



## Sell Local News!



Many reliable research sources and Media Group Online have reported on how important news has been for Americans during the pandemic. A late-April 2020 survey from Gallup/Knight Foundation found, however, surveyed adults were less attentive to international, national and local news than a similar March 2020 survey. "News overload" could certainly be a factor.

The good news for you, your station and its advertisers is viewers' attentiveness to local news is still strong. April's 32% share did decline from March's 44%; however, 32% is significantly more than 25% for March 2018 and 23% from a December 2019 survey.

Attentiveness to national news decreased 10 points from March's 56% to April's 46%, compared to 47% according to the fall 2019 survey. International news attentiveness decreased the least, or 4 points, from 32% for March to 19% for April. By comparison, the July 2019 share for international news was 22%.

Another important insight from the Gallup/Knight Foundation survey is how well adults rated news coverage from local and national news sources. A majority, or 55%, of adults said "TV stations in your local area" had either done an excellent (14%) or good (41%) job.

National newspapers was first in the "excellent" category at 20% and national network news second at 15%. They were the only news sources with better excellent ratings than local TV stations. They had the best good rating, or 41% of survey respondents, with newspapers in your local area 38% and news radio station in your area 36%.

Maybe, a more compelling comparison is the percentages of adults who rated these news sources as "terrible." The booby prize goes to national network news at 15%, followed by national newspapers 13% and national cable TV news 12%. The actual winner was local TV news, with just 6% of surveyed adults rating it terrible while local newspapers and news radio stations were close at 8% each.

The survey also asked adults to rate local news' coverage of coronavirus-related information. "Tracking the spread of the coronavirus in your state and local area" was top rated, with excellent 25% and good 47%. Adults were less positive about local news "providing information on how to purchase household necessities," with just 6% rating it excellent, 34% good, 42% fair and 17% poor.

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## Advertisers Anticipate Jumping Back into the Game by Summer



Virtually everyone is tired of “holding his or her breath,” waiting for some form of normalcy to return. It appears those who buy and sell local advertising will have to hold their breaths a bit longer, at least according to Advertiser Perceptions’ April 16–20 survey of 151 advertisers.

Asked when they anticipate “ad spending recovery,” the first significant increase is for June, or as 20% answered, a welcome increase from 5% for May. It’s Q3 2020 when the ad dollar spigot is expected to be flowing again.

### When Advertisers Expect the Ad Spending Recovery, April 2020

Month/Period	Percent
April 2020	1%
May 2020	5%
June 2020	20%
July 2020	18%
August 2020	15%
September 2020	19%
October 2020	7%
November 2020	2%
December 2020	2%
Q1 2021	5%

*Broadcasting+Cable (Advertiser Perceptions), April 2020*

A few insights reveal themselves in the table’s data. Of course, the primary goal for retailers, advertisers and media reps holding their collective breath is to regain as much as possible foot traffic and sales from before the pandemic. No doubt, there is a pent up demand for more consumer spending.

Another insight to share with your prospects and clients is they will also have to adjust to how the pandemic experience will have changed the retail environment. All indications are it will be noticeably different; so everyone will need a period of adjustment and well in advance of the Q4 holiday season when everyone will want ad dollars and retail sales to be at least the equal of recent years.

The anticipated ad spending recovery period is also the second biggest retail sales season of every year, back to school. Missing the spring selling season has been devastating enough, but retailers can’t survive without a good back-to-school season.

Of course, schools will have to reopen according to their traditional schedules for a strong back-to-school retail season.

The insights here are another opportunity for you to step forward and generate more trust among your prospects and clients and prove you are a valuable member of their business teams.



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Convenience Stores: The Future is Foodservice  
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Multifamily Market  
Retail Pharmacy Market  
Father's Day  
Convenience Stores: Evolving with Consumers  
Convenience Stores: Building on Growth Flooring Market

## Business Profilers

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Father's Day  
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**Home Design Products 2020 Profiler** – DIY home improvement projects are increasing with more people at homes, providing opportunities to feature these products.

**Pandemic Exposes Ecommerce Shortcoming** – This New Media Insights Report reveals how unprepared brands' ecommerce channels were for the pandemic.



**Media Group Online, Inc.**  
103 Sterling Mine Road  
Sloatsburg, NY 10974  
Phone: 866-921-1026  
[www.mediagrouponlineinc.com](http://www.mediagrouponlineinc.com)



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