

DATA

YOUR STORY ON TV IN 2020

Part of the role of measurement is to test assumptions. Surveying is a great way to measure assumptions.

Your company is known for its great customer service, right? Survey your customer base. You might find the customer service of one of your competitors is perceived as far better than yours. Trade shows are the best places to sell your particular products. Again, a survey of your customers might find that buying products at a trade show is far down their priority list.

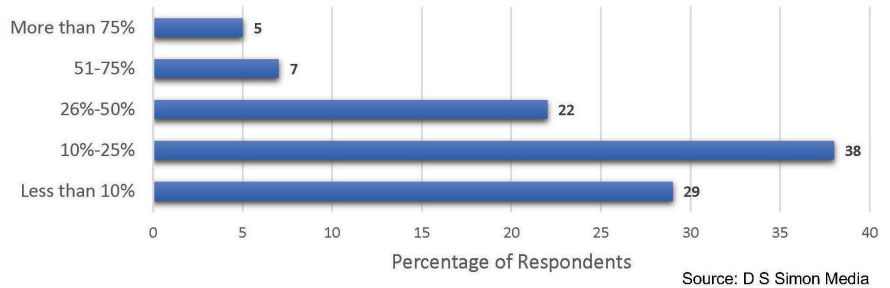
An apt assumption to test as activity around the 2020 elections begins to heat up is whether or not political stories will crowd out television coverage of nearly everything else. The conventional wisdom says yes. It will be nearly impossible to get your brand story featured on television during the election frenzy.

While it's true that cable news networks will probably be wall-to-wall politics during the 2020 election cycle-(that seems to be the case already, doesn't it?), local TV news seems to be offering a more balanced news diet these days. Indeed, results from a **D S Simon Media** survey of local TV news personnel (July 29-August 9) provided exclusively to PRNEWS, shows locals plan to devote about 26 percent of their morning news programs to political stories during the 2020 election cycle [upper chart].

D S Simon surveyed 101 news directors, managers, producers and reporters at local TV stations via email. Their anonymity was protected.

The reason for the more modest political coverage, says D S Simon chief **Doug Simon**, is that local news directors realize political junkies will spend a lot of time watching cable news channels during the election cycle. Therefore, local broadcast news-

In 2020, what percentage of your outlet's daily news coverage do you anticipate being focused on the Presidential Election?



Source: D S Simon Media					
DMA	FOX	CBS	NBC	ABC	DMA Average
New York	13.08%	6.81%	6.81%	13.35%	10.01%
Los Angeles	6.81%	4.60%	2.27%	4.54%	4.56%
Milwaukee	3.97%	2.27%	3.41%	3.97%	3.41%
Austin	5.11%	6.25%	4.54%	6.25%	5.54%
Orlando	7.95%	3.97%	2.27%	5.45%	4.91%
Station Average	7.38%	4.78%	3.86%	6.71%	5.68%

-is smart to devote only a limited amount of resources to political coverage. This equates to opportunities for brands to get their narrative covered on local news programs, he says.

The bottom chart shows the amount of coverage local nightly newscasts devoted to political stories in the wake of the first presidential debate in July. That debate pitted a bevy of Democrat hopefuls. As you can see, coverage of political stories constituted less than 6 percent of all local network affiliate newscasts in New York, Los Angeles, Milwaukee, Orlando and Austin.

As expected, cable news outlets **Fox News**, **MSNBC** and **CNN** were pretty much non-stop political coverage. The nightly broadcast network newscasts devoted nearly 40 percent of their programs to political coverage. Compared to the nightly broadcast news ratings, the cable news channels are niche operations.

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