Kid-centric marketers run the risk of backlash if they're perceived as being an unduly "hard-sell" when they approach kids with financial products. In 2004, Legend Credit and Sanrio launched a Hello Kitty themed debit card with a website stating "you can use the Hello Kitty Mastercard to shop 'til you drop." At least one major newspaper slammed the card and the fees attached to it. Although Sanrio's Bruce Giuliano declined to cite specific details regarding the decision to stop issuing the card in fall 2005, he did say its success was "marginal at best" and was "not well-received by consumers."

Allow Card, which debuted in December 2005 and is "created specifically for 10-19-year-olds," is hoping that by stressing education and responsibility, the company will avoid Hello Kitty's experiences. The company's founder, Tom Smith says the Allow card is a "learning tool" and is just one facet in its company's goal to help parents educate kids.

The Allow Card website features over 35 parental controls—parents can lock out certain categories, such as liquor stores, to decline purchases—and kids can partake in lessons and games. Parents must even take a "educational test" in order to purchase a card.

Warren Buffett Gets Animated For Kid DVD

DIC Entertainment teams with Warren Buffett for a direct-to-DVD animated series for kids promoting financial literacy. *The Secret Millionaire's Club* will consist of 13 titles, with the first two titles scheduled for release in fall 2006.

The words, voice and likeness of Buffett will focus on financial lessons offering kid-relatable characters and real-life situations in an entertaining format. [ENTERTAINMENT]

SOURCE: DIC Entertainment, Andy Heyward, Chairman-CEO, 4100 W. Alameda Ave. 4th Fl, Burbank, YMACA 91505; phone: 818-955-5400; e-mail: aheyward@dicentertainment.com; website: http://www.dicentertainment.com

Allow is launching a marketing campaign in April involving "inserts in newspapers [in states] heavily populated with schoolchildren," such as in Michigan and California.

Another Mastercard branded card, Myplash, is aimed more at teens than their parents. Myplash, operated by Plastic Cash International, features celebrities such as Chingy, Clay Aiken and Simple Plan. It offers its cardholders discounts on teen-oriented merchandise, such as Simple Plan and Good Charlotte clothing.

Both Myplash and Allow are available online and via phone orders.

Other companies are also joining the prepaid debit business. Ecco, a San Francisco-based financial institution, is launching a prepaid card aimed at high school students in fall 2006.

Boost Mobile recently announced its own branded cards that provide discounts and benefits. Boost is offering bonus dollars for every Visa purchase that can be used for Boost products, such as ringtones and games. [FINANCE]

CONTACTS AND CONNECTIONS: Allow Card, Tom Smith, Founder, 830 South Alma School Rd., #120, Mesa, AZ 85210; phone: 877-725-5698; website: http://www.allowcard.com

Boost Mobile, Mark Fewell, Director of Media and Business, 8845 Irvine Ctr., #200, Irvine, CA 92618; phone: 949-789-4800; e-mail: mark@boostmobile.com; website: http://www.boostmobile.com

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Survey

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Subscribers to YOUTH MARKETS ALERT were asked to rank (on a scale of 1 to 6, with 1 the highest importance and 6 the least important) the importance of a wide variety of marketing techniques to their plans for 2006.

There was an interesting dichotomy concerning viral marketing. Although half of those responding to the survey assigned it the highest ranking, 20% gave it the lowest ranking.

On the other hand, marketers' intention to use online ads and campaigns this year was much more evenly spread throughout the scale, so the overall, so that technique ranked as the highest overall in the survey.

About This Survey

The YOUTH MARKETS ALERT Youth Marketing Techniques Survey, conducted via an online survey, in February 2006 were confidential and anonymous. Respondents were from a variety of company types, including marketing and advertising agencies, food and beverage companies, publishing companies and PR agencies.

The group most targeted by the respondents is teens (48%), followed by college students (43%), tweens (38%) and kids under age seven (33%). Multiple responses were permitted. [MARKETING]

LEAST IMPORTANT TECHNIQUES IN MARKETING TO YOUTH

TECHNIQUE	% RESPONDENTS
Radio Commercial	42%
Celebrity Endorsement	29%
Product Placement	25%

SOURCE: YOUTH MARKETS ALERT "Youth Marketing Techniques Survey," February 2006

AVERAGES FROM MARKETING RESPONSES

NOTE: RESPONSE AVERAGE REPRESENTS A SCALE FROM ONE TO SIX (ONE BEING VERY IMPORTANT, SIX BEING LEAST IMPORTANT)

1. Online	2.35
2. Viral	2.56
3. Cell phone	3.00
4. Direct mail	3.12
5. Live event	3.17
6. Sweepstakes	3.27
7. In-store demo	3.31
8. TV ad	3.42
9. Celebrity endorsement	3.63
10. Product placement	3.78
11. Radio ad	4.87

SOURCE: YOUTH MARKETS ALERT "Youth Marketing Techniques Survey," February 2006

PLAY THINGS

Toys Hot At 2006 Toy Fair

From digital recording necklaces to inflatable Superman suits, tech toys and movie tie-ins were evident throughout this year's Toy Fair.

Mattel is offering *Superman* characters such as Lex Luther action figures and a remote-controlled Superman that can fly for up to two minutes.

Superman is the basis for several digital toys, such as Oregon Scientific's educational laptop; It's shaped like the S-shield and plays the *Superman* theme song each time a hand crosses the LCD screen.

Disney's *Pirates of the Caribbean* has spawned Zizzle's Black Pearl Play Set, a pirate ship that shoots a cannonball and fake playing swords. Disney also teams up with Mattel for its movie *Cars* to create a series of Hot Wheels matchbox cars, among many other toys themed on that movie.

[TOYS/GAMES]

CONTACTS AND CONNECTIONS: Mattel, Sara Rosales, VP of Communications, 333 Continental Blvd., #M1-0800, El Segundo, CA 90245; phone: 310-252-5397; e-mail: rosales@mattel.com; website: <http://www.mattel.com>

Zizzle, Melanie Morris, VP, 658 Erskine Dr., Pacific Palisades, CA 90272; phone: 310-459-5890; e-mail: melanie@manicgroup.com; website: <http://www.zizzle.com>

Oregon Scientific, Clark Chen, Director of Marketing, 19861 SW 95th Pl., Tualatin, OR 97062; phone: 503-783-5100; website: <http://www.oregonscientific.com>

Finances

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Ecco, Timothy Lipton, CFO, 1862 Union St., San Francisco, CA 94123; phone: 415-353-5371; e-mail: tlipton@mallteencards.com

Junior Achievement, Ed Grocholski, Spokesperson, One Education Way, Colorado Springs, CO 80906; phone: 719-540-8000; website: <http://www.ja.org>

Merrill Lynch, Selena Morris, Corporate Communications, 4 World Financial Ctr., New York, NY 10080; phone: 212-449-7295; e-mail: selena_morris@ml.com; website: <http://www.ml.com>

National Endowment for Financial Education, John Parfrey, Director, 5299 DTC Blvd., #1300, Greenwood Village, CO 80111; phone: 303-224-3516; e-mail: jp@nefe.org; website: <http://www.nefe.org>

Sanrio, Bruce Giuliano, SVP Licensing, 990 W. 190th St., Torrance, CA 90502; phone: 310-523-1744; e-mail: bgjuliano@sanrio.com; website: <http://www.sanrio.com>

Visa USA, Rhonda Bentz, Director of Public Affairs, 900 Metro Center Blvd., Foster City, CA 94404; phone: 650-432-3200; website: <http://www.visa.com>

Weekly Reader, Terry Bromberg, President of Custom Publishing, 200 1st Stamford Pl., Stamford, CT 06912; phone: 203-705-3500; website: <http://www.weeklyreader.com>

promotions monitor

FOOD/BEVERAGE

Betty Crocker

Hyun Mee Oh
Marketing Manager
P.O. Box 1113
Minneapolis, MN 55440
Phone: 736-540-2311
Website: <http://www.generalmills.com>

Is awarding a \$10,000 room makeover in the Betty Crocker Fruit Gushers Redo Your Room Contest. Winning certificates are located inside specially marked packages or can be obtained via mail. The grand prize is \$10,000 cash to two kids to decorate their bedrooms. Four hundred other winners can select one of the following prizes: a lounge rocker chair, two-player basketball arcade-style game, 20" color TV with DVD player, stereo system or a MP3 player. The sweepstakes ends November 1, 2006.

ENTERTAINMENT

Alloy

Jodi Smith
Senior Director PR
151 W. 26th St., 10th Fl.
New York, NY 10001
Phone: 212-329-8836
E-mail: jsmith@alloymarketing.com
Website: <http://www.alloyinc.com>

Awards a day of pampering for the "She's The Man Girl's Day Out" Sweepstakes promoting the Dreamworks film "She's The Man." Youth age 13-25 enter either online at Shesthemanpromotion.com, mail or by texting "SHE'STHEMAN" to 94637. The grand prize winner receives \$500 in Alloy or Delia's gift certificates, and a day of beauty in the winner's hometown including \$200 in gift certificates at a hair or beauty salon, lunch for two, and car service for two people to and from the restaurant. The deadline is March 31, 2006.

RETAIL/PROMOTION

Sharpie

Susan Wassel
Public Relations Manager
2711 Washington Blvd.
Bellwood, IL 60104
Phone: 630-290-0025
E-mail: susan.wassel@sandfordcorp.com
Website: <http://www.sharpie.com>

Kicks off "Sharpie Autographs For Education" sweepstakes to support education. Entrants over the age 13 obtain a sweepstakes code from participating retailers and enter the information online or via mail. Ten \$10,000 college scholarships will be awarded in a random drawing. Five prizes will be selected for the half-yearly drawing, with the entry deadline of May 31, 2006. Five more prizes will be awarded at the year-end drawing, with a deadline of December 30, 2006. All non-winning half-yearly entries will also be entered into the year-end drawing.

Keds

Jennifer Schott
Marketing Manager
191 Spring St.
Lexington, MA 02420
Phone: 617-824-6025
E-mail: Jennifer_schott@striderite.com
Website: <http://www.keds.com>

Along with *Seventeen* magazine, invites kids over age 13 to win a trip to LA for a Keds photo shot with "The O.C." star Mischa Barton. Kids enter at KedsMischaBarton.com. In addition to the grand prize trip, one second prize winner receives eight pairs of Keds shoes. The deadline is March 31, 2006. (*Seventeen magazine*, Kristi D'Laiso, *Promotions*, 1440 Broadway, 13th Fl., New York, NY 10018; phone: 917-934-6627; website: <http://www.seventeen.com>)

TELEVISION

mtvU

Sean Phillips
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Website: <http://www.mtvu.com>

Is getting teens ready for college with its "mtvU Campus Survival" sweepstakes. Entrants over age 13 enter in person at Miami's CollegeBound Expo on April 22, 2006 or online at www.collegebound.net/mtvU. The grand prize winner receives an HP Notebook computer, HP digital camera, Xbox videogame console, MP3 player and speaker dock, a \$500 Old Navy gift card and assorted mtvU dorm room decorations. Entries must be received by May 31, 2006.



advertising & new/redirected products

Mr. Bubbles Comes To Life

Mr. Bubbles, the bubble solution and wand inside a plastic container, is bringing its Mr. Bubbles character to life (it resembles the Ghostbusters Marshmallow Man). For the first time, Mr. Bubbles is being marketed as a three dimensional figure. Products are expected to hit store shelves in May. [TOYS/GAMES] (*J. Lloyd Imports, Jody Keener, President, 2155 Jacolyn Dr., SW, #6, Cedar Rapids, IA 52404; phone: 319-365-5842; e-mail: jlloydimports@aol.com*)

Organizations Team Up To Celebrate Reading

Author Beverly Cleary's 90th birthday, April 12, 2006, launches a nationwide reading initiative, "Drop Everything And Read Day," sponsored by a host of organizations. Schools, libraries and bookstores are planning to host events for families, including book signings and author readings. Posters, handouts and a DVD providing ideas about how to celebrate this event are available at dear@harpercollins.com. [PUBLISHING] (*HarperCollins Children's Books, Pamela Lutz, VP Director of Marketing, 10 E. 53rd St., 15th Fl., New York, NY 10022; phone: 212-207-7630; e-mail: Pamela.lutz@harpercollins.com; website: http://www.harpercollins.com National Parent Teacher Association (PTA), Tom Nguyen, Development and Sponsorship Manager, 3300 N. Wabash Ave., #2100, Chicago, IL 60611; phone: 800-307-4782, x378; e-mail: t_nguyen@pta.org; website: http://www.pta.org Reading Rockets, Noel Gunther, Executive Director, 2775 S. Quincy St., Arlington, VA 22206; phone: 703-998-2001; website: http://www.readingrockets.com National Education Association (NEA), Christiana Campos, Senior Communications Specialist, 1201 16th St., NW, Washington DC 20036; phone: 202-822-7261; e-mail: ccampos@nea.org; website: http://www.nea.org Association for Library Service to Children (ALSC), 50 E. Huron, Chicago, IL 60611. c/o Ellen Fader, President, Multnomah County Library, 205 NE Russell St., Portland, OR 97212; phone: 503-988-5408; e-mail: faderalsc@comcast.net; website: http://www.ala.org*)

Campaign Aims To Keep Students In School

The Advertising Council and the U.S. Army team up for "Boost," a national public service campaign to prevent high-school dropouts. The campaign features television, radio, outdoor and videogame elements along with a companion website [Boostup.org](http://www.boostup.org), where students can submit their stories chronicling their own struggles to stay in school. The PSA's are also available in Spanish. [ADVERTISING] (*The Advertising Council, Peggy Conlon, President-CEO, 261 Madison Ave., 11th Fl., New York, NY 10016; phone: 212-922-1500; website: http://www.adcouncil.org U.S. Army, David Linder, Marketing Specialist, U.S. Army Garrison Fort Hamilton, Bldg. 111, room 106, Brooklyn, NY 11252; phone: 718-630-4758; e-mail: linderd@hamilton.army.mil; website: http://www.goarmy.com*)

Ronald McDonald Gets Hip

McDonald's launches a series of new commercials aimed at the youth market. The ads feature a plastic Ronald McDonald alongside characters such as Bigfoot and a man dressed in a hamster costume. One ad shows a young woman warning the plastic Ronald that he has "gone a little too crazy with the sunscreen." The ads are expected to run on MTV, Comedy Central and major networks. [ADVERTISING] (*McDonald's, Jackie Woodward, VP Global Marketing, USA, 1 Kroc Dr., Oak Brook, IL 60523; phone: 630-623-3000; e-mail: jackie.woodward@mcd.com; website: http://www.mcdonalds.com*)

Sporty Girls Get Fashion Magazine

Action Sports Group launches *Modus*, a bi-yearly fashion publication. Aimed at females age 18-24 *Modus* will focus on trends relating to Southern California and the surfing culture. The first issue will be paired with the September issues of *Surfer*, *Surfing* and *Snowboarder* magazines. Two issues are planned for 2007 and will be available on newsstands. [PUBLISHING] (*Modus, Steve Hawk, Editor-in-Chief, 6420 Wilshire Blvd., Los Angeles, CA 90048; e-mail: steve.hawk@primedia.com; website: http://www.actionsportsgroup.com*)

Scholastic Delves Into Audio Books

Scholastic Media creates Scholastic Audio Group, a new division which will release read-along audio book titles aimed at kids of all ages. Twenty titles are planned for release in 2006 including *Clifford the Big Red Dog* and *The Revenge of the Shadow King*. The titles will be available at retail, mass merchants, wholesale accounts and Scholastic's library. The company will also distribute its audio content via online downloads and handheld MP3 players. [PUBLISHING] (*Scholastic Audio Group, Jennifer Feldman, Publisher, 555 Broadway, New York, NY 10012; phone: 212-343-4925; e-mail: jfeldman@scholastic.com; website: http://www.scholastic.com*)

Just For Kids Toilet Paper

Kimberly-Clark is introducing Cottonelle For Kids, a line of toilet paper and wipes aimed at kids age 4-9. The company hopes its line will help teach children proper bathroom habits. For example, the toilet paper features a small paw print graphic that leads to a picture of a puppy on every fifth sheet, teaching kids how to conserve tissue (the company says its survey shows 60% of kids use too much). The products hit store shelves in February, and a multi-media marketing campaign—including TV, online and print ads—begins in March. [RETAIL] (*Kimberly-Clark, Joey Mooring, Spokesperson, 351 Phelps Dr., Irving, TX 75038; phone: 972-281-1443; e-mail: joey.mooring@kcc.com; website: http://www.cottonelle.com*)

MEDIA BITES

Hip-Hop Virtual World Attracts Teens

An interactive website Urbaniacs.com has been a choice destination for teenagers, according to the *LA Times*. This online world allows users to create virtual personalities, train them in martial arts and buy custom rims for their low-riders. In January alone, three millions visitors to Urbaniacs—50% of which are between ages 13 and 18—played games and participated in its message boards. The company has teamed with a mobile phone company, Smartphones Technologies, to offer hip-hop ring tones, videogames of Urbaniacs street battles and Web games. It also hopes to create Urbaniacs dolls and t-shirts. [ONLINE]

SOURCE: "Urbaniacs Site Thinking Outside The 'Burbs," by Claire Hoffman at the *LA Times*; February 13, 2006; website: <http://www.latimes.com>

Toy Companies Look To Rebrand

Toy companies are focusing on rebranding its industry as a way to diversify, according to CNNMoney.com. MGA Entertainment and Spin Master are two companies that prefer to be called "makers of consumer products" instead of toy companies. Because of declining toy sales, companies hope this image makeover will allow them to expand their offerings and reach customers in unorthodox arenas such as a grocery store or sporting event. [TOYS/GAMES]

SOURCE: "Is Toy Becoming A Dirty Word," by Parija Bhatnagar at CNNMoney.com; February 15, 2006; website: <http://money.cnn.com>

BRANDS NAME-DROPPED IN BILLBOARD'S 2005 TOP SONGS

1. Mercedes—100 mentions
2. Nike—63 mentions
3. Cadillac—62 mentions
4. Bentley—51 mentions
5. Rolls-Royce—46 mentions
6. Hennessy—44 mentions
7. Chevrolet—40 mentions
8. Louis Vuitton—35 mentions
8. Cristal—35 mentions
10. AK-47—33 mentions

Note: A brand got one point each week while the song was in the Top 20. Multiple references to the brand during the song counted as one mention

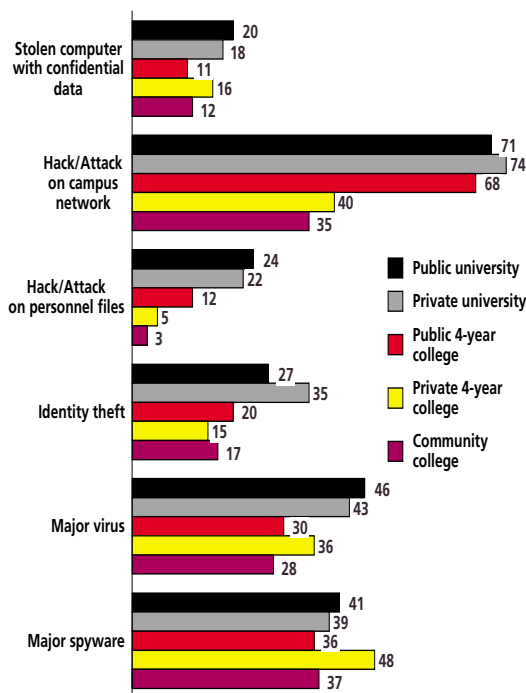
SOURCE: Agenda Inc., 2261 Market St., #499, San Francisco, CA 94114; phone: 415-252-8925; website: <http://www.agendainc.com>

Computer Security Top Concern For Campuses

Three out of 10 (30.4%) colleges and universities say network and data security is the most important technological issue facing schools, up from one-fifth (21.2%) in 2004, according to the 2005 Campus Computing Project. Other findings include:

- ▶ Eight out of 10 (81%) institutions have some type of regulation regarding peer-to-peer distribution of digital content on campuses.
- ▶ Half of all institutions (50.7%) have had hacks or attacks on their campus networks during the 2004/05 academic year.
- ▶ Four out of 10 (41.2%) had major spyware infestations during the previous year.
- ▶ 19.6% report major security incidents involving identity theft.
- ▶ Almost half (45.6%) of the institutions have a working (single or initial sign-on) campus portal, up from 37.1% in 2004, and 28.4% in 2003. [EDUCATION]

PERCENTAGE OF SCHOOLS REPORTING SECURITY BREACHES IN 2004/05



SOURCE: Campus Computing Project

SOURCE: Campus Computing Project, Kenneth Green, Director, P.O. Box 261242, Encino, CA 91426; phone: 818-990-2212; e-mail: cgreen@campuscomputing.net; website: <http://www.campuscomputing.net>

CONFERENCE CALENDAR

Youth Marketing Mega Event

March 26-29, 2006, Hyatt Huntington Beach Resort, Huntington Beach, CA

Contact: IIRUSA, Aloycia Bellillie, Event Coordinator; phone: 800-345-8016, x3702; e-mail: abellillie@iirusa.com; website: <http://www.iirusa.com/youth>

Kid Power 2006

May 9-10, 2006, Disney Yacht and Beach Club Resort, Orlando, Fl.

Contact: IQPC, Katherine Fleming, Marketing Manager; phone: 212-885-2700; e-mail: katherine.fleming@iqpc.com; website: <http://www.iqpc.com>

Connecting With Youth: Fresh Approaches To Youth Marketing

June 14-16, 2006, Doubletree Suites Hotel, Chicago, IL

Contact: MFM Group, Francois-Nicolas Fournier, Business Development Manager; phone: 305-667-4705, x215; e-mail: tfournier@trademeetings.com; website: <http://www.trademeetings.com>

Comic-Con International

July 20-23, 2006, San Diego Convention Center, San Diego, CA

Contact: Comic-Con International, Ruben Mendez, Office Manager, phone: 619-414-1020; e-mail: cci-info@comic-con.org; website: <http://www.comic-con.org>

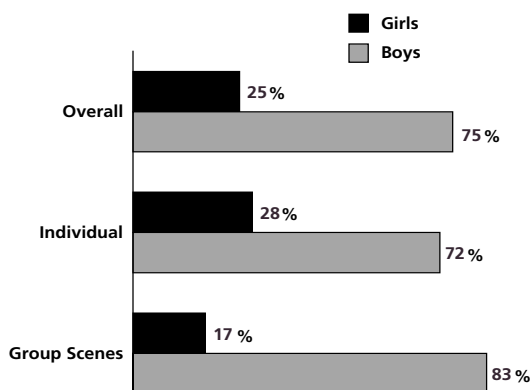
LEAD ACTORS

Boys Dominate As G-Rated Movie Characters

Three out of four characters (75%) found in live-action and animated movies are male, according to "Where The Girl's Aren't." A study conducted by the See Jane program seeking to reduce gender stereotypes in media aimed at children age zero to 11. See Jane is part of Dads and Daughters, a nonprofit advocacy organization promoting father-daughter relationships. In the 101 films studied:

- ▶ Fewer than 28% of the speaking characters in G-rated movies are female.
- ▶ Fewer than one in five (17%) in crowd scenes are female.
- ▶ More than eight out of ten (83%) of the films' narrators are male. [ENTERTAINMENT]

G-RATED CHARACTERS FROM 1990-2004



SOURCE: See Jane

SOURCE: See Jane Program at Dads and Daughters, Stacy Smith, PhD, Associate Professor, Univ. of Southern California; phone: 213-740-3951; e-mail: stacysmi@usc.edu; website: <http://www.dadsanddaughters.org>

marketers on the move

Disney Channel promotes **Adam Bonnett** from VP to SVP of Original Series (818-569-7945). **Mike Moon** is named VP of Animated Series. He formerly was part of the Disney TV Animated group. **Jeff Brustrom** joins as VP of Development Live-Action Series. He previously was Director of Live-Action Programming.

Quiksilver promotes **Natas Kaupas** to VP of Marketing (714-889-2200). He will continue as Brand Global Director.

Tanya Haider is promoted from VP to SVP of Nickelodeon and Viacom International Consumer Products (212-846-4735).

Toys R Us names **Gerald Storch** Chief Executive Officer and Chairman. He previously was Vice Chairman of Target. **Rick Markee**, who has acted as the interim CEO continues as President of Babies 'R' Us and Vice Chairman of Toys 'R' Us.

Hasbro names **Phil Jackson** to SVP of Marketing and Development for games. Most recently he was VP of Marketing-Games, Interactive and Youth Electronics worldwide for Mattel.

Cookie Jar Entertainment names **Hally Bayer** Director of Business Development Digital Media (323-937-6241). She previously was VP of Promotions at Scholastic Book Club.

Nickelodeon names **Tom Ascheim** EVP-GM of Nickelodeon Television. **Steve Youngwood** is promoted to EVP of Nickelodeon Digital Media (212-258-6705). **Sarah Kirshbaum Levy** is promoted to EVP of Strategy and Business Operations (212-258-7500). She will also oversee Nickelodeon Recreation and Magazine divisions.

Robin Corey joins Random House Children's Books as VP and Publishing Director of the newly created imprint Robin Corey Books (212-595-5733). Most recently she was EVP and Publisher of Novelty Books, Media Tie-ins and Teen Publishing at Simon and Schuster.

Gregg Hano is named publisher of *Teen People* (212-522-0568). He previously was publisher of *Popular Science*.

YMA welcomes news of youth marketing personnel changes. Please send information to Larissa Faw, Editor, Youth Markets Alert, 160 Mercer St., 3rd Fl., New York, NY 10012; e-mail: lfaw@epmcom.com; fax: 212-941-1622

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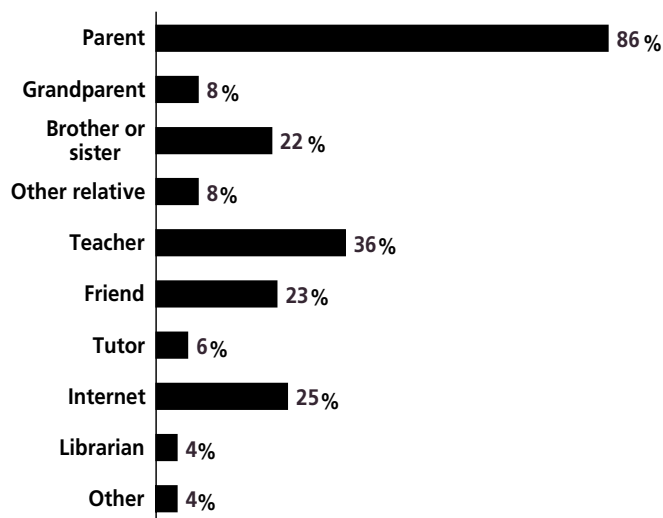
research notes

Students Spend More Than One Hour Every Night On Homework

Nearly six out of 10 (57%) parents of schoolchildren say their child gets the right amount of homework. About two out of 10 say it is too much (19%) or too little (23%), according to an AOL-AP Learning Services poll conducted by Knowledge Networks. Other findings include:

- ▶ Students in elementary school spend an average of 78 minutes, middle school, 99 minutes and high school an average of 105 minutes on homework each night.
- ▶ 87% of teachers say parents do not spend enough time helping their child with homework.
- ▶ 70% of parents say their children's homework is not too difficult for them to help with.
- ▶ 82% of parents and 81% of teachers rate Internet resources as good or very good.
- ▶ Women spend an average of 46 minutes and men spend 35 minutes a day helping with homework.
- ▶ 46% of parents or students have asked a teacher to change a grade.
- ▶ The most affluent parents spend the least time helping their children with homework.
- ▶ Black parents spend more time than Whites or Hispanics on homework help.
- ▶ Nearly seven out of 10 (67%) teachers and 40% of parents say children need the most help with math homework. [EDUCATION]

WHO CHILDREN TURN TO FOR HOMEWORK HELP



SOURCE: AOL-AP poll

SOURCE: AOL-AP Poll, Knowledge Networks, Douglas Rivers, Co-founder-Chairman, 1350 Willow Rd., #102, Menlo Park, CA 94025; phone: 650-289-2000; website: <http://www.knowledgenetworks.com>

Public Outperform Private Schools

Public school students scored higher on standardized math tests than their private school counterparts of similar socioeconomic backgrounds, according to "A New Look at Public and Private Schools: Student Backgrounds and Mathematics Achievement" study.

The report compares fourth-grade and eighth-grade math scores of more than 340,000 students from 13,000 public, charter and private schools. It also adjusted scores for income, school and home circumstances into four socioeconomic groups.

Overall, public school fourth-grade students scored 6-7 points higher. For eighth-graders, public schoolers scored 1-9 points higher (a 10-11 point difference is roughly equivalent to one grade level).

Among the private schools, Lutheran schools performed the best. [EDUCATION]

SOURCE: "A New Look at Public and Private Schools: Student Background and Mathematics Achievement," by Christopher Lubienski and Sarah Theule Lubienski; Study Authors, University of Illinois at Champaign-Urbana, 338 Education Bldg., 1310 S. 6th St. MC 708, Champaign, IL 61820; phone: 217-333-4382; e-mail: club@uiuc.edu. Also: Phi Delta Kappan, May 2006; website: <http://www.pdkintl.org>

2005 Family-Friendly Films See Success

Eight out of the 10 most popular and financially profitable movies in 2005 had strong moral content and family-friendly ratings, according to the Christian Film and Television Commission's annual report compiled from Nielsen EDI data.

- ▶ Only one out of the top 10 movies, and three of the top 25, were rated R.
- ▶ Movies with no or few nude scenes, foul language and violence earn an average \$45 million—nearly \$18 million, or 65%, better than movies containing those elements.
- ▶ 70% of the top 10 most popular movies had little or no sexual content.
- ▶ 70% of the top 10 are acceptable for older teenagers and families with younger children. [ENTERTAINMENT]

SOURCE: Christian Film and Television Commission, Nancy Kidd, Marketing, 2510-G Las Posas Rd., #502, Camarillo, CA 93010; phone: 770-825-0084; website: <http://www.media-wise-family.com>

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