



The MYERS Media Vitality Report January 2001



MYERS Recession 2001: Real or Self-Fulfilling? Chicken Little, or Chicken Soup For the Soul of the Media Economy

- Contradicting the alarmists -- Advertisers and agencies show increased optimism about media spending ahead.
- Life is just a box of chocolates -- And local media are the candy ad execs are eyeing the most.
- History's surprises -- Looking back at media spending during economic downturns, and which advertisers have benefited the most.
- Doomsayers' dilemma -- How reportage predicting economic devastation undermines the media's own advertising outlook.
- A lesser lag -- A new rule of thumb concerning how long a delay the media can expect before the effects of a downturn will hit.