

BROADCAST: THE ORIGINAL INFLUENCE



LOCAL NEWS WINS WITH GEN Z, MILLENNIALS AND BEYOND

Local TV news and local radio in media tours connect *and* motivate

Satellite Media Tours (SMTs) and Radio Media Tours (RMTs) represent two great tactics for connecting media with brands, but when it comes to stories that connect with consumers, local news wins. **In fact, more than half (55%) of consumers indicate that local news is more important to them than national news.** It doesn't just win in general; it wins big with Gen Z and Millennials, with the former demonstrating that digital-first is not always the best use case for motivating digital-natives.

Local broadcast TV news and local radio – the original media – still hold their original, impactful influence.

THE EYES HAVE IT! LOCAL TV NEWS IN FOCUS

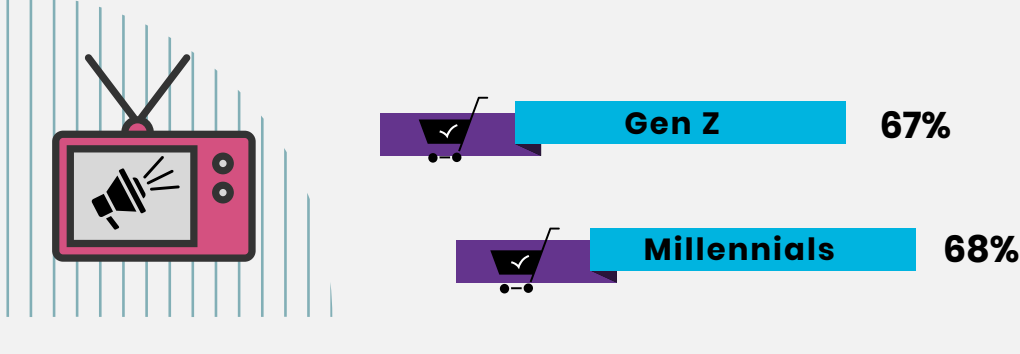
Local TV rules! Nearly 3 in 5 (**58%**) U.S. consumers say their **primary source for local news is local TV** with the following breakout:



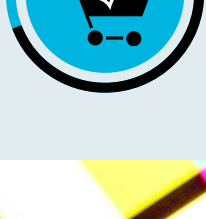
And it's not just about informing. **Local TV also drives trial**, including among some very important audiences for marketers.

Sway Trial Among Gen Z and Millennials:

When a **local TV news anchor or reporter does a story** on a brand/product/service they've never heard of, **it can sway them to try it...**



A local morning TV show that shares news/information about new brands/products/services is **more likely to sway them to trial than national TV shows** like "Good Morning America," "TODAY" and other similar shows.



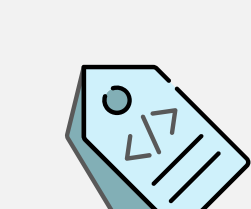
69% each:
Gen Z and Millennials

Sway Trial Among Consumers with HHI of \$100k+:

Consumers with a household income (HHI) of \$100k+...



...cite that if a **local TV news anchor or reporter** does a story on a brand/product/service they've never heard of, it can **sway them to try it**



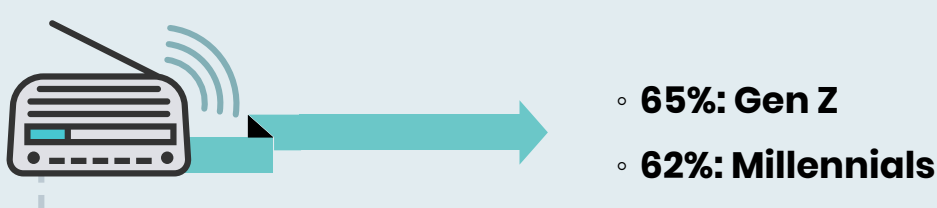
...cite that **local morning TV shows** that share news/information about new brands/products/services are **more likely to sway them to trial than national TV shows** like "Good Morning America," "TODAY" and other similar shows.

What's it mean? Local TV represents a critical element in any media tour where video and other visuals are essential to the narrative and connecting with consumers is the goal.

LISTEN UP! LOCAL RADIO:

When it comes to reaching core audiences for marketers, **local radio rocks.**

Listening to local radio **daily** are:



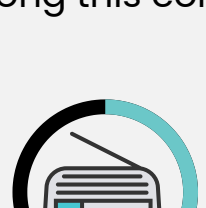
Local Radio Personalities Sway Trial

Two core audiences indicated that when a **local radio personality** they like reads/talks about a brand/product/service they've never heard of, it can **sway them to try it.**



Local Radio Hits with Consumers with HHI of \$100K+

Among this consumer group...



71% say they **listen to local radio daily**



66% say that **when a local radio personality they like** reads/talks about a brand/product/service they've never heard of, **it can sway them to try it.**

What's the takeaway? Radio Media Tours (RMTs) focused on connecting with Gen Z and Millennials can benefit from a focus on local radio, which is especially relevant with repeat news cycles on daily radio. Leveraging interviews with local radio personalities to move audiences to trial represents a key strategy when brand/product/service trial – and subsequent sales – is a Key Performance Indicator (KPI) for marketers.

LEVERAGE THE INFLUENCE OF LOCAL

Call it what you will: familiarity, trust, parasocial relationships... The point is that key audiences for marketers are tuning in and are influenced by local news and local radio personalities. Leveraging an SMT and/or RMT as part of your overall strategy can lead to wins for marketers.

Getting started is simple! Contact your current 4media group account representative or [contact us](#) to learn more about surveys and other communications strategy-focused services from Atomik Research.

Methodology: Atomik Research, an independent creative research company focused on powering intelligent communication, fielded a survey of 2,005 U.S. adults 18+ from December 22–29, 2023. All data points present combined levels of "Strongly Agree" and "Agree," forming "Any Agree." The margin of error is +/-2% at a confidence level of 95 percent.