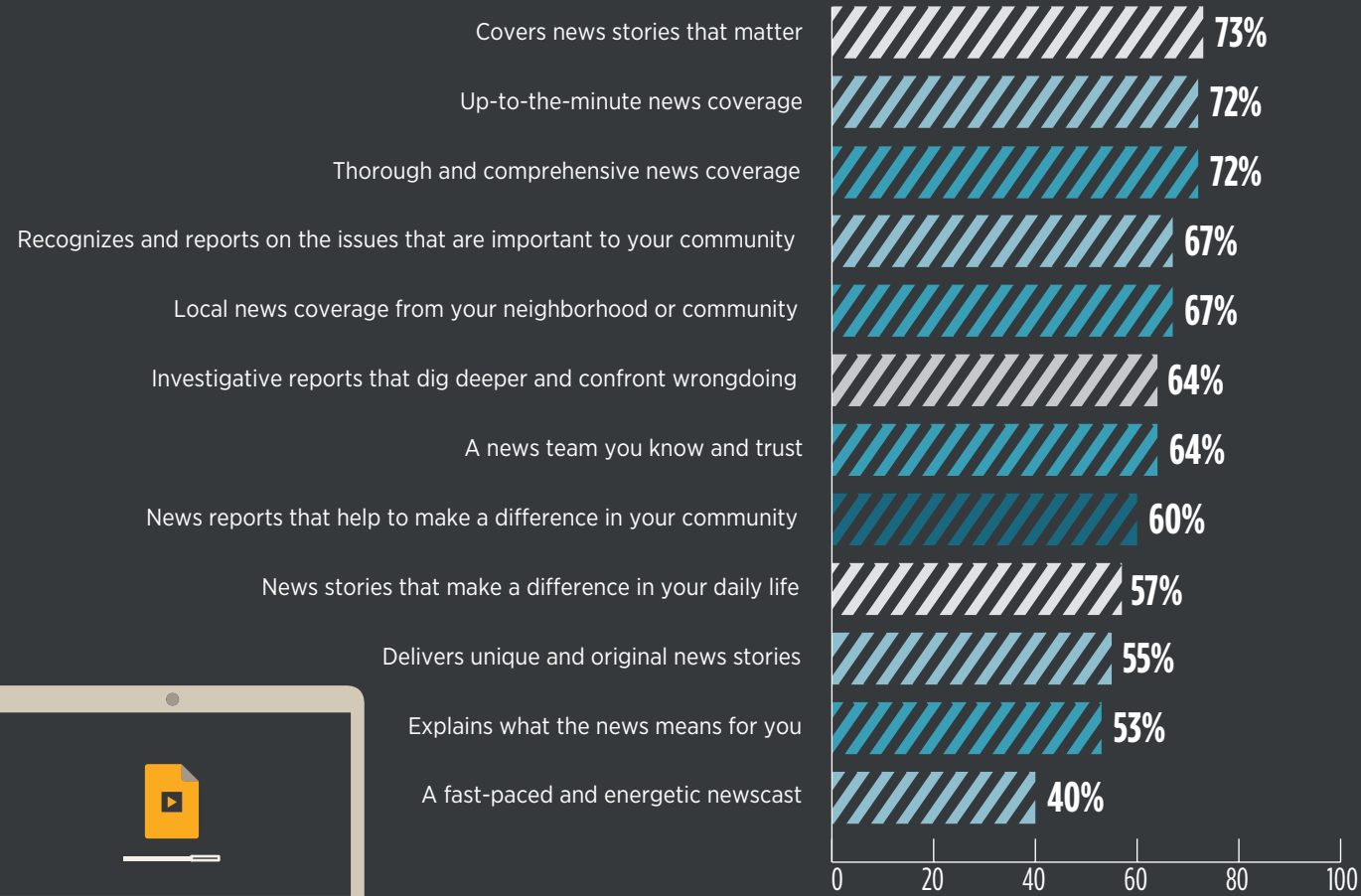


Top Reasons People Watch Local TV News

Based on a survey of 613 people across six television markets
*Ranked as either one of the most important or single most important factor

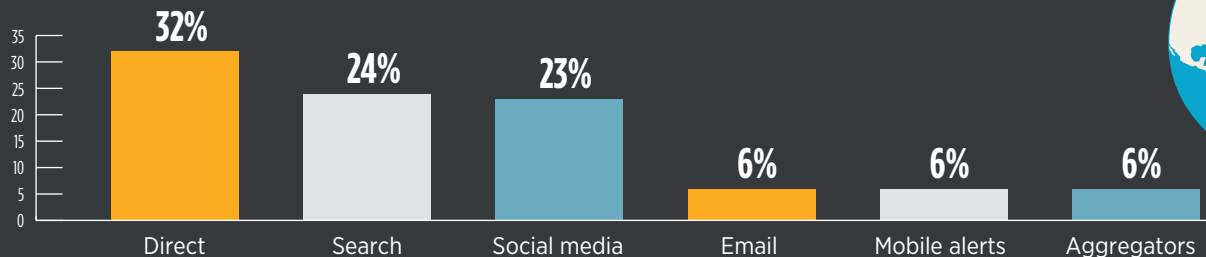


Source: "Reinventing Local TV News" report, Shorenstein Center, February 2019

Direct and Distributed Forms of News Discovery

Based on a survey of 37 markets on five continents with a combined population of 1.6 million

WHICH OF THESE WAS THE MAIN WAY IN WHICH YOU CAME ACROSS NEWS IN THE LAST WEEK?

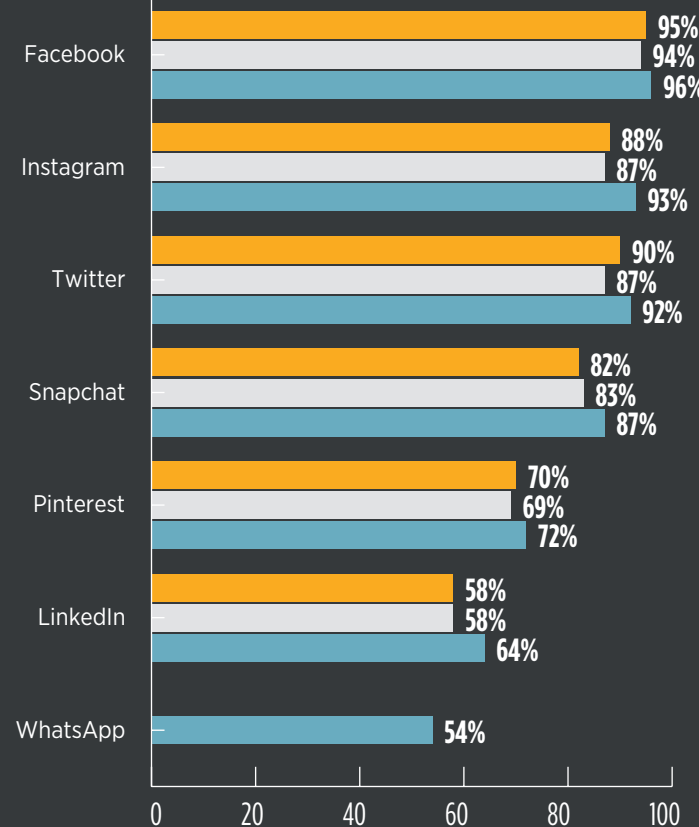


Source: "More Important, But Less Robust? Five Things Everybody Needs to Know about the Future of Journalism" report, Reuters Institute for the Study of Journalism, January 2019

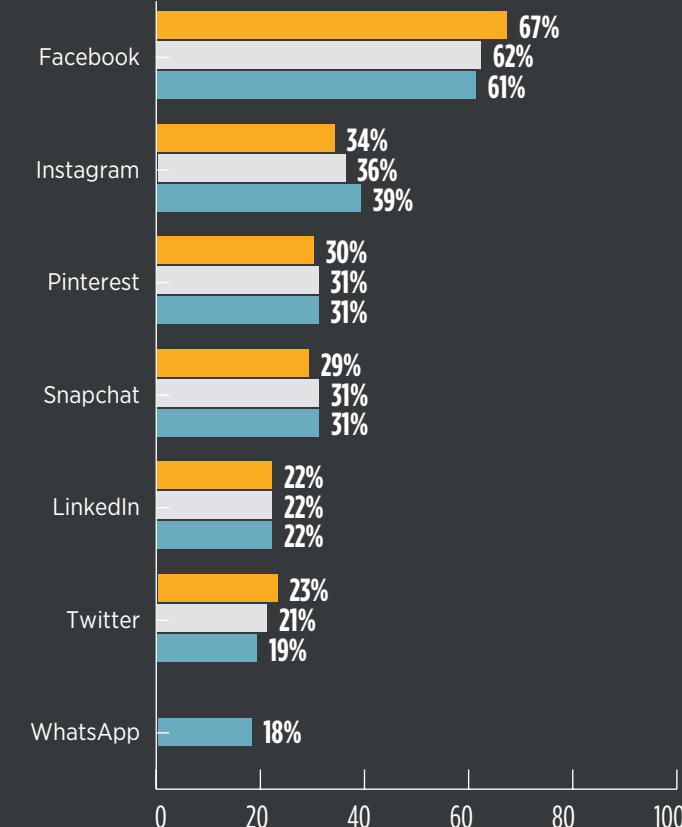
Social Media Brand Awareness and Usage

% AWARE OF SOCIAL MEDIA BRAND

2017 2018 2019



% USING SOCIAL MEDIA BRAND



Source: "The Infinite Dial 2019" report, Edison Research and Triton Digital, March 2019
*2017 and 2018 percentages based on a national survey of 2,000 people aged 12 and older; 2019 percentage based on a national survey of 1,500 people aged 12 and older; 2017-2018 excludes WhatsApp because data was not available

Types of Email Newsletters to Know

EDITORIALLY DRIVEN: These newsletters are more of a standalone product and are designed to be read in the email client.

LINK DIGEST: These newsletters are link-heavy and designed to provide readers with information, but also to drive them to full stories on the web.

LINK DIGEST AND EDITORIAL: These newsletters tread the line between link digests and standalone editorial newsletters. Often, they'll include an introduction written by a staffer and then list links to coverage.

NO END IN SIGHT: These newsletters are key components of a news organization's product lineup.

EPHEMERAL: These pop-up newsletters are produced for only a short period of time.

Source: Newsletterguide.org