

The image features a background of abstract, overlapping circular and hexagonal patterns in shades of green and blue. In the top left corner, there is a solid teal square. To its right, the text 'KATZ TELEVISION GROUP' is displayed. 'KATZ' is in white, bold, uppercase letters inside the teal square. 'TELEVISION' is in dark grey, uppercase letters to the right of the square. 'GROUP' is in smaller, dark grey, uppercase letters centered below 'TELEVISION'.

**KATZ** TELEVISION  
GROUP


Inside  
the  
Power of  
**Local TV**  
**Personalities**

Embedded in communities across America, local TV news personalities have an everyday relationship with their viewers – the kind of relationship that builds brands. In this proprietary study, Katz Television Group takes a deeper look at the bonds that have turned local television into America's most trusted news source.

# Contents

- 3 | A Matter of Trust
- 4 | Local Anchors. Informed Friends.
- 7 | Loyal and Engaged
- 8 | By the Numbers

# A Matter of Trust

We trust you more because   
you instill a sense of  
community with us.

**M**edia plays a major role in people's lives.

Amid the constant blur of images, sounds, and social media feeds, people are first and foremost citizens of their communities - the places in which they live and work. These are the places where their children go to school, the places where they spend quality time with the ones they love, and yes, the places where they buy the majority of their products. At the end of the day, feeling informed and in control of these places is what matters most - and local television news plays a unique and important role in cultivating that confidence.

Over the past two years, trust in our news organizations has been in the spotlight. Bias has emerged as a central concern as cable news and social media networks continue to reinforce the echo-chambers of our personal political belief systems. Few media spaces exist today where information can be gained and shared without a point-of-view—except local broadcast. That's why in countless surveys, local broadcast news has always received the highest marks for trust and lack of bias.

At Katz Media, we've embarked on a continuous study of the relationship between local broadcast news operations and the communities they serve. In this report, we share the findings of our latest survey about the power of local TV personalities. Utilizing our proprietary Our Media panel of 2000 local media consumers, Katz surveyed local TV news viewers about their relationship with the men and women who are welcomed into our living spaces every day with the latest updates on our communities, weather, traffic and sports. Fieldwork was conducted in January 2019.

The findings are both enlightening and affirming from the years of viewing loyalty to the deep level of personal knowledge we have about the local news presenters we welcome daily into our living rooms.

Read on to learn more.

Note: All verbatims are shared from our 2018 Warner Brothers/Magid/Katz Media Local News Study

# Local Anchors. Informed Friends.

**B**elieve it or not, many people feel a personal connection with their local TV station's news personalities. While it's easy to define your relationship with the people in your life (friend, spouse, co-worker) how are relationships with local television personalities considered?

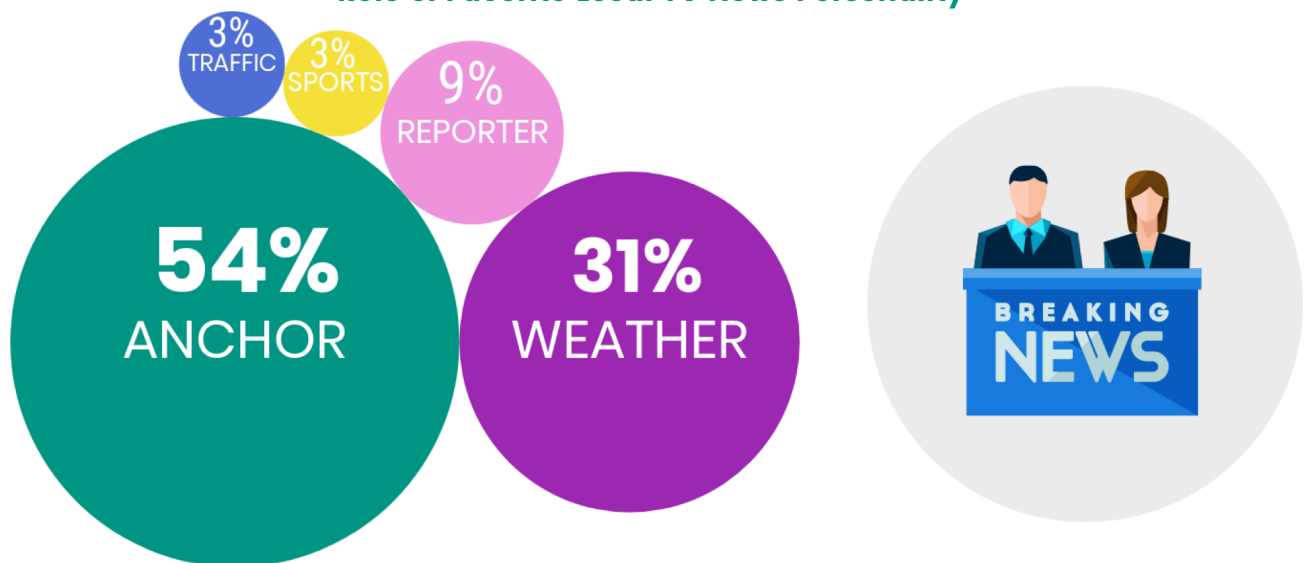
Katz Television set out to learn if local news viewers have a personal relationship with their local TV news people - and if so what do they consider it to be? How does it compare to other people in their lives and what do they know and like about them? In our study of 500 local news viewers, Katz probed deeply into these relationships, gaining quantitative and qualitative insight into news viewers' daily engagement. Fully four in ten news viewers claimed to have a "favorite" news person that they tune into on a regular basis.

**4** in **10**

Local TV News Viewers  
have a favorite local TV  
news personality

What roles tend to be favored? Anchors have the lion's share of affinity (54%), followed next by Weather Persons (31%), General Reporters (9%) and Sports and Traffic Reporters (3%).

## Role of Favorite Local TV News Personality

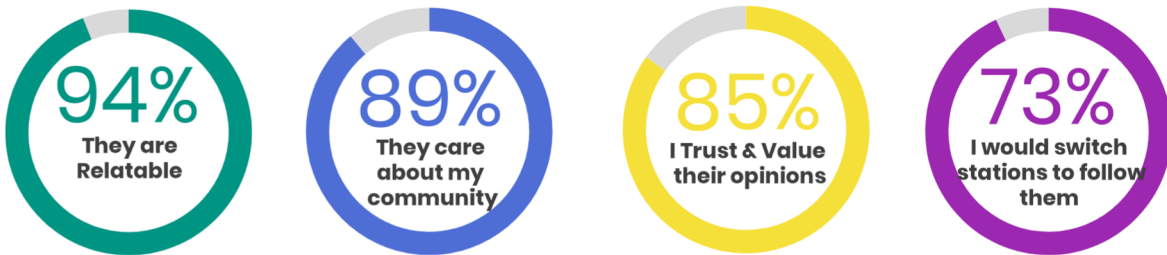


What drives that favorite connection? In essence, it's all about trust, relatability and a genuine commitment to the community. Viewers watch news presenters on camera each day, embedded in the places they visit or drive by regularly. No national media outlet could possibly understand the specialness of their community in the same way. From stories about local heroes to stand-up shots in the middle of a storm, local TV news is credited with making the most human aspects of our communities come alive.

*They live in our neighborhood. They understand what's going on, what will touch people's lives.*



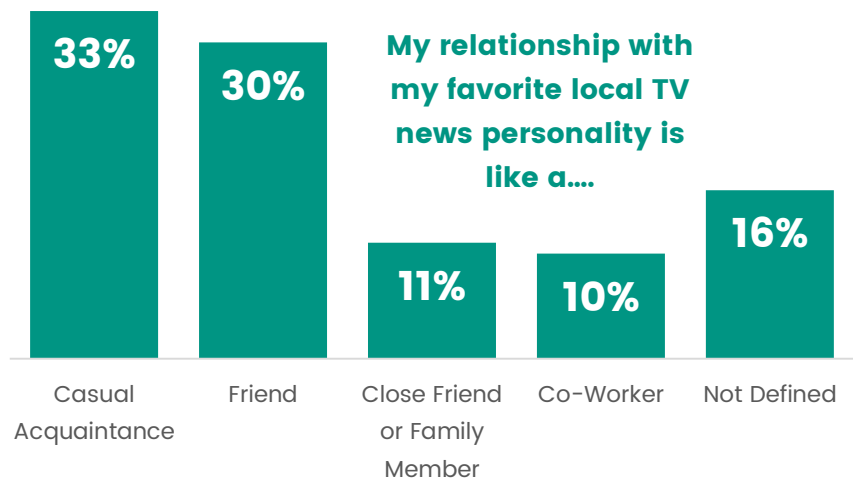
### Top Reasons Why Local News Viewers Have a "Favorite" News Personality



So how do local news fans define the relationship with their "favorite" local news personalities? Katz asked its Our Media panel to choose from among four different definitions: *casual acquaintance*, *friend*, *close family or family member*, or *co-worker*. While roughly a third of respondents considered these favorite news personalities as a *casual acquaintance*, 41% considered them to be like a *friend or family member*, and only 10% would describe the relationship like that of a *co-worker*. Importantly, 93% of respondents claim they would "miss them if they were gone."



*I feel I get more honesty.*



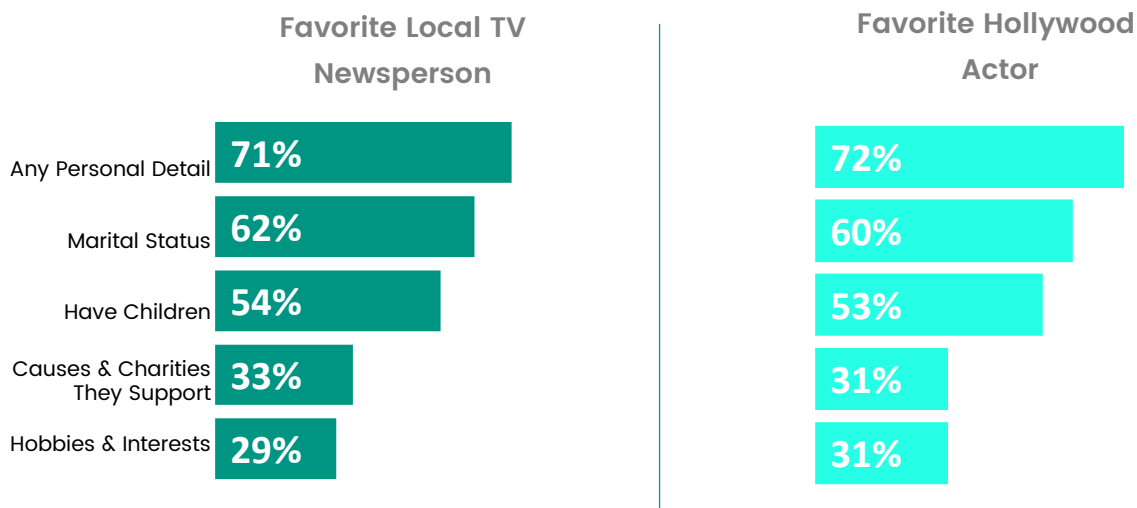
Note: All verbatims are shared from our 2018 Warner Brothers/Magid/Katz Media Local News Study



Not unlike our relationships with friends and families, local news viewers know a surprising amount of personal information about their favorite local news personalities. From family details to personal charities, local news fans feel connected with their favorite personalities in the same way that they are invested in the happenings of the significant people in their lives.

Katz also compared this to local news viewers' relationships with their favorite Hollywood actors. Arguably, the lives of Hollywood stars are highly detailed in multiple media outlets, with a wealth of information available to fans. It would be hard to imagine that fans would have more information about local news personalities than Hollywood stars, yet this is exactly the case. In almost every category, local news fans know as much about their local news personalities as they do about their favorite Hollywood stars.

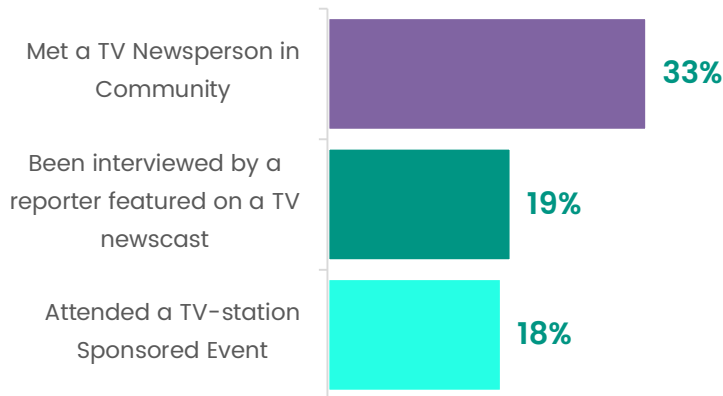
### What People Know About Their...



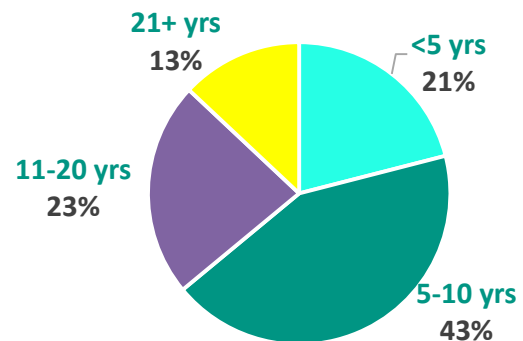
# Loyal and Engaged

**T**urns out that the relationship viewers have with their local TV news personalities is not only similar to our friendships but also long-lasting and engaged. When asked how long respondents had been following their favorite local TV newscasters, nearly half (43%) had been watching their favorites for 5-10 years, and another 36% have been watching 11+ years. More than half (56%) of respondents have participated in some type of station-related activity in their community. More than a third of respondents have actually met a TV newscaster in their community, and another one-fifth have even been interviewed for a TV newscast. These are significant indicators of brand loyalty and reflects on the strength of the bond that is constantly cultivated between local TV stations and communities.

Activities Engaged in with Local TV Station



Length of Time Following Favorite Local TV News Personality



## Social Connection

Local TV news viewers are also actively following their favorite newscasters in social media. Four in ten fans are following their favorites across a variety of social channels.

**40%** follow favorite local TV news personalities on social media







Local Impact.  
National Influence.

For more information about how you can harness the power of local TV personalities, contact Katz Television Group.

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