STUDY: LOCAL NEWS TOPS IN TRUSTWORTHINESS

The Television Bureau of Advertising has released research conducted on eligible voters for state primaries in California, Colorado and North Carolina ahead of Super Tuesday, to gain an understanding of what media platforms may have the most influence on them ahead of tomorrow’s vote.

“An estimated $6.5 billion is to be spent by campaigns in the 2020 presidential election year,” says TVB President and CEO Steve Lanzano. “This study demonstrates why political decision makers buy local TV advertising. When eligible voters in California, Colorado and North Carolina all find the problem with ‘fake news’ to be most prevalent on social media, while local broadcast TV news is the most trusted, it’s hard to deny the influence local broadcast TV has over voters.”

The survey, conducted among eligible primary voters in California, Colorado and North Carolina and administered by Dynata, finds that local broadcast TV news is more trusted than news on cable TV, radio, and social media in California (83%), Colorado (81%) and North Carolina (89%).

TVB’s research also determined that registered voters find fake news to be most prevalent on social media in California (68%), Colorado (74%) and North Carolina (74%).

Television has the highest reach of any ad-supported platform in California (88%), Colorado (88%) and North Carolina (89%).

In California, broadcast television is the primary source of news and has the highest reach among Hispanic adults 18+.

In Colorado, meanwhile, suburban and rural women 18+ trust local broadcast TV news far more than news on cable TV, radio and social media.

And in North Carolina, broadcast TV has the highest reach among African-Americans and African-American women 18+.

“As an ongoing study, we will continue to go into early primary and caucus states to study what platforms and mediums voters trust most,” Lanzano said in a news release.

In January, TVB commissioned Dynata to conduct a study of eligible registered voters in three primary states to gain an understanding of media usage, and attitudes toward traditional and digital platforms. Nearly 2,700 respondents were surveyed. To qualify, each respondent had to be a registered voter and had to have been exposed to any of over 20 media (traditional or digital) in the prior 24-hour period. They did not need to have used a television to be included in this survey.

ADVERTISER NEWS

Walmart has been working for about 18 months on a paid membership program called Walmart+ that would rival Amazon Prime, which the retailer hopes will increase its e-commerce market share, sources tell Vox/Recode. The aim is to include features that Prime doesn’t offer, including text-message ordering, and possible future perks such as discounts on gas and prescriptions and Scan & Go options for in-store shoppers... Best Buy is experiencing some inventory shortages as the coronavirus outbreak in China creates supply chain disruptions, and it expects the situation to take a toll on the first half of the year’s sales, CEO Corie Barry said. The Minneapolis Star Tribune reports the electronics retailer reported a strong holiday season, with same-store quarterly sales growth of 3.2 percent and a U.S. online sales increase of almost 19 percent... Bed Bath & Beyond is eliminating 10 percent of its workforce — or about 500 middle management jobs — to cut annual costs by approximately $85 million, “allowing us to re-invest where it matters,” CEO Mark Tritton said. Last month the company said it would spend $400 million to remodel stores and upgrade its supply chain and about $600 million to buy back shares and reduce debt, CNBC reports... Amazon appears to be eyeing the Chicago suburb of Naperville, Ill., for a new brick-and-mortar grocery, according to the Chicago Tribune. It’s not known yet whether this latest grocery venture will carry the Amazon Go Grocery brand, and an opening date has not been released... Shoppers who spend more money using the MyLidl app will now be eligible to earn more incremental loyalty rewards under a new plan the grocer kicked off yesterday, Winsight Grocery Business reports. “[W]e will enhance our Super Shopper program, so that it will not only include a reward when a MyLidl member reaches the conclusion of their spend journey, which is how the program works today, but also new rewards in incremental places along the way,” Lidl spokesman Will Harwood said.
The stock market is down and the coronavirus is up. This planet is going to Purell in a handbasket.

Jimmy Kimmel

The movie franchise... the stock market is down and the coronavirus is up. This planet is going to Purell in a handbasket.

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NRF CEO: CHINA SUPPLY-CHAIN WOES EASING
Some of the coronavirus-driven supply chain disruption in China is subsiding, National Retail Federation CEO Matthew Shay tells CNBC.
Shay said he’s in touch with CEOs who have operations in the country, and they tell him much of the needed inventory “is already pulled.”
“It’s either on the water or in the ports or in distribution centers,” Shay said. “So we’ve got the supply, and the disruption in the Chinese supply chain is coming back online.”
The next question is to what extent the coronavirus outbreak spreads in the U.S. and how it impacts consumer demand, Shay said. So far, Shay said, demand has held up and foot traffic to stores in the U.S. has stayed steady.
“I think we have to rely on the guidance of health-care professionals to direct us as to make all the preparations we should,” Shay said. “But let’s expect that we’re going to be ready if we have to deal with this in the next couple months.”

CORONA (THE BEER) REJECTS SURVEY FINDING
Corona parent company Constellation Brands has taken aim at a survey put out by a PR agency that claims people are cutting back on the beer because it shares the same name as the coronavirus, Ad Age reports.
The survey, issued last week by 5W Public Relations, claims “38 percent of beer-drinking Americans would not buy Corona under any circumstances now.”
“It’s extremely unfortunate that recent misinformation about the impact of this virus on our business has been circulating in traditional and social media without further investigation or validation,” Constellation CEO and president Bill Newlands said in a statement. “These claims simply do not reflect our business performance and consumer sentiment, which includes feedback from our distributor and retailer partners across the country.”
He added that “our company does not have much exposure to international markets such as China that have been most impacted by this situation.” (Anheuser-Busch InBev controls Corona globally.)
Constellation in its statement cited IRI retail sales trends showing that sales of Corona Extra increased by 5 percent in the four-week period ending Feb. 16, “nearly doubling the 52-week trend for the brand.”

KTXL UNVEILS NEW POLITICAL AFFAIRS SERIES
Nexstar’s Fox affiliate KTXL-TV Sacramento, Calif., has launched a locally produced half-hour political affairs show.
Inside California Politics debuted yesterday. The California primary, part of Super Tuesday, is tomorrow.
The show is hosted by principal anchor Nikki Laurenzo. Lorenzo will also host a weekly “Perspective” segment focusing on a single issue.
“This is a great opportunity for Fox40 to serve its viewers with high-quality local political affairs programming, designed to help them better understand the local, state and national issues that affect them every day,” said KTXL-TV VP and GM Leigh White.

CORONAVIRUS: RETAIL SEES DEMAND HIKE AHEAD
Supermarkets and other retailers are preparing for a surge in demand and shoppers are stocking up on staple foods and cleaning supplies as more cases of the new coronavirus appear in the U.S., The Wall Street Journal reports.
Health officials in Washington state on Saturday reported the first death of someone who had tested positive for the coronavirus in the U.S. Yesterday, health officials reported two additional cases in Washington and a first case in Rhode Island, adding to dozens of cases across the country.
Now grocers are working to prevent shortages and preparing for a rise in demand for disinfectants, hand sanitizer and long-lasting items such as pasta and canned food. Some are ramping up orders from suppliers.
“This is like a natural disaster, but it’s an illness,” said Doug Baker, vice president of industry relations at FMI, a trade group for food retailers.
Walgreens has seen it greater demand for products including face masks and hand sanitizers at many stores and online. Home Depot said it had halted online orders for face masks and was limiting purchases at its stores to 10 per customer.
“Our merchandising and supply-chain teams are working hard to replenish these items as quickly as possible whenever inventory runs out in any of our stores,” a Home Depot spokeswoman said.
Some sellers on the e-commerce sites of Amazon.com and eBay had set prices for masks and sanitizer well above levels typical for those products at U.S. stores and websites.

THIS AND THAT
Syndicated daytime talk show Maury, hosted by Maury Povich, has been renewed by NBCUniversal for two more seasons, taking it through 2022. For the 2019-20 season, Maury has an average of 1.6 million daily viewers and continues to resonate key women, men, and adult demographics with one of the youngest audiences in the daytime syndication landscape... Joe Coulombe, who founded Trader Joe’s, the popular grocery known for its kitschy vibe and beloved private label wine dubbed “Two-Buck Chuck,” died late Friday at his home in Pasadena, Calif. He was 89 years old. Trader Joe’s became known for a selective array of premium foods available at low prices.

SATURDAY NIELSEN RATINGS - LIVE + SAME DAY

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<thead>
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<th>Time</th>
<th>Net</th>
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<tr>
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<td>NBC</td>
<td>The Voice</td>
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<td>MLS Pregame</td>
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