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

- Covers news stories that matter: 73%
- Up-to-the-minute news coverage: 72%
- Thorough and comprehensive news coverage: 72%
- Recognizes and reports on the issues that are important to your community: 67%
- Local news coverage from your neighborhood or community: 67%
- Investigative reports that dig deeper and confront wrongdoing: 64%
- A news team you know and trust: 64%
- News reports that help to make a difference in your community: 60%
- News stories that make a difference in your daily life: 57%
- Delivers unique and original news stories: 55%
- Explains what the news means for you: 53%
- A fast-paced and energetic newscast: 40%

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?

- Direct Search Social media Email Mobile alerts Aggregators
- 32% 24% 23% 6% 6% 6%


Social Media Brand Awareness and Usage

% AWARE OF SOCIAL MEDIA BRAND

Facebook 95% 94% 96%
Instagram 88% 87% 89%
Twitter 90% 87% 82%
Snapchat 82% 87% 82%
Pinterest 70% 69% 72%
LinkedIn 69% 68% 64%
WhatsApp 64% 54% 50%

% USING SOCIAL MEDIA BRAND

Facebook 67% 62% 61%
Instagram 34% 30% 31%
Twitter 23% 21% 21%
Snapchat 23% 23% 21%
LinkedIn 22% 22% 22%
WhatsApp 18% 10% 10%

*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