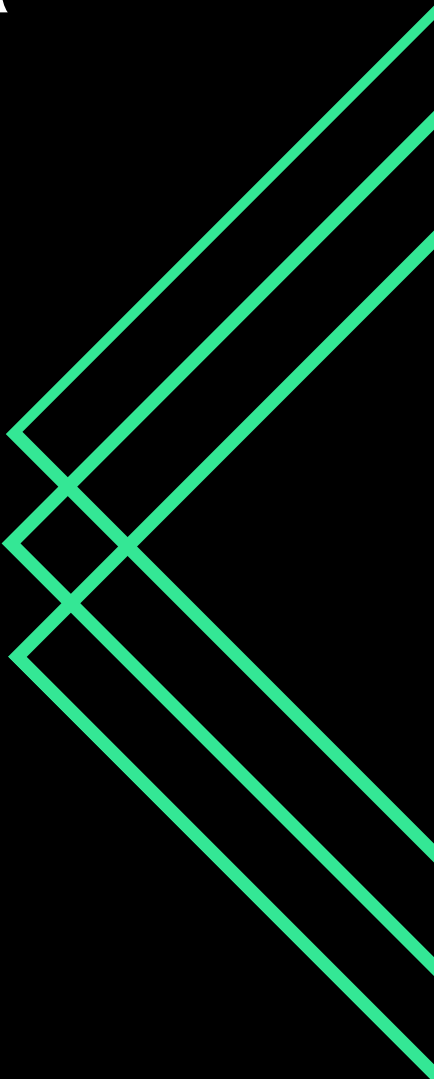
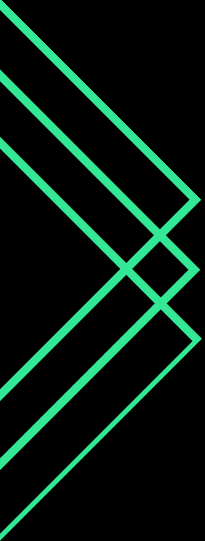




2023 TV STATION PRODUCER REPORT

What they like, what they
don't, and what annoys them



Want to learn more? Contact:
report@dssimonmedia.com

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INTRODUCTION

There has never been a better time to get your key opinion leaders on TV. 92% of our responding station producers say that they are open to interviewing your spokesperson, the highest it's ever been!

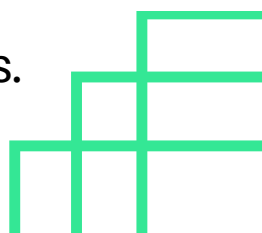
That is one of the key takeaways from our annual survey of station producers and can serve as a guiding principle as you develop your media campaigns. Another, by 94% to a 6% margin, these producers prefer to interview a brand's internal spokesperson versus a third-party expert.

Unfortunately, most of these journalists say PR people still do things that annoy them. This report can help you and your team avoid these common pitch killers.

From a technology standpoint, our survey finds that Zoom isn't going anywhere. 90% of stations are conducting their interviews through Zoom, while 52% are using satellite. For the first time since COVID, producers are open to conduct interviews in person at the station.

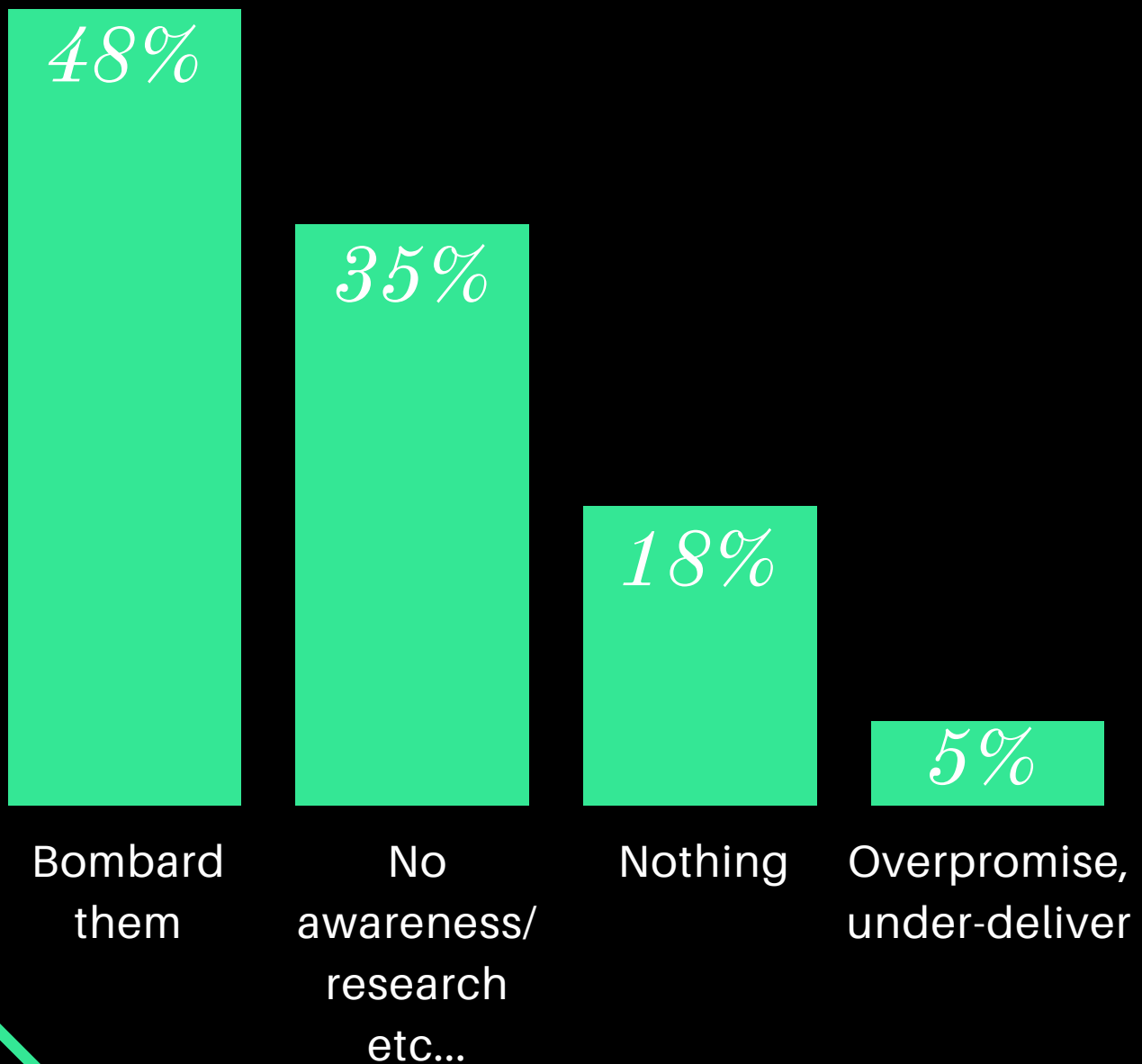
Another positive for communicators, stations are interested in conducting interviews on a wide variety of topics.

While it possible in some cases to get your story placed on national outlets, it turns out that stories on local news are more trusted than what viewers see on national newscasts.



What PR people do to annoy stations

Here's a shocker. Many journalists are annoyed by PR people. In fact, when asked what annoyed them, 82% of them came up with an answer. Stations didn't like receiving multiple emails and calls for the same pitch. Next, PR people also failed to research their programs or schedules. Surprisingly, 18% said nothing annoys them.

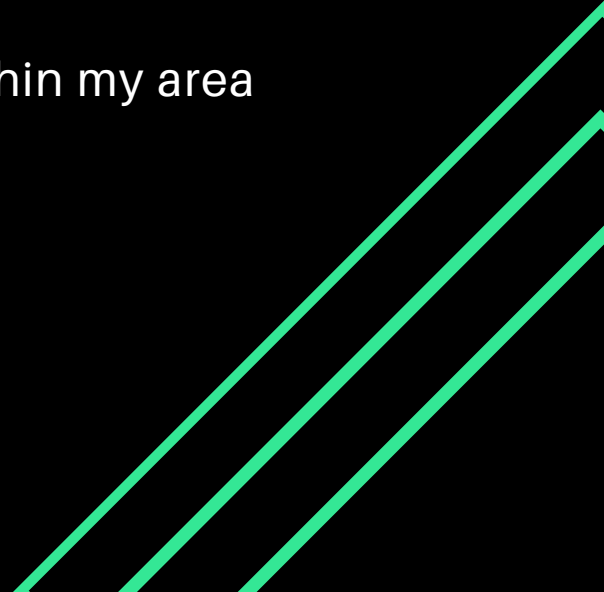


Here's some specific complaints:

Bombarding them:

- "Email saying you haven't heard back. You haven't heard back because IDGAF about your pitch"
- "Bombard me with too many story pitches"
- "Calling right after sending an email to talk about the things they just sent an email about"

No awareness/research etc...

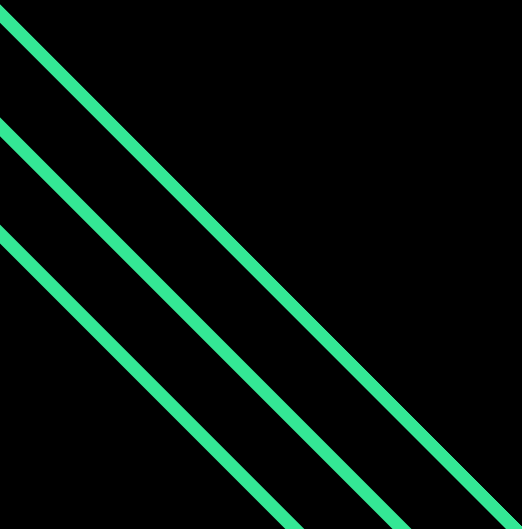
- "Calling 5 minutes before a newscast when I'm so busy"
 - "I'm annoyed when PR people clearly don't get what we do. Without a clearly stated Atlanta connection, they're wasting our time (theirs too)"
 - "Sending emails that are nowhere within my area of responsibility"
- 

More of what annoyed journalists

Overpromise

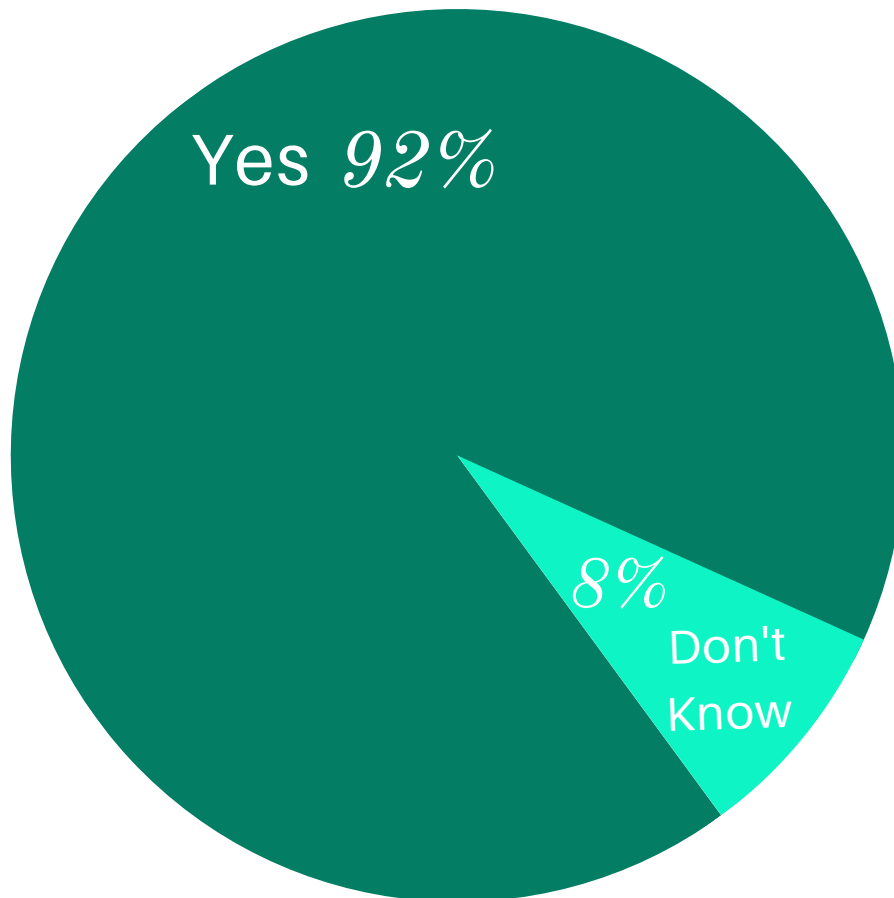
- "Overpromise and under-deliver"
- "Provide representatives who are unavailable"

Surprisingly, 18% of respondents were not annoyed

- "They do not annoy me. That's how I get some of my stories"
 - "Not much, I'm hard to annoy. Always looking for ideas"
- 

TV Station Interest in Interviewing Spokespeople is at an All Time High!

When given a strong story with an appropriate spokesperson, an overwhelming, 92% of stations are open to booking the interview with a brand or non-profit spokesperson, while 8% weren't sure. Every station that gave a definitive answer, was open to being pitched. The first time that's ever happened.



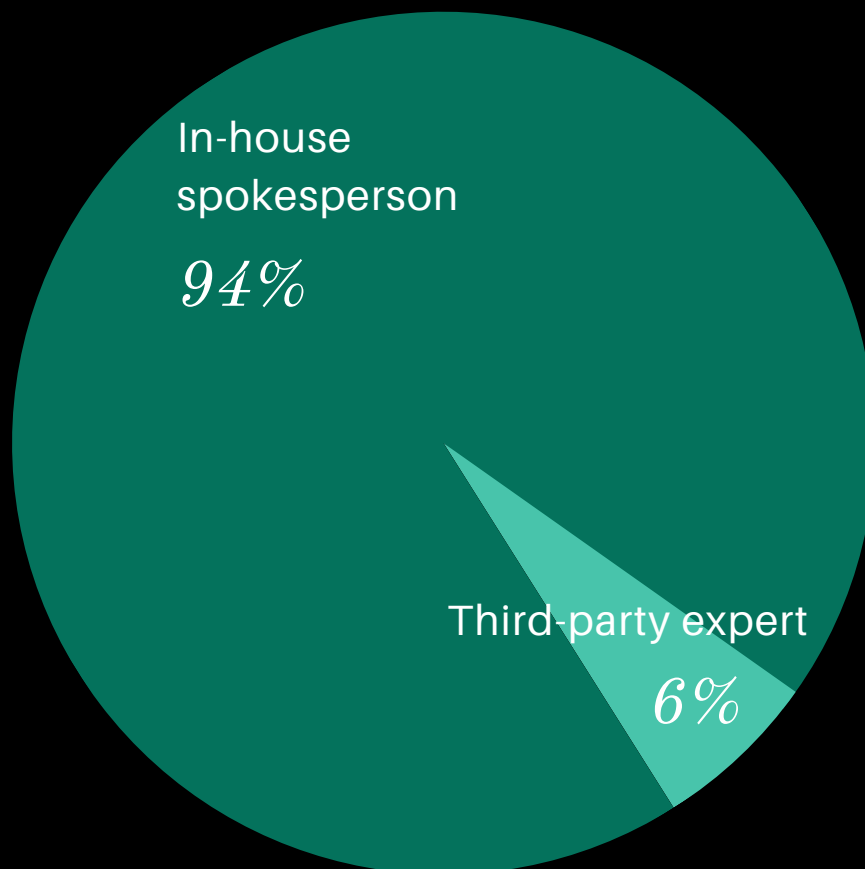
Survey Question:

If the story is strong enough and it is an appropriate spokesperson, are you open to being pitched to book an interview with a brand or non-profit spokesperson?

Stations Prefer In-House Spokespeople to "Third-Party Experts"

Brand spokespeople are the new celebrities! That's one of the key findings of D S Simon Media's *2023 TV Producer Report*. When TV producers were given the choice to interview a spokesperson employed by the organization versus a third-party expert, they prefer the in-house spokesperson by a huge margin.

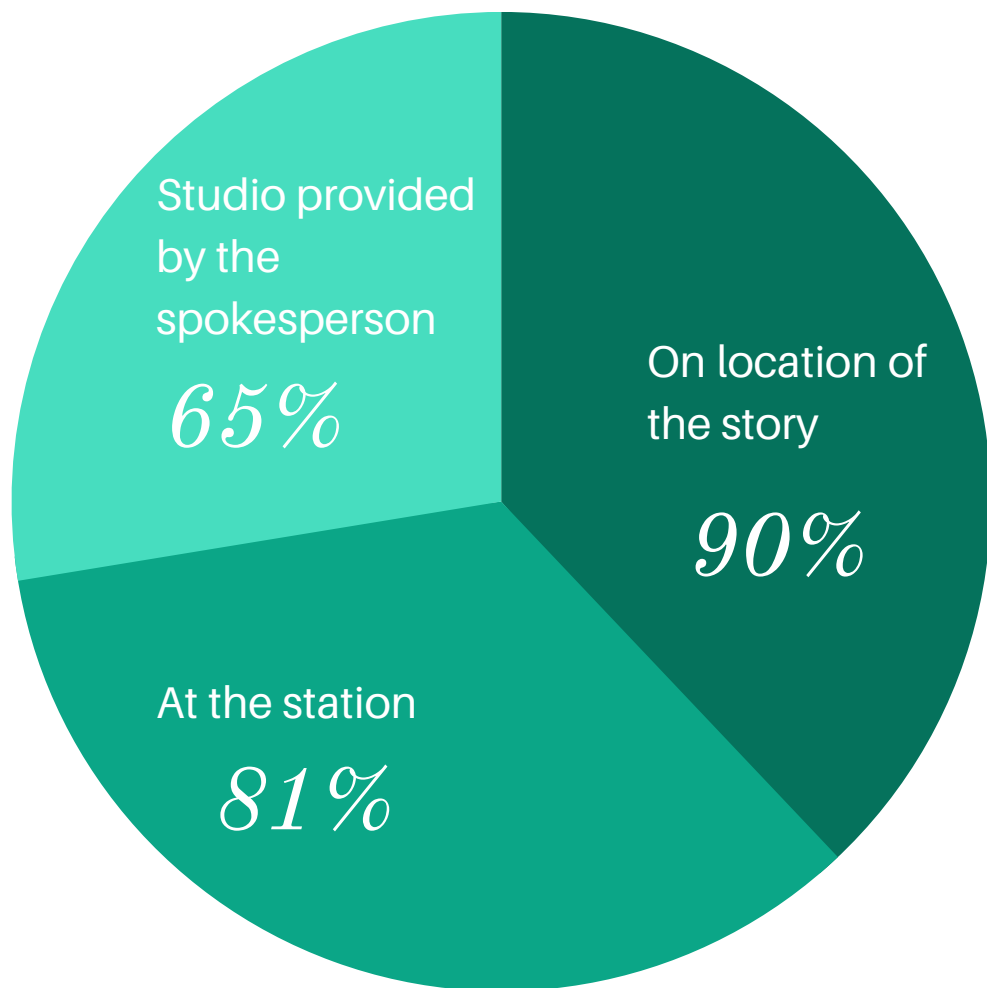
This was a trend we were seeing prior to the pandemic. It has only accelerated since then. If you do go with a third-party expert, make sure they are an A-lister with a connection to the organization.



Survey Question: Do you prefer interviewing an in-house spokesperson or a paid third-party expert?

Stations Still Prefer Interviews On-Location but are Now Open to Conducting Interviews In-Studio

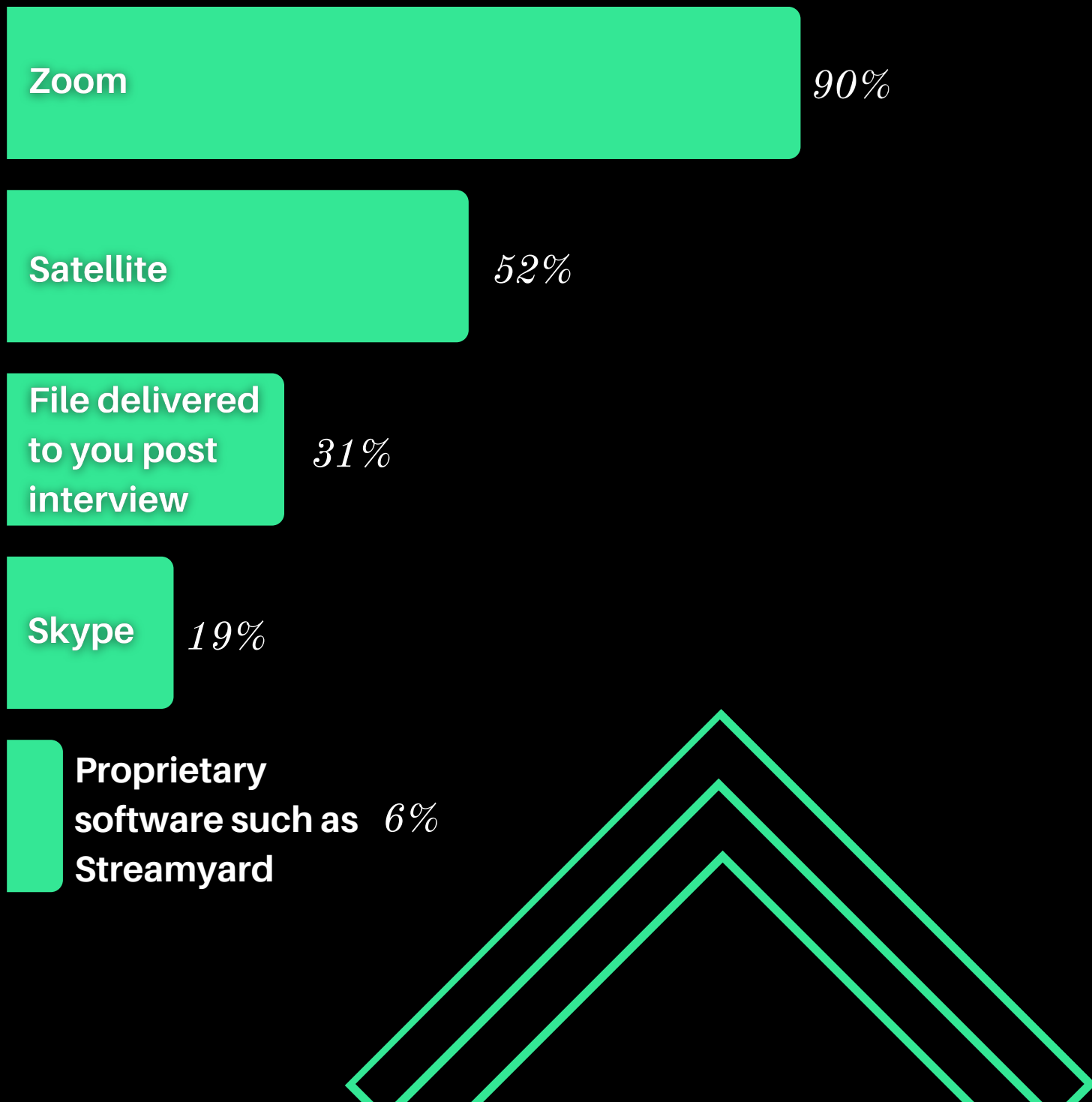
Since the pandemic, it has become much easier and cost-effective to do stories on location because of the station's openness to use Zoom for interviews. As the pandemic has eased, producers have significantly increased their willingness to interview a spokesperson at the station. Their openness to using outside studios (how SMTs were mostly conducted before the pandemic) has also increased from 22% in 2022 to 65% in 2023.



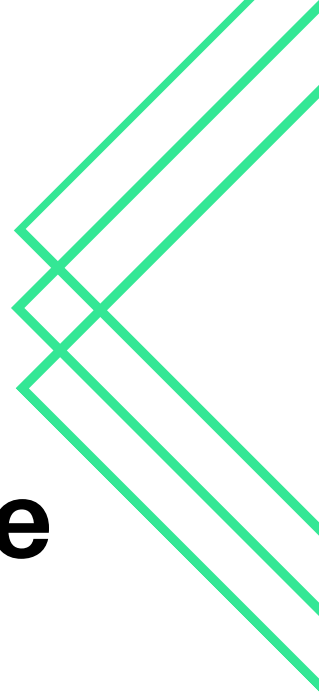
Zoom is Here to Stay

Satellite is still relevant

When conducting interviews with spokespeople, 90% of stations are open to using Zoom. More than half of the stations continue to use satellite to access spokesperson interviews.



TV Producers express significant interest in interviewing spokespeople on a wide variety of topics



We were surprised by the wide range of topics that producers are interested in covering:



Personal Finance/
Business



Health &
Wellness



Parenting



Arts &
Culture



Technology



Education



Travel



Retail and
Consumer
Goods



Cause-
Related
Campaigns



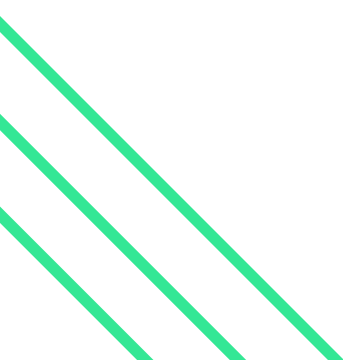
Food/
Beverage



Home
Improvement



Sports



Methodology

The survey was conducted by D S Simon Media. It was sent to TV stations and local affiliates nationwide. The results were submitted through Survey Monkey.

Respondents had the option to remain confidential. 49 journalists responded.

Respondents included news directors, executive producers, anchors, producers, and reporters. They represented affiliate stations from all over the country including Chicago, Boston, Charlotte, Seattle, and Detroit. This report was completed in June 2023.

About D S Simon Media

D S Simon Media is well known as a leader in the satellite media tour industry and produces tours from its studio and multiple control rooms at its New York headquarters. Clients include top brands in healthcare, technology, travel, financial services, consumer goods, entertainment, retail, and non-profits. Established in 1986 the firm has won more than 100 industry awards.

