

Memo

To: Jenifer Wolkowski, PhD.

From: Ted DeJong

Re: *Mother Jones* and *The Wall Street Journal* audience analyses

Date: 11 Jun 2008

This memo is regarding an initial analysis of the audiences targeted in *Mother Jones* magazine and the *Wall Street Journal* newspaper and then an analysis of advertisements for Neumune produced for these publications.

Audience Analysis

Category	Mother Jones	Wall Street Journal
Gender	Female.	Male.
Age range	25-45.	40-55.
Ethnicity	Broadly representative, emphasis on Caucasian.	Mostly Caucasian, some Asian representation.
Income range	Middle class – Upper Middle Class.	Upper Middle Class – Ridiculously Wealthy.
Education and Reading level	College education, high school graduate reading level.	MBA education level, Bachelor's degree reading level.
Leisure activities	Environmental causes, general activism, current events, equal rights, children, pets, and charities.	Travel, history, fine arts, performance arts, luxury consumerism, performance gadgets, family, current events, cigars, liquor, and gambling.
Special Characteristics	Liberal causes, sustainability, conspiratorial of conservative government.	Desire for stability, sustainability, investing, opportunism, and conservative politics.
Discourse Communities	English. Blogging and message board slang, politics, and current events.	English. Business language, especially in finance and investment realms.
Background	911 experience, awareness of rouge nuclear threats, Hurricane Katrina aftermath.	911 experience, investing in cutting edge technologies especially drugs, awareness of rouge nuclear threats.
Attitude	Concern for children and family, anger at poorly managed government services, easily aroused by safety/health concerns.	Concern for children and family, desire for security and stability
Linguistic ideas	Organic, green, change, war, terror.	Invest, prospect, potential, growth, profit.
Design Ideas	Human elements, faces, emotional	Charts, luxury items.

	imagery.	
3 Most Important Points	<ol style="list-style-type: none"> 1. Your family and millions of others are at serious risk but there is new technology that could be your salvation. 2. The government is mismanaging homeland security and 6 years after 911 is still not prepared to protect us from this threat, even though the solution exists right under our noses. 3. Get involved, act now, call your senator. 	<ol style="list-style-type: none"> 1. Risk of damage from nuclear/radiological attack could be economically devastating. 2. Now, for the first time, there is a new drug with an effective means of stopping the lethal effects of radiation exposure and it is endorsed by the Pentagon. There is an urgent need for millions of doses to be stockpiled and represents a very large investment opportunity. 3. Act now, and seize this, opportunity. For prospective and information, please go to holliseden.com/neumune.

Advertisement Designs Analysis

Mother Jones advertisement

Good design: Rule of Thirds observed as the ad is roughly broken into horizontal thirds. The information is ordered logically with text grouped with supporting graphics. White space is used to for balance and to emphasize the large headings.

Text tailored to audience: The text used evokes emotional response designed to instill the audience with concern, then exasperation at an injustice, and finally with a positive theme for empowerment to affect a change.

Graphics tailored to audience: The graphics are used to enhance the large text headings. The top graphics are used to enhance a feeling of danger. The center graphic is used to evoke irritation at the government seeming "asleep at the wheel." The bottom graphics are used to look towards a brighter, hopeful future and to also produce feelings of relief.

Emphasized information and direction: Large headings surrounded by white space and grouped tightly with accompanying graphics are used to emphasize the audience concerns and desires. This eye catching method draws the attention and allows the whole message to be absorbed. The advertisement ends with a direction appropriate for this audience and with a course of action they are likely to take.

Wall Street Journal advertisement

Good design: Use of different fonts is kept to a minimum with header fonts intended to be both somewhat fancy yet conservative and businesslike. The information is designed to draw the attention from the top left corner to the bottom right corner where anchored is the company name, direction, and contact information.

Text tailored to audience: The language is intended to excite the audience's propensity to challenging and rewarding endeavors. The text leaves the audience with a desire to take advantage of a unique and rewarding prospect.

Graphics tailored to audience: Nothing captures a man's eye like a nuclear explosion and the large header image is used to capture the attention of the audience and excite the feeling of uncontrolled danger.

Emphasized information and direction: Mostly, the large headings are used to emphasize the information. The call to take action is especially emphasized with the font italicized and increased in size. The direction of what the audience should do is made using terminology that they use and know and that delivers an impression of quality and professionalism.

If you have any further questions please contact me at extension 123, or email me at ted@ecpi.edu.