

CPAC SURVEY REVEALS SURPRISING, DRAMATIC MISPERCEPTION OF FOX News' VOTER INFLUENCE

In a poll recently conducted at CPAC 2009 –

Virtually all of those who participated in the survey agreed with the statement “the mainstream media is politically biased toward the left.” This was not surprising, since all survey respondents were registered at the conference - with many knowledgeable movers and shakers in the conservative movement attending.

What did surprise us is the perception of those polled, regarding the market penetration of FOX News. Which is only on cable, and 40% of American homes have no access to cable. It gets worse from here. Much worse.

Prior to taking the survey, respondents were reminded that more than 130 million votes were cast in 2008.

Respondents were then asked for their estimate on the average nightly number of viewers who watched FOX News channel during the election season.

76% of those surveyed said they believe FOX News' viewership, on nights during election season, was “40 million households or more”.

52% of those surveyed said they believe FOX News' viewership, on nights during election season, was “50 million households or more”.

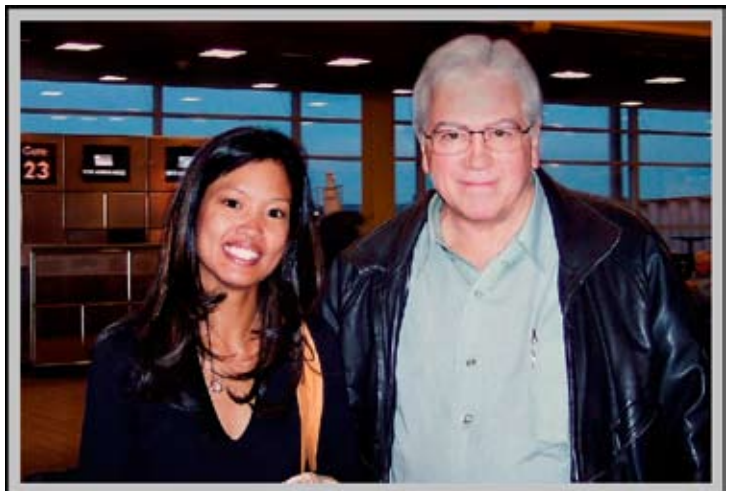
Only **9%** of those polled selected the correct option of “5 million households or less”.

We believe this misperception of FOX News' voter influence is evidence of a larger problem than it might at first appear – a problem the leaders in the conservative movement need to address soon, or they will continue missing a key component in the election process, **voter awareness on candidates and critical issues**.

¹According to Nielsen figures for April 2009, FOX News is averaging roughly 2.6 million households in prime time. This figure represents approximately 5.4 million voting age adults.

Note: 5.4 million voting age adults out of 130 million, translates to approximately **4.1%** of American voters watch FOX News regularly.

The point is that FOX News, while critically important to the conservative movement in general, does not have the market penetration / voter influence that many leaders in the conservative movement believe it does.



Michelle Malkin and our founder “JW” preparing to board a flight to Denver, at the close of CPAC. (More on this story in our next newsletter)

THE SAME IS TRUE FOR RUSH Limbaugh. While his 20 million daily listeners is impressive (even together with FOX News viewers), conservative viewpoint penetration into the vast voter market is still unbelievably small.

By conservatives incorrectly believing that “we’re covered... we’ve got FOX News and RUSH!”, we have failed to grasp how small - even when combined - their marketshare is. And how overwhelming the opposition’s control over the news media remains - to this day.

In any form of warfare (actual, games or cultural), over-estimating one’s primary “weapons” is as bad as under-estimating enemy troop strength. Both invariably result in allocating available resources to the wrong front in the battle. Often with disastrous results.

We believe if conservatives had realized the profound need for more media exposure, they would have donated more fiscal resources to help grow the alternative news media, thereby better promoting conservative issues and candidates.

If conservatism is to survive we must increase voter awareness on candidates and critical issues - **HOW?**

by FINDING and FUNDING:

1) The most promising alternative media resources, such as www.PJTV.com and www.MichelleMalkin.com.

by FINDING and FUNDING:

2) Genuine conservative candidates running for office, and help them finance their campaigns EARLY ON.

we also MUST:

3) Volunteer much more of our personal time to local and national campaigns for 2010 - beginning **ASAP!**

See our webpage “Election 2010” to begin supporting TRULY CONSERVATIVE candidates - NOW!

A FINAL THOUGHT ON FOX NEWS

We know FOX Network has tried FOX News on their much larger broadcast airwaves network in the past, and it flopped both times. However, that was before the O’Reilly / Hannity / Beck lineup came along.

We firmly believe this current lineup would be very successful over the broadcast airwaves. Its time for someone to inform Mr. Ailes that FOX News is ready to compete with ABC, NBC and CBS. We at AmericanNewsNetwork.com would like to see someone ask Mr. Ailes when he plans to try out the new lineup over the full FOX broadcast airwaves network, in addition to cable. After all, it would not be too difficult to take highlights from the O’Reilly / Hannity / Beck shows, and edit these into a regular one hour program, post-local news of course, for airing say from 11 til midnight. Or, better yet, why not a half hour show option for affiliates to use in conjunction with their local news airing?

Here’s an idea; let this triad braintrust determine the initial formula themselves. We bet they would not stay in that strategy room for long - having their meals shoved through a slot in the door. And don’t forget, they will need two big whiteboards and plenty of dry erase markers.

If nothing at all is done, then Roger Ailes’ bold statement in 1996 “I just want to plant the flag”, is looking more like what he actually meant to say was... **“I just want to plant the flag on Cable Island.”**

- Staff

¹ NewsMax.com

http://www.newsmax.com/insidecover/oreilly_ratings_cnn_msnbc/2009/04/29/208733.html