

# TV INSIGHTS

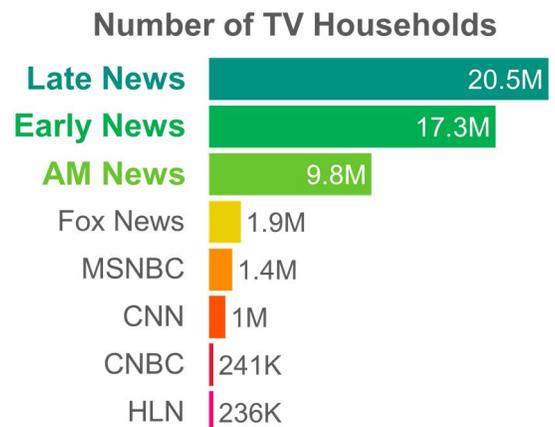
## LOCAL BROADCAST NEWS IS THE 800 LB GORILLA

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### THE STRENGTH OF BROADCAST NEWS IS LOCALISM

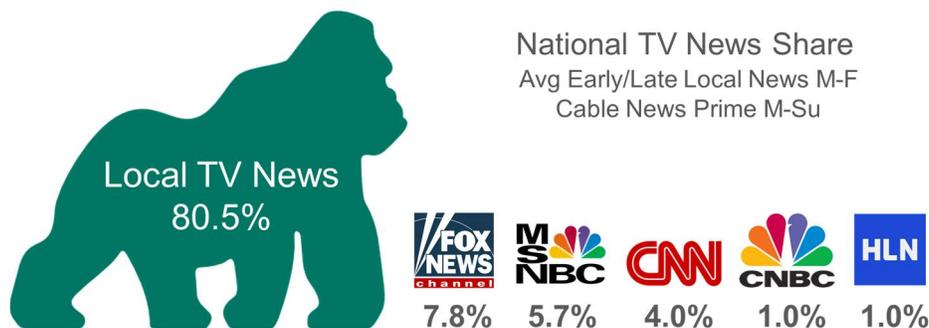
Even with the dozens of TV news channels available in households today, more Americans watch Local TV Broadcast news than any other news source. Local TV news is a vital resource to local communities – relied upon for critical reports during emergencies, weather events, and day-to-day updates.

That is why on any given day, over **20 million** households tune into the Late Local News, **17 million** for Early News and nearly **10 million** for Local Morning News. The cable news nets trail far behind - never topping 2 million homes. These networks, by nature, focus on national coverage and are unable to give viewers the localism they both desire and require from a news source.



### LOCAL BROADCAST NEWS: CONNECTING THE LOCAL MASSES

While the cable news nets focus on niche audiences based on their political views, Local News appeals to *all* viewers. Thus, Local Broadcast News accounts for over **80% of total news viewing** – with an audience that reflects a spectrum of young and old, conservative and liberal. Instead of feeling polarized, communities feel connected by their Local TV news stations, and viewing reflects a sense of local pride.



Source: Nielsen, NHI CNBC, CNN, HLN Live+7, 5/1/17-5/28/17, FXNC, MSNBC Live+7 3/27/17-6/25/17; NSI Live+SD/Live+1, 04/27/17-05/24/17, Mon-Fri avg  
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