NEW CARS OUT OF REACH FOR MANY HOUSEHOLDS

MEDIAN INCOMES LOW IN MOST METROS

New vehicles cost about the same everywhere—give or take differences in taxes and destination charges—but incomes vary a lot by location. Analysis by Bankrate.com finds that a median-income household can only afford the average-priced new car in one of the 25 largest U.S. metropolitan areas, according to a new Bankrate.com report. That one metro is Washington, DC.

The study adhered to the “20/4/10” rule: a 20% down payment, a four-year loan and principal/interest/insurance payments comprising 10% of a household’s gross income. If a median-income HH follows those guidelines, they can afford less than half of the average new car price in six of the 25 surveyed markets. Miami/Fort Lauderdale/ West Palm Beach came in last. In that metro, a median-income household can afford to buy a car worth just $13,577 (the average new car would cost $35,368 including local sales taxes).

“The main point of this research is to illustrate how Americans are having to overextend themselves to pay for a new car at today’s prices,” says Bankrate.com analyst Claes Bell. “Low- and middle-income households are having to stretch loan terms to six or more years and/ or spend huge percentages of their paychecks to afford reliable transportation, and it’s very difficult to get off that hamster wheel of debt once you’re on it.”

In D.C., where the median income of nearly $100,000 is about twice as high as in South Florida, a median-income household can afford to spend $37,223 on a car ($697 per month). But remember, that’s only one car for the family.

After DC, average incomes are next highest in the San Francisco metro—but we would caution that the Bankrate analysis doesn’t adjust for that market’s high housing costs. So, in theory a median-income household could afford a $631 per month car payment, which would cover a new vehicle priced at $32,286—if they actually have $631 to spare after paying their rent or mortgage and basic living expenses.

Boston checks in with a median-income family being able to buy a new car for $30,863 with a $592 monthly payment. Seattle is at $26,771 and a $532 payment. Completing the top five is Minneapolis-St. Paul at $26,606 and $502 monthly.

At the other end of the scale, after Miami, 24th place goes to Detroit, where a median-income family can only afford a $13,913 car with a monthly payment of $273. USA Today, using Kelley Blue Book data, reported that only three small cars have MSRP’s that low. Tampa checks in at $14,189 and a $268 payment; Orlando $15,902 and $309; and San Antonio $16,433 and $324.

ACCOUNT EXECUTIVE - ROCKFORD, IL

WREX, the NBC affiliate in Rockford, IL is seeking a self-motivated individual to join our sales team. Primary responsibilities include growing existing business and development of new customers for both on air and online. Ability to call on new customers is essential. The ideal candidate will possess successful advertising sales experience, college education and television background.
**NETWORK NEWS**

NBC Nightly News with Lester Holt started broadcasting from a new studio last night. The updated Studio 3A at NBCUniversal’s New York corporate headquarters features 632 square feet of LED video tiles as well as set-ups for a different anchor, correspondent and guest positions. One of the features is a glass peacock sculpture that is suspended from the studio ceiling above Holt. The space will be a shared with MSNBC, as it has been in the past and will provide a view into the active NBC News and MSNBC newsrooms. CBS Evening News underwent a similar tweaking at the end of 2016 when the program was moved to the same space used by the network’s CBS This Morning program. NBC Nightly News has been neck-and-neck in the ratings race with ABC’s World News Tonight with David Muir for several months………

NBC’s game show, The Wall scored its best overnight rating since February last Thursday night. The show averaged a 1.2 adult 18-49 rating and 6 million total viewers. A 31% increase, and the highest demo rating since February 21st. Beat Shazam, the new Fox show with host Jamie Foxx was even with the previous week posting a 0.9 demo rating, and the Fox reboot of Love Connection was down slightly in the demo to a 0.6 rating. Big Brother on CBS was the top-rated show of the night posting a 1.6 rating. Boy Band, another new show on ABC pulled a 0.6 rating and was down in total viewers………

NBC’s World of Dance has proven to be a winner as the dance competition series has won the honor of being TV’s top summer freshman series since Under the Dome aired on CBS. World of Dance is one of 11 new reality shows on the big four networks to debut this summer, up from 7 in last year’s summer season. One reason for the number of new reality shows - they’re much more appealing for the off-months than scripted shows, which cost more. Only about 20 percent of the big four originals airing this summer are scripted series. World of Dance, with Jennifer Lopez as a judge has already been renewed for a second season. It has a strong lead-in from America’s Got Talent, which averages a strong 3.6 adult 18-49 rating and 15.7 million viewers per episode, according to Nielsen’s live-plus- seven surveys.

**ACCOUNT ACTIONS**

With Stonyfield in the midst of being sold by Danone to French dairy company Lactalis for $875 million, the organic yogurt maker has named GYK Antler, Manchester, NH, as its first agency of record. The independent agency, which had already worked on the Brown Cow brand, will now handle Stonyfield, Stonyfield YoBaby and Stonyfield YoKids as well……..PepsiCo has begun a creative agency review for its flagship Pepsi brand. The only shops invited to participate, though, are from Omnicom Group. The assignment is currently at Omnicom’s BBDO….DDB Chicago has won the creative account for Miller Lite away from 180LA, three months after taking the digital business from DigitasLBi. DDB is the third Omnicom shop to get the creative account in three years. There’s lot’s of work ahead; Lite’s sales volume plummeted 5.4% in the four weeks ending July 1, says Beer Business Daily.

**AVAILS**

WPBF 25, the Hearst owned ABC Affiliate in the beautiful West Palm Beach market, has an incredible opportunity for you! WPBF 25 is looking for a dynamic sales superstar to join our phenomenal sales team. The ideal candidate will bring both Broadcast and Digital sales experience and will possess the drive and ability to thrive in a fast paced, highly competitive market. Your creativity, originality, and passion for developing new business will be encouraged and rewarded! CLICK HERE to apply. EOE M/F

Account Executive: WRAL-FM (MIX 101.5) in Raleigh, NC seeks a sales professional to identify, develop and grow new business accounts on our radio, digital and event platforms. This position will focus on developing new business and growing existing radio and digital accounts. In addition to a leading radio station in the RDU market, you’ll also sell the entire suite of Capitol Broadcasting Company’s digital products and services. CLICK HERE for more info. All CBC properties are tobacco free. EOE M/F

**CLICK HERE to place a job in Spots n Dots!**

**AD AGENCIES NAME THEIR LOCAL RIVALS**

Efforts by local television account rep’s to sell more than just commercial spot inventory isn’t going unnoticed at local advertising agencies. Nearly six-in-ten (58%) say local media—not rival agencies—are their biggest rival. That’s according to a new Borrell Associates survey. “You would think ad agencies would see other agencies as their biggest competitors. But only 9% think so,” Borrell says. “That may be because two-thirds of local media companies now offer an array of agency-type services, including media production, creative services, and digital media management.”

To local sales teams on the ball there are plenty of opportunities to be grabbed according to Borrell VP of research and analysis Corey Elliott. On a recent webinar he said that one out of three local advertisers are outsourcing their web design and web development. And one out of four are outsourcing search engine optimization (SEO). “There are local small and medium businesses out there throwing money to these services,” Elliott said. According to Borrell’s survey, the average local business spent $21,500 just to maintain and manage their website in 2016.

That confusion about digital would seem to give the online giants an advantage. But just 6% of local ad agencies told Borrell that they view Google as their biggest competitor for local clients’ business. Another 5% mentioned Facebook.

Firm president Gordon Borrell has advised local TV sales reps to leverage their long-term relationship with clients and put more of an emphasis a consultative role with local businesses. “It’s a very confusing marketplace,” he said.

“We find fewer advertisers who think they are experts because we have this wonderfully complex marketplace.”

The survey was conducted between April and June and included responses from 583 local ad agencies. See the results HERE.

**Spots n Dots**

*The Daily News of TV Sales @ www.spotsndots.com*

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BUSINESS BYTES

We’ve been keeping an eye on the food-at-home prices reported by the Bureau of Labor Statistics as the cost of food has been playing a major part in results coming from both the supermarket segment and the restaurant business. Now Supermarket News is reporting food price deflation moderated last month to just 0.1% below the totals reported in June, 2016. Nonalcoholic beverages and dairy products were among the categories showing some of the bigger price drops, although poultry, fish, eggs, and beef have started to trend towards higher pricing than last year. The food-at-home index has now been deflationary for the last 19 months, while food-away-from-home (restaurants) showed a 2.2% increase in pricing versus last June.

If your local automotive dealer client is watching his expenses closer than normal these days, part of the reason may be that Selling, General & Administrative expenses are up more than double digits so far this year. The National Automobile Dealers Association’s Dealership Financial Profiles says the average dealership has spent $2.517 million so far this year in SG&A expenditures, as 11% increase compared to $2.268 million after last year’s first five months.

Electric utilities are advertisers in many markets, often choosing to utilize institutional campaigns to enhance their image with consumers. The annual study from J.D. Power concerning customer satisfaction in that industry shows improving numbers for the sixth consecutive year, with the category reaching 719 on Power’s usual 1,000-point scale, a significant 39-point improvement over last year’s study. The major contributors to the big jump were a 39-point increase in customers’ perception of power quality and reliability and a 48-point improvement in the price factor. Price satisfaction increases based on ease of understanding pricing, total monthly cost and “fairness of pricing.” “The utility industry has begun to fully understand the importance of customer satisfaction over the past several years and now have many dedicated leaders and teams focused on improving the customer experience,” Power’s director of the energy practice said. “A challenge we continue to see, however, is that the pace of implementing satisfaction improvements at utilities can be slower than in other industries.”

ADVERTISER NEWS

(Continued from Page 1)

...The Wall Street Journal reports Sprint Chairman Masayoshi Son has had recent talks with both Berkshire Hathaway’s Warren Buffet and John Malone of Liberty Broadband about investing in the wireless company. Sprint has been reported to have had talks with several other companies about potential tie-ups and as we have related, Charter and Comcast currently have an exclusivity window to discuss a potential equity buy or favorable deal that would allow them to sell wireless services under their own brands. Liberty Broadband currently owns about 20% of Charter’s stock.

SUNDAY NIELSEN RATINGS - LIVE + SAME DAY

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<th>Time</th>
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<td>Bob’s Burgers</td>
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<td>Big Brother</td>
<td>1.8/8</td>
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This and That

The official Back-To-School shopping estimate from the National Retail Federation calls for $83.6 billion in spending, about a 10.3% increase over the season last year. Families with children in elementary through high school are expected to average $687.72 in spending, up about 8% from last year, while families with college students will spend an average of $969.88, up from $888.71 last year. The big difference comes from electronics spending where 61% of college-bound families expect to purchase a laptop, 28% a tablet, 26% electronic accessories, 24% a calculator, and 21% a new smartphone/cell phone. “Families are now in a state of mind where they feel a lot more confident about the economy,” NRF CEO Matthew Shay sad. “With stronger employment levels and a continued increase in wages, consumers are spending more and we are optimistic that they will continue to do so throughout the rest of the year.”... Chrysler is now an official of Sesame Street. The sponsorship includes a series of 10 videos that put the puppets behind the wheel of the Chrysler Pacifica and Pacifica Hybrid. The videos will stream across the auto brand’s social media channels.

FunnyTweeter.com