

YMA YOUTH MARKETS ALERT

TRACKING CRITICAL TRENDS AMONG YOUNG AUDIENCES SINCE 1988

Retailers Hope The Worst Is Over With Toy Recalls As They Prepare For The Holiday Season

While it's still too early to know if the recent toy recalls will actually keep holiday shoppers away, retailers are working overtime to address the situation, especially since two-thirds of toys are sold in November and December, according to the Toy Industry Association. Among the developments implemented by various retailers:

- ▶ Wal-Mart lists its plans for additional testing and toy safety assurance on its website. It also launched a five step plan, including more checking, testing, communication, selection and helping China implement new testing procedures.
- ▶ KB Toys is increasing its independent testing through a U.S.-based company and provides recall bulletins to its consumers. A Kbtoys.com website, run by eToys Direct, also offers complete recall information.
- ▶ Toys R Us has posted bilingual recall notices in its stores and has launched a toy safety website. It introduced a recall email notification system for registered users and is sending engineers, throughout its stores, to randomly select brands to test.
- ▶ Many specialty retailers have labels or shelves specifically addressing where the products or brands are made.

Target has a generic prepared statement and declines to provide background on its efforts in this area. A search of "product recalls" on its site

pulls up a list of recalled products, with a bland statement about working with the Consumer Products Safety Commission.

Most toy retailers feel that the worst is over, says toy analyst Sean McGowan of Wedbush Morgan Securities. "I think [the toy recalls] were much ado about not that much. Not to minimize the actual risks or dangers, but most knowledgeable parents knew that the offending products had long been removed."

Wal-Mart's Melissa O'Brien agrees. "The majority of products that was recalled by Mattel,

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NEEDLEPOINT, CROCHET, KNIT-OUT

Marketers Take Notice As Knitting Population Ages Down

Gone are the days when knitters consisted of elderly ladies knitting booties for their grandchildren. Now, the grandchildren are creating things for themselves. In fact, there are more than 6 million middle and high school knitters, according to Craft Yarn Council of America (CYCA). As these numbers continue to grow, marketers are increasingly rolling out products and stores designed for the younger knitter's needs.

Knitting To Escape From The Digital World

"It's a low-stress, highly interactive hobby that can be done anywhere," says Jennifer Wenger-Turchen, owner of Jennifer Knits, a Los Angeles, CA, retail store. Her book *Teen Knitting Club* provides tips to help teens create and start their own knitting clubs.

Teens are increasingly turning online to blogs and social networking sites, such as MySpace and Facebook, to trade ideas, patterns and tips. "It's a tight community," notes CYCA's Mary Colucci. "Knitting-related blogs

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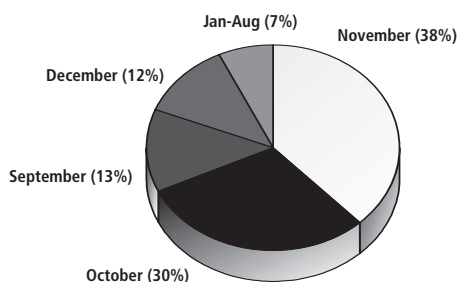
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WHEN FAMILIES BEGIN THEIR HOLIDAY SHOPPING



SOURCE: Marketing to Moms Coalition



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Holiday Toys

Continued from page 1

who had the largest number of products recalled, was product sold before 2007, so it was not currently on shelves at most retailers." Plus, "parents are always going to have to buy toys. Even though it's safe to surmise that most kids know about the recalls on some level, they are still going to be nagging parents for those must-have toys," says Peter Grunwald of market research firm Grunwald Associates.

Grandparents Most Likely To Shun Toys

That doesn't mean toy retailers don't have to worry about people avoiding the toy aisle. "I think the grandparents are most likely to move to another department," says toy consultant Richard Gottlieb. "Who wants to make a daughter-in-law mad by purchasing the wrong product? They will go with a safer choice like a sweater, money or a bond."

Although additional or third-party toy safety inspections may ease consumer concerns, it does pose some potential problems. A toy now must be checked out by a manufacturer, retailer and independent third-party before it hits the shelves. McGowan says, "Smaller companies may be hit harder" with a delay in deliveries since they are often a lower priority than mass retailers. However, these problems aren't necessarily tied to the recalls. "It might be harder to find some items, but that has always been the case," says Grunwald.

Rising toy prices are another area of apprehension. "Many people will blame the toy recalls for [higher toy prices] but the Chinese currency has risen, the price of oil is going up. When you add all of that together, it's inevitable that [toy] prices will increase," says McGowan. He does note that he doesn't see more than a mid-single digit rise. Conversely, Wal-Mart actually is dropping toy prices earlier than in previous years. After noting "there's way too much differing opinion to speculate on consumer behavior," the retailer slashed prices on many of its holiday toys beginning the last week of September.

Currently more than 80% of toy products are made in China, according to some reports, but that's likely to change as toy retailers and man-

EXPECTED HOLIDAY SPENDING 2007

Families with teens	\$835
Families with kids aged 7-12	\$802
Families with kids under age seven	\$664

SOURCE: Marketing to Moms Coalition

AVERAGE AMOUNT GIVEN TO CHILDREN FOR HOLIDAY SHOPPING

Families with teens	\$74
Families with kids aged 7-12	\$56
Families with kids under age seven	\$37

SOURCE: Marketing to Moms Coalition

ufacturers look to other countries to produce their products, says Gottlieb. "I think it's going to be a push-pull situation. You have China deciding that [toys] are an area that's risky to produce and the revenue isn't as advantageous as computers or cars. And the U.S. is going to move into lower labor markets where they have more control or bring the manufacturing home to [the U.S.] to become automated." [TOYS/GAMES/HOLIDAY]

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YOUTH MARKETS ALERT (ISSN: 1041-7516) is published 24 times a year by EPM Communications, Inc. Subscription: \$447 per year/\$507 outside North America. For site licenses, bulk discounts and reprint services, please contact Riva Bennett at 212-941-1633, x 28.

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Teen Knitters

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and chat rooms are incredibly active.”

While teens may blog about their knitting projects, a major initial attraction is to escape from 24-7 connectedness and future-focused paths. “Knitting takes them away from the pressure of getting A’s, getting on the soccer team and covering up zits,” says Wenger-Turchen.

Having grown up in a world where everything from shoes to cell phones can be customized, knitting is just another way for teens to create one-of-a-kind items. “Teens have become so accustomed to virtual things that it’s a release to create something real and lasting,” says Kinney Zalesne, co-author of *Microtrends: The Small Forces Behind Tomorrow’s Big Changes*, a book that examines trends including the growing number of teen knitters (see story at right).

The burst of young knitters is already effecting the crafts and knitting market. Teens are a big reason that sales of fashion yarn, such as fuzzier, lacier and brighter colors, have spiked. According to the CYCA, fashion yarn purchases increased 56%, between 2004 and 2005, the most recent data available.

Many independently-run stores have opened across the U.S. that cater to a younger crowd. “Boutiques are just cooler [than franchises such as Jo-Ann Fabrics and Crafts or Michaels]. They offer more personal service, offer [cooler] materials and you aren’t going to run into a friend’s mom buying curtain fabric,” says Wenger-Turchen. However, franchises still attract a good number of young bargain-oriented shoppers. “One great thing about knitting is that it doesn’t matter what economic bracket you are in, you can find fabric [yarns] and patterns at every price,” says Colucci.

Teens Learn About Knitting Through Friends

Even though it’s likely that their moms and grandparents knit, teens are typically introduced through their friends, with scarves acting as their first project. “Teens are less intimidated than adults in tackling harder projects. [Teens] will just figure out a pattern to create a new sweater. Even if it’s not perfect, it’s still special. Older knitters definitely need more direction,” says Colucci.

Boys are also getting into this hobby. More than 4% of the 20 million U.S. knitters are men, according to the CYCA, and anecdotally, that seems to be the case for boys, too. They even

How To Find The Next Big Thing

Everybody wants to know what is going to be the next big thing, but it’s the smaller forces that shape today’s and tomorrow’s big changes, according to the book, *Microtrends: The Small Forces Behind Tomorrow’s Big Changes*. “A trend can start off small and get big and reach the tipping point, or it can stay small, but both can be really powerful,” says the book’s co-author Kinney Zalesne.

The book outlines 75 burgeoning trends, including several youth-oriented movements — such as a growing number of teens wanting to become snipers, consuming caffeine or turning to knitting (see story on p.1) — along with research and data to get people to think outside of conventional wisdom.

“The majority of information and data used in the book is public, but people just don’t look for it. The book isn’t as much of a fortune telling device as to get people to focus on what is happening right now. A small group can still have an enormous impact on today’s culture,” says Zalesne. [HUMAN BEHAVIOR/RESEARCH TRENDS]

SOURCE: *MicroTrends: The Small Forces Behind Tomorrow’s Big Changes*, by Mark Penn with E. Kinney Zalesne, Hachette, 237 Park Ave., New York, NY 10017, September 2007; www.hachettebookgroupusa.com. Price \$25.99.

have websites such as www.MenKnit.net and books, such as *Son of Stitch N’ Bitch* (though that is one probably meant more for women to create items for their guys).

While teen boys may knit, they are still afraid to buy the products. “They don’t want their dads to know [that they knit]. They get their girlfriends or moms to buy their stuff. It doesn’t make sense, since it’s a perfect place to pick up girls,” notes Wenger-Turchen. [FASHION/LEISURE]

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Jennifer Knits, Jennifer Wenger-Turchen, 108 Barrington Walk, Los Angeles, CA 90049; 310-471-8733; info@jenniferknits.com; www.jenniferknits.com. Also, *Teen Knitting Club: Chill Out and Knit*, 2004, Artisan Publishing, 225 Varick St., New York, NY 10014, www.workman.com. Price \$17.95.

MicroTrends: The Small Forces Behind Tomorrow’s Big Changes, by Mark Penn with E. Kinney Zalesne, Hachette Book Group, 237 Park Ave., New York, NY 10017, September 2007; www.hachettebookgroupusa.com. Price \$25.99.

Son of Stitch N’ Bitch, by Debbie Stoller, 225 Varick St., New York, NY 10014, Workman Publishing, www.workman.com. Price \$15.95.

Kids born to women over the age of 40 are 128% more likely to be left-handed than those born to mothers in their 20s.

—*Microtrends: The Small Forces Behind Tomorrow’s Big Changes*



promotions monitor

ENTERTAINMENT/MEDIA

Mattel

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Aligns with the Wildlife Conservation Society (WCS) to promote the animated made-for-DVD movie *Barbie As The Island Princess*. The musical is distributed by Universal Studios Home Entertainment and features a cast of animal characters. The promotion invites kids to submit their ideas for a poster design for the WCS that features animals from the film. For every entry, Mattel is donating \$1 to the WCS. The promotion runs through October 20. (*Wildlife Conservation Society, Tamara Krizek, Director of Marketing, 2300 Southern Blvd., Bronx, NY 10460, 718-220-5100; tkrizek@wcs.org; www.wcs.org*)

Scholastic

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Promotes the "Maya & Miguel" TV series airing on PBS Kids Go! with "Maya & Miguel's Latin Fun Fiesta Sweepstakes" awarding a grand prize winner a four-night trip for four people anywhere in the continental U.S., Alaska, Latin America or the Caribbean. Kids enter online at Scholastic.com or by sending a text message. One hundred runners-up receive a "Maya & Miguel" DVD. Promotion is being supported via banner ads on Neopets.com and Disney.com. The sweepstakes runs through October 31.

Viz Media

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The anime and manga company promotes the DVD release of *Naruto The Movie: Ninja Clash in the Land of Snow* with "Release Your Inner Ninja" sweepstakes along with partner Langer Juice Company. Entrants register online at the Naruto micro-site found on Langers.com. One grand prize winner receives a \$100 gift card for Viz Media merchandise and a variety of Naruto DVD movies. Fifty second-prize winners get the Naruto DVD movie and 100 third prize winners get a Naruto keychain. *Naruto The Movie: Ninja Clash in the Land of Snow* DVD contains coupons for Langer products and specially-marked Langer Juice 10 oz. 24-packs promote the contest. Marketing agency The Regan Group is handling the sweepstakes and developed the micro-site. The contest runs through December 21. (*Langer Juice Company, Tom Bottiaux, National Sales Manager, 16195 Stephens St., City of Industry, CA 91745, 626-336-3100; tom@langers.com; www.langers.com. The Regan Group, Patti Regan, CEO/President, 4895 W. 147th St., Hawthorne, CA 90250, 310-675-6161; pregan@theregangroup.com; www.theregangroup.com*)

FOOD/BEVERAGE

MilkMedia

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MilkMedia launches the Milk Rocks! marketing campaign aimed at making milk cool for more than 36 million school kids. Its website MilkRocks.com features song downloads from artists such as The Cheetah Girls, Mandy Moore and Hilary Duff, ringtones, games, interviews and sports videos. Its also distributing Milk Rocks!-branded posters, book covers and banners. Throughout the 2007-08 school year, students have the opportunity to enter several sweepstakes:

- ▶ The winning student of Milk Rocks! Live will see "American Idol" singer Elliott Yamin perform at his or her school and receive goodies such as concert tickets, autographed CDs and posters. Additional winners get autographed memorabilia and the opportunity to meet the singer.
- ▶ The grand prize winner of the Bratz! promotion receives a "wake-up call" from one of the Bratz and other winners get signed CDs and merchandise.
- ▶ Students enter the "Be a Rock Star" promotion by uploading demo files to MilkRocks.com. Online voting and celebrity judges select a winner each semester to win a recording contract, distribution deal and radio exposure.

Saputo Cheese USA

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Aligns with Crayola for a premium promotion with its Frigo Cheese Heads. Riddles and jokes appear on eight million specially-marked packages, along with an offer to receive one 16-pack of Crayola Pip-Squeaks washable markers. Three proof-of-purchase labels and \$1 for shipping and handling are needed to redeem. A supporting website, FrigoCheeseHeads.com, lets kids play games and download pictures for coloring. The offer runs through December 31. (*Crayola, Debra Ottinger, Director Partnership Marketing, 1100 Church Lane, PO Box 431, Easton, PA 18044, 610-253-6272; dottinger@crayola.com; www.crayola.com*)



Teens Say It's Easy To Get "Ice"

One in three teens aged 12-17 (33%) see little danger in using crystal meth once or twice, according to non-profit The Meth Project and GfK Roper Public Affairs & Media. In fact, 15% believe there is slight or no risk in taking the drug regularly. Additional findings include:

- ▶ Many see benefits in using the drug. Nearly one in four (24%) say crystal meth makes you happy, 23% believe meth helps you to lose weight and 22% say the drug alleviates boredom.
- ▶ One in 10 say they have been offered the drug and nearly one in four (24%) say it's "very" or "somewhat" easy to get it. Hispanics (25%) and Whites (25%) are more likely to say this than Black teens (16%).
- ▶ One in 33 have actually tried meth. The average first time user tries meth at age 12.
- ▶ Hispanic teens (14%) are more likely than White (8%) or Black (8%) teens to have a close friend who uses crystal meth.
- ▶ More than four in 10 (42%) say their friends wouldn't mind if they used the drug.
- ▶ 13 year olds are as likely to go to their parents (57%) as to the Internet (58%) to learn about drugs. Conversely, 17 year olds are twice as likely to use the Internet (81%) as talk to their parents (39%).
- ▶ Teens are most likely to see anti-drug ads in school (57%) rather than the Internet (45%) or TV (44%). Blacks are most likely to say they haven't seen an ad, whereas Hispanics are most likely to say they have.
- ▶ More than half of all teens (55%) have never spoken with their parents about crystal meth. [DRUGS/ADVERTISING]

TOP WAYS TEENS LEARN ABOUT CRYSTAL METH PREVENTION

	BOYS	GIRLS
Internet sites	47%	46%
Respected athletes	37%	34%
TV shows, news or movies	30%	31%
Newspaper, magazine ads	30%	31%
Respected movie actors	27%	26%
Musicians	23%	24%
TV commercials	24%	19%
Billboards	23%	20%
Posters on buses, bus stops, subways	21%	20%
Radio	23%	17%

SOURCE: The Meth Project, GfK Roper Public Affairs & Media

SOURCES: GfK Roper Public Affairs & Media, 75 9th Ave., 5th Fl., New York, NY 10011; 212-240-5300; info@gfkamerica.com; www.gfkamerica.com.

The Meth Project & The Siebel Foundation, Nitsa Zuppas, Executive Director, 270 University Ave., Palo Alto, CA 94301, 650-752-1000; info@methproject.org; www.methproject.org/research.

Young Adults Prefer Entertainment Blogs

Young adults aged 18-24 are more likely than any other age group including 25-34 year olds to have visited a blog (78% vs. 73% for those aged 25-34), according to market research firm Synovate. However, 18-24 year olds (81%) are less likely than those aged 25-34 (89%) or 35-44 (83%) to know what a blog is.

TYPES OF BLOGS VISITED

	AGED 18-24	AGED 25-34
Entertainment	56%	47%
Family news	—	1%
Friend news	4%	1%
Gossip	47%	45%
Hobbies/interests	35%	28%
News	39%	34%
Opinions	61%	66%
Personal	—	2%
Shopping tips	16%	14%

SOURCE: Synovate

Also:

- ▶ More than six in 10 young adults (61%) notice ads on the blogs they visit, the highest percentage among all age groups. Conversely, this age group is less likely than those aged 25-34 or 35-44 to click on an ad while visiting a blog (22% vs. 44% vs. 39%).
- ▶ More than two in 10 (21%) have their own blogs, compared to those aged 25-34 (23%) and 35-44 (20%).
- ▶ The large majority of young adults with a blog (84%) post things for their friends to read. Fewer than half (42%) post things for their family's eyes.
- ▶ The majority of 18-24 year olds prefer to visit several blogs rather than the same ones (57% vs. 43%).
- ▶ Nearly one in four 18-24 year olds (24%) say they spend less time with other media — including TV, radio and magazines — due to blogs. Comparatively, only 7% of 25-34 year olds say the same. [ONLINE]

MEDIA RECEIVING LESS ATTENTION FROM 18-24 YEAR OLDS DUE TO READING BLOGS

Books	16%
Internet	18%
Hanging out with friends	5%
Magazines	38%
Newspapers	35%
Radio	27%
Social networking sites	27%
Television	49%

SOURCE: Synovate

SOURCE: Synovate, Thomas Mularz, SVP, 222 S. Riverside Plz., Chicago, IL 60606; 312-536-4020; thomas.mularz@synovate.com; www.synovate.com.

CONFERENCE CALENDAR

Teen Power

October 22-24, 2007
Westin Times Square,
New York, NY
Contact: IQPC, Amanda Cane, Conference Coordinator, 212-885-2737; www.iqpc.com

2007 Chicago International Toy and Game Fair

November 16-18, 2007
Schaumburg Convention Center and Renaissance Hotel, Chicago, IL
Contact: Chi-Tag, Mary Couzin, Event Coordinator, 847-677-8277; mcouzin@chitag.com; www.chitag.com

KidScreen Summit 2008

February 13-15, 2008
Hilton New York, NY
Contact: Brunico, Meredith Jordan, Conference Producer, 416-408-2300; mjordan@brunico.com; www.kidscreensummit.com

Kids Today Conference

March 4-6, 2008
Westin Savannah Harbor Resort and Spa, Savannah, GA
Contact: Kids Today, Robin Martinez, Publisher, 336-605-1024; robin.martinez@reedbusiness.com; www.kidstodayonline.com

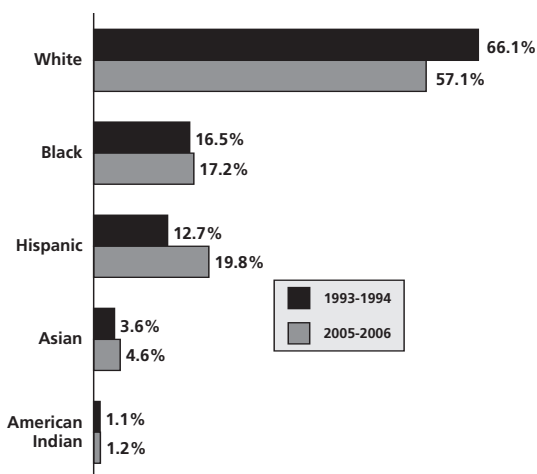
School Kids Are Increasingly Diverse

The proportion of American school children, grades K-12, who are White declined 14% between the 1993-1994 and 2005-2006 school years. During that same period, the proportion of Hispanic students grew 56%, and the proportions of Black and Asian students increased as well. The change is largely due to the rapidly increasing young immigrant population. In fact, the number of schools that have 95% or more minority enrollment nearly doubled to 10,135 in 2005-06 from 5,498 in 1993-94.

The increase in the number of students from emerging majorities has helped integrate schools somewhat. At nearly one in four schools (22%), emerging majorities account for less than 10% of the student body in 2005-2006. Emerging majorities accounted for less than 10% of students in 34% of schools in 1993-94.

Hispanics were somewhat more likely to go to a school where less than 5% of students were White in 2005-2006 than they were in 1993-1994

AMERICAN SCHOOL-AGE POPULATION, BY RACE/ETHNICITY, 1993-1994 SCHOOL YEAR VS. 2005-2006 SCHOOL YEAR



SOURCE: Pew Hispanic Center

(29% vs. 25%). The same was true for Black students (31% in 2005-2006 vs. 28% in 1993-1994). Asian students were less likely than Hispanic or Black students to attend schools with students of their own race and ethnicity. Only 15% of Asian students attended Asian-majority schools in 2005-06.

Additionally, the number of Whites who attended all-White schools — where students from emerging majorities account for 5% or less of the enrollment — dropped to 21% in 2005-2006 from 35% in 1993-1994. [EDUCATION]

SOURCE: "The Changing Racial and Ethnic Composition of U.S. Public Schools," Pew Hispanic Center, Richard Fry, Senior Research Associate, 1615 L St. NW, #700, Washington, DC 20036; 202-419-3600; www.pewhispanic.com.

Hospitals Install Kid Programming

LodgeNet Entertainment, provider of on-demand entertainment, has developed an entertainment package — including videogames, hospital information and movies — tailored to kids to help hospitals provide hotel-like experiences to their youngest patients.

The system — currently offered at 18 hospitals, including the Children's Hospital of Pittsburgh — lets kids watch on-demand DVDs and play Nintendo GameCube videogames (through an exclusive partnership that equips the TVs with the games without the console). Kids are also able to connect their own portable media devices, such as iPods.

LodgeNet is developing its own educational videogames, with themes such as battling cancer cells, to use on the entertainment systems.

The firm's also exploring online retail shopping. "New mothers can buy things like diapers and books online that can be delivered or picked up at a retail store," says the company's Gary Kolbeck. [ENTERTAINMENT/HEALTHCARE]

SOURCE: LodgeNet, Gary Kolbeck, VP Healthcare Business Development, 3900 W. Innovation St., Sioux Falls, SD 57107, 605-988-1000; gary.kolbeck@lodgenet.com; www.lodgenet.com.

CONNECT WITH MONEY-SPENDING TEENS & TWEENS

Marketing To Teens & Tweens reveals tips, tactics and techniques to help you reach today's 49 million 8-to-18-year olds.

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Tweens, Teens Want "Guitar Hero," Mario Bros. Videogames

Eight in 10 kids aged 8-17 will ask for a videogame, game console or handheld system this holiday season, according to videogame specialty retailer Game Crazy. "Guitar Hero," "Mario Party DS" and "My Sims" are the most desired games across all ages and both genders.

Nintendo Wii is the top-requested video game console system for all ages and genders, except for boys aged 14-17 who want a Sony PlayStation 3. [VIDEOGAMES]

MOST WANTED GAMES, BY AGE, GENDER

BOYS AGED 8-10	GIRLS AGED 8-10
Super Mario Galaxy	Nintendogs
Pokemon Battle Revolution	Mario Party DS
Mario Party DS	My Sims
Transformers	Mario & Sonic at the Olympic Games
BOYS AGED 11-13	GIRLS AGED 11-13
Guitar Hero	My Sims
Halo 3	Mario Party DS
Madden 08	Nintendogs
Need for Speed: Prostreet	Super Mario Galaxy
BOYS AGED 14-17	GIRLS AGED 14-17
Halo 3	Guitar Hero
Guitar Hero	My Sims
Madden 08	Mario Party DS
Super Mario Galaxy	Super Mario Galaxy

SOURCE: Game Crazy

SOURCE: Game Crazy, Wes Sand, SVP, 9275 SW Peyton Lane, Wilsonville, OR 97070; 503-570-1600; games-info@hlyw.com; www.gamecrazy.com.

marketers on the move

DIC names **Kirk Bloomgarden** EVP of Global Sales overseeing worldwide TV, home entertainment and consumer products. He begins January 1, 2008.

Youth-oriented media company Access 360 Media names **Adam Dombusch**, ex-Starz Entertainment Group, Executive Director of Business Development (310-309-3788).

Funosophy names **Janet Schriever** Staff Designer (562-436-5251). She was SVP of Design for Mattel's Barbie brand.

Animation studio Laika names **Alan Keith**, ex-Lucasfilm and Hanna-Barbera, VP Business Operations/COO (503-225-1130). **Travis Knight** is promoted from Head to VP of Animation.

Delia's names **Chris DiChiaro**, ex-Victoria's Secret, Divisional Merchandise Manager of Alloy, in charge of merchandising the Alloy catalog and Web (212-807-9060). **Lee Bissonnette** is named Senior Director of e-Commerce. He was with Bloomingdale's.

Sandra Carter Global promotes **Daneilla Kilim** from Executive Director International Sales to VP New Media (718-752-9252).

DC Comics promotes **David Hyde** from Director to VP of Publicity (212-636-5450).

Critical Mass, Omnicom's interactive division, names **Celia Jones** Director of Marketing, overseeing the company's marketing strategy, execution and brand initiatives (312-288-2500).

Classic Media names **Lara Dalch**, ex-Cartoon Network and Adult Swim, Senior Director, Brand Development & Promotions, North America (212-659-1959).

John Lutell moves from teen retailer Wet Seal to become CFO at Old Navy (650-952-4400). **Steve Benrubi** is named EVP/CFO at Wet Seal (949-699-3900).

Razor & Tie promotes **Aaron Brotherton** to VP Creative Development from Senior Director Project Development (212-473-9173).

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; 212-941-1633, x16; lfaw@epmcom.com; fax: 212-941-1622.

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research notes

Youth Don't Mind Text Voting Reminders

Young adults who receive a text message reminding them to vote are slightly more likely to vote than those who don't receive the message (56.3% vs. 53.2%), according to researchers from University of Michigan and Princeton University, along with student organization Student Public Interest Research Group's New Voters Project and wireless telephone company Working Assets.

Researchers sent text message voting reminders on the day before the November 2006 elections to half of 8,000 young adults. A majority (59%) thought the messages were helpful, and only 1% said they were less likely to vote as a result of receiving the message. Also:

- ▶ Men are more likely than women to be bothered by the message.
 - ▶ Hispanics have more positive reactions than the general population.
 - ▶ Adding a polling place hotline number does not increase the likelihood of voting.
 - ▶ Messages appealing to one's civic duty to vote are four percentage points more effective than ones that mention the need to vote because of a close election.
- [TELECOMMUNICATIONS, PUBLIC SERVICE]

PREFERRED METHODS OF RECEIVING POLITICAL COMMUNICATION

Text message	31%
Email	30%
U.S. Mail	17%
Face-to-face	6%
Landline/cell phone call	3%

SOURCE: University of Michigan, Princeton University

SOURCES: "Mobilizing the Mobiles: How Text Messaging Can Boost Youth Voter Turnout," Student Public Interest Research Group's New Voters Project, www.newvotersproject.org/research/text-messaging. Allison Dale, author, University of Michigan; daleal@umich.edu. Aaron Strauss, author, Princeton University, abstrauss@princeton.edu.

Working Assets Funding Service, Megan Prentiss, VP, 101 Market St., #700, San Francisco, CA 94105; 415-369-2041; mprentiss@wafs.com; www.workingassets.com.

Students Don't Know Much About History

College freshman and seniors flunk a national civic literacy test, unable to correctly answer that NATO was started to prevent Soviet expansion or that the Federal government's largest pay out over the past 20 years has been for social security, according to non-profit Intercollegiate Studies Institute and the University of Connecticut's Department of Public Policy. In fact, the report says a 5-year-old kindergarten would score around 20% simply by guessing.

The report surveyed more than 14,000 freshman and seniors — from 25 elite colleges and from 25 randomly selected ones, including Mississippi State University. Freshman scored 51% in 2007, down from 52% in 2006. Seniors scored

an average 54%, down from 53% in 2006.

Average scores were higher at elite colleges than randomly selected ones for both freshman (57% vs. 44%) and seniors (59% vs. 48%).

Yale had the top scores for freshman (69%) and Harvard for seniors (69%). St. Thomas University in Florida had the lowest scores for both freshman (30%) and seniors (33%).

Minority students, on average, answered fewer than half of the exam questions correctly. [EDUCATION]

SOURCES: "Failing Our Students, Failing America: Holding Colleges Accountable for Teaching America's History and Institutions," Intercollegiate Studies Institute, Josiah Bunting III, Chairman of National Civic Literacy Board, 3901 Centerville Rd. PO Box 4431, Wilmington, DE 19807; 800-526-7022; americancivilliterary@isi.org; www.isi.org.

University of Connecticut Department of Public Policy, Kenneth Dautrich, Associate Professor, 1800 Asylum Ave., 4th Fl., West Hartford, CT 06117; 860-570-9090; k.dautrich@uconn.edu; www.dpp.uconn.edu.

Tween Radio Habits, Favorite Formats

Tween radio listening habits increase during the summer compared to the school year, while teens habits are exactly the opposite, according to Bridge Ratings, a company that measures radio listeners.

The study, conducted during February/March and June/July 2007, finds 6-12 year olds listened to the radio nine hours a week in February and over 13 hours a week during July. Teens, on the other hand, spent 10 hours a week listening in February and a little over nine hours in July.

Even though the majority of tweens have access to all types of media, there are differences in whether they like using them. For example, more than eight in 10 tweens (82%) have access to an AM/FM radio station each day, yet only 30% like listening to it "a lot." Watching DVDs ranks highest (55%) in what tweens "like a lot," followed by using email (46%). Cell phones score the highest in the "don't like" category. [RADIO]

PREDICTED MUSIC LISTENING HABITS OF 8-12 YEAR OLDS DURING THE NEXT SIX MONTHS

	MORE	LESS	SAME
AM/FM radio	25%	34%	30%
Internet radio	17%	51%	24%
Digital music player	30%	12%	54%

SOURCE: Bridge Ratings

FAVORITE RADIO FORMATS FOR 8-12 YEAR OLDS

Top 40	60%
Radio Disney	52%
Oldies	39%
Hot Adult Contemporary	37%
Modern Rock	35%
Rock	28%

SOURCE: Bridge Ratings

SOURCE: Bridge Ratings, John Willem, VP Research, 450 N. Brand Blvd., 6th Fl., Glendale, CA 91203; 818-291-6420; jwillem@bridgeratings.com; www.bridgeratings.com.