

*The state of our
industries*



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- We are living between two epochs: Before coronavirus and after coronavirus.
- Most of the empirical data on our industries is before the pandemic, so we don't know the real impact yet. But it has not been good.
- What the world looks like after coronavirus is also a giant unknown. The consensus of experts is that some of the changes we think are temporary won't be. The open question is which?
- What is known is that the need for trustworthy information and the skills to communicate that to audiences has never been needed more.



AD/PR



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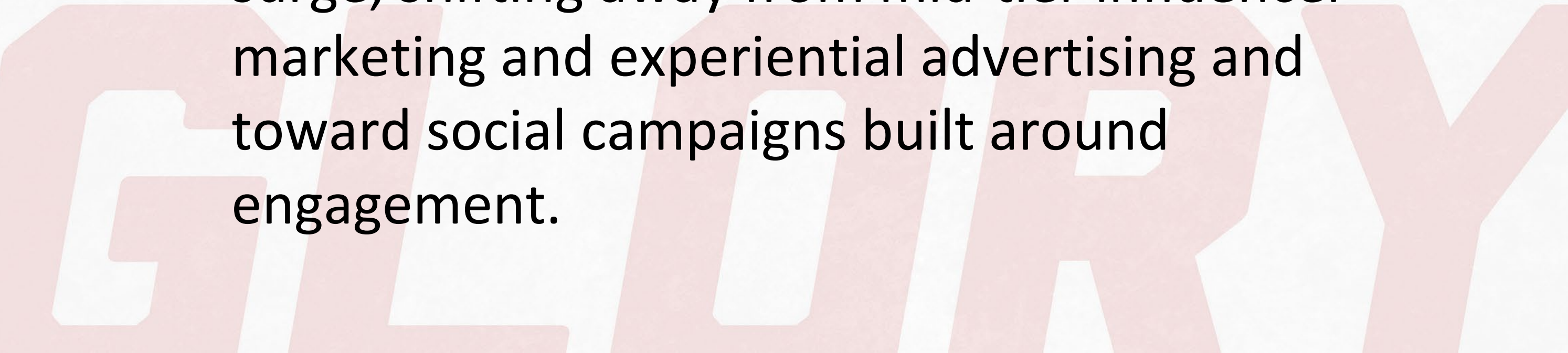
- The Bureau of Labor Statistics predicts an 8 percent growth for Advertising, Promotions and Marketing managers by 2028.
- It's 3 percent for graphic designers, and a whopping 20 percent for market research analysts.
- The 8 percent growth rate is faster than the overall average growth rate of occupations.



- The Bureau of Labor Statistics predicts a 6 percent growth for Public Relations Specialists by 2028.
- Pre-pandemic, the BLS said social media was the biggest opportunity for growth in the sector.
- The pandemic has revealed scores of needs for effective PR.





- Media Sense found two thirds of companies are re-evaluating their relationships with agencies, many pushing to insourcing.
 - Retail brands have been hammered by the pandemic, leading to massive cutbacks.
 - Ad Age reports the pandemic leading to a digital surge, shifting away from mid-tier influencer marketing and experiential advertising and toward social campaigns built around engagement.
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Broadcasting



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- The Bureau of Labor Statistics predicts a 14 percent growth for Film and Video Editors by 2028. Most of that growth will come outside of traditional broadcasting jobs.
- Pew reports employment in broadcast television newsrooms has been essentially flat for decades, declining slightly from 30,000 in 2004 to 29,000 in 2018.



- Pew Research shows that after years of decline, employment in radio has risen in the last few years as listening via smart device and podcasting has grown at double digit percentages.
- Example: NPR's radio audience is down 22 percent in the pandemic. Total audience? Up 10 percent from a year ago.



- The pandemic has impacted broadcasters, with significant losses in advertising revenues.
- Multiple large broadcasting companies have had hiring freezes, furloughs, layoffs and salary cuts.
- Simultaneous to the disruption, local audiences across the country are up substantially. However, the audience is consuming the product differently.



Journalism



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- There is little good news in journalism.
- The Bureau of Labor Statistics predicts a 10 percent decline in journalism jobs by 2028. That decline may be undersold.
- In the last 15 years, 1 in every 5 newspapers in the US has closed. That's 2,000 papers.
- Currently 1 in 5 reporters lives in New York, DC or LA.



- The pandemic has only hastened decades of decline in newsroom jobs as newspapers have struggled to shift to digital.
- Newspaper companies have cut jobs, print days and in the last month, scores have eliminated their physical newsrooms.
- One chain recently emerged from bankruptcy while multiple others teeter on the brink.



- There are precious few bright spots.
- A handful of non-profits have proven to be durable enterprises (ProPublica, Texas Tribune, Reveal).
- The New York Times for the first time collected more revenue from digital subscriptions than the print newspaper.
- Most of the layoffs have occurred in the places our students would get jobs in years past.



Sports



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- As constructed, our sports communication major intersects with our other majors and therefore is hard to tease out trends.
- The BLS does not track sports related jobs specifically, but it is generally assumed that jobs in sports marketing and promotion will grow, sports journalism is shrinking.



- The pandemic's impact on sports is both obvious and hard to quantify.
- No fans in the stadiums have impacted revenues and operations, but television audiences are up substantially at the same time.
- The depth and breadth of the disruption to sports and sports revenues will depend on how long leagues are closed/limited and stadiums are empty.

