



Broadcast Transformation in Texas

It's All About Local

August 2024



Texas Association of Broadcasters

Jerry Gumbert, President & CEO
Earle Jones, President of Research Strategies
jgumbert@ar-d.com / ejones@ar-d.com



Media Usage Update

July 2024

Gen Z • Millennials • Gen X • Boomers

- Platforms Used
- Percentage of Time Spent by Device
- Sources for Local News
- Trust in Media
- Value Proposition for LOCAL



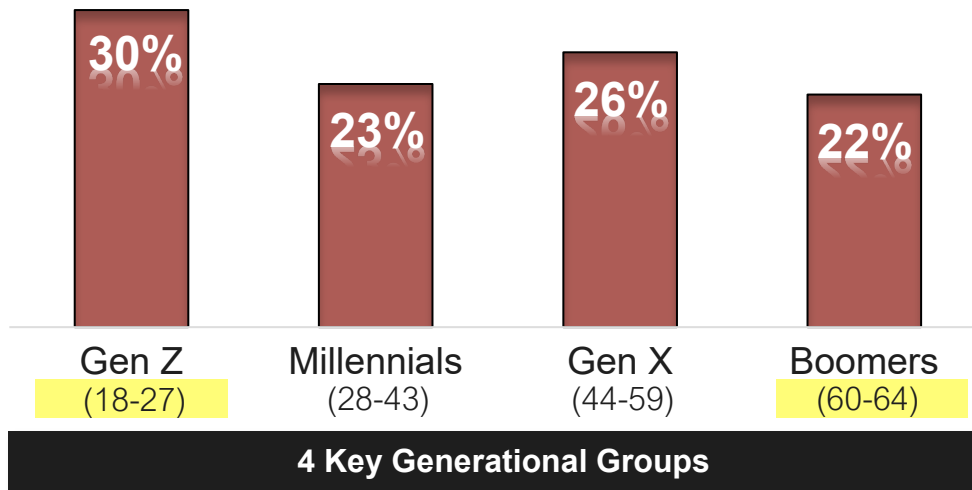


Sample Size: 500 Completed Surveys

Data Collection: July 18-22, 2024

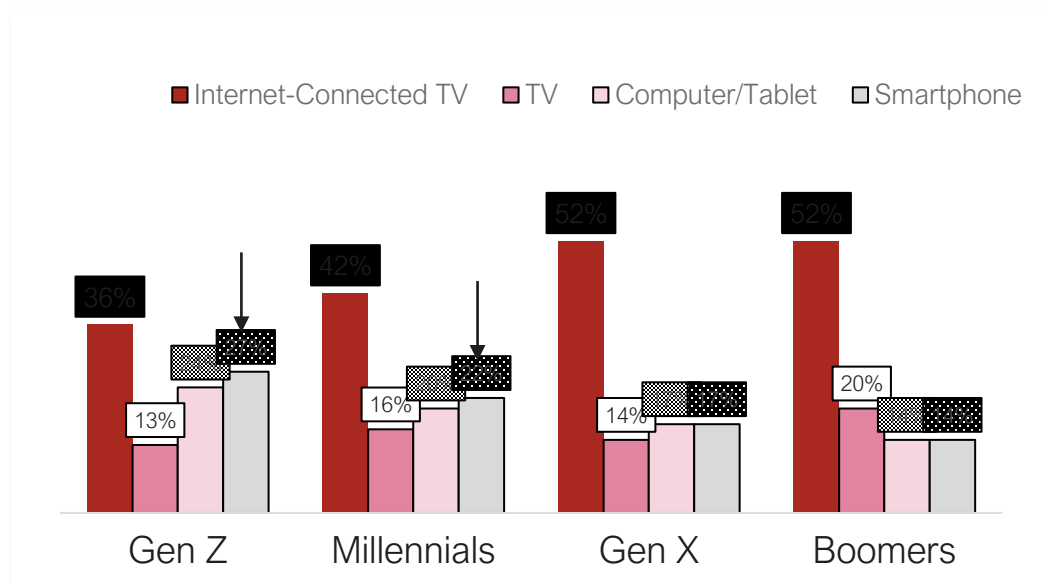
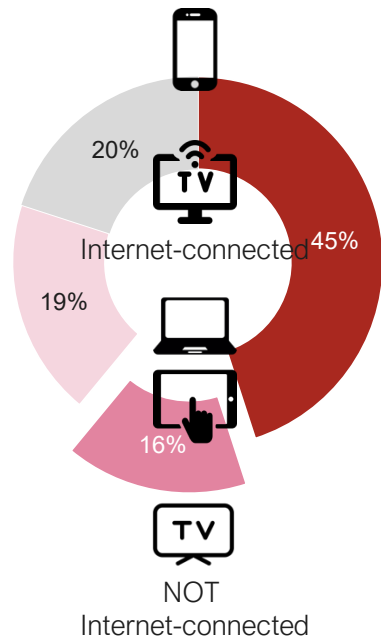
Sample Target: Adults 18-64 (Stratified by Generational Group, Gender, Area, and Ethnicity)

Survey Methodology: Vetted, Online Panel Sample



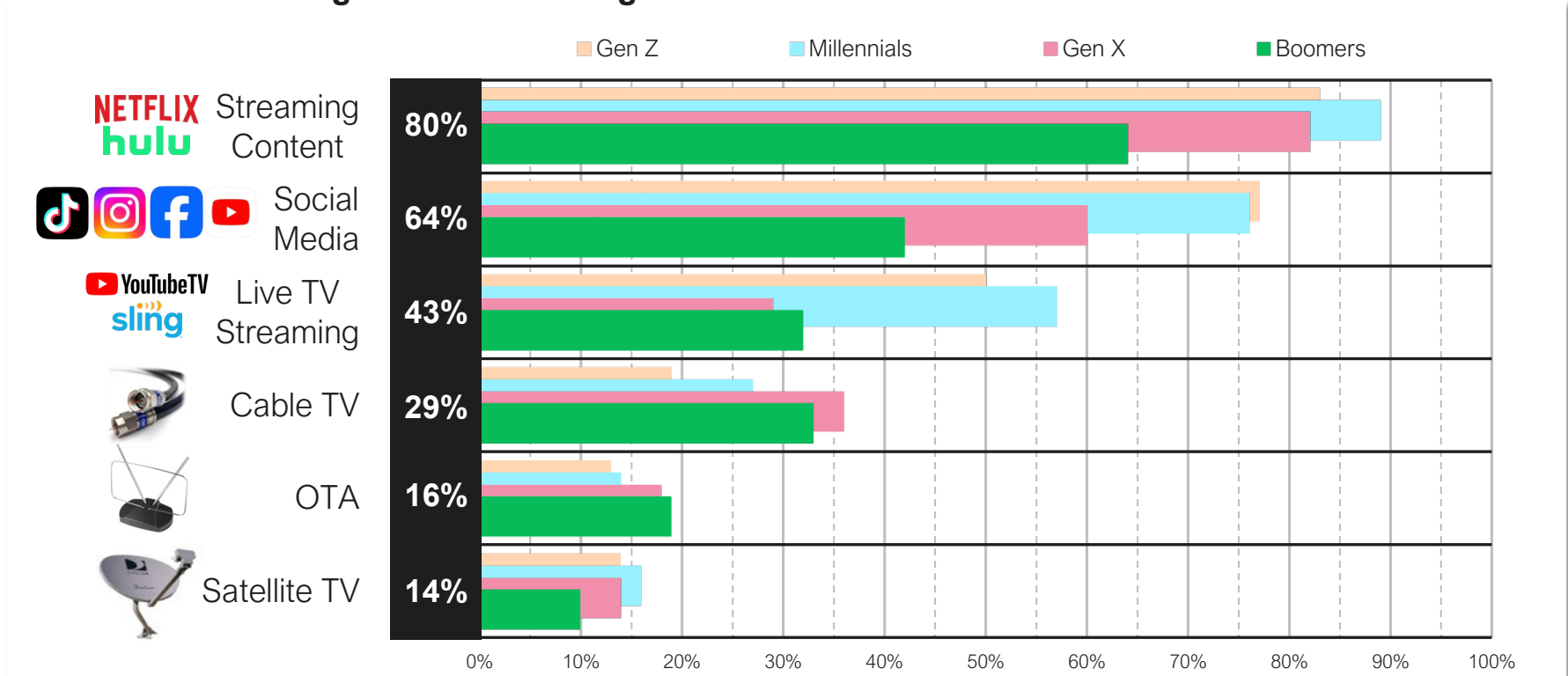
➤ 84% of all viewing is via “connected” device

Percent of Time Spent Watching Via...



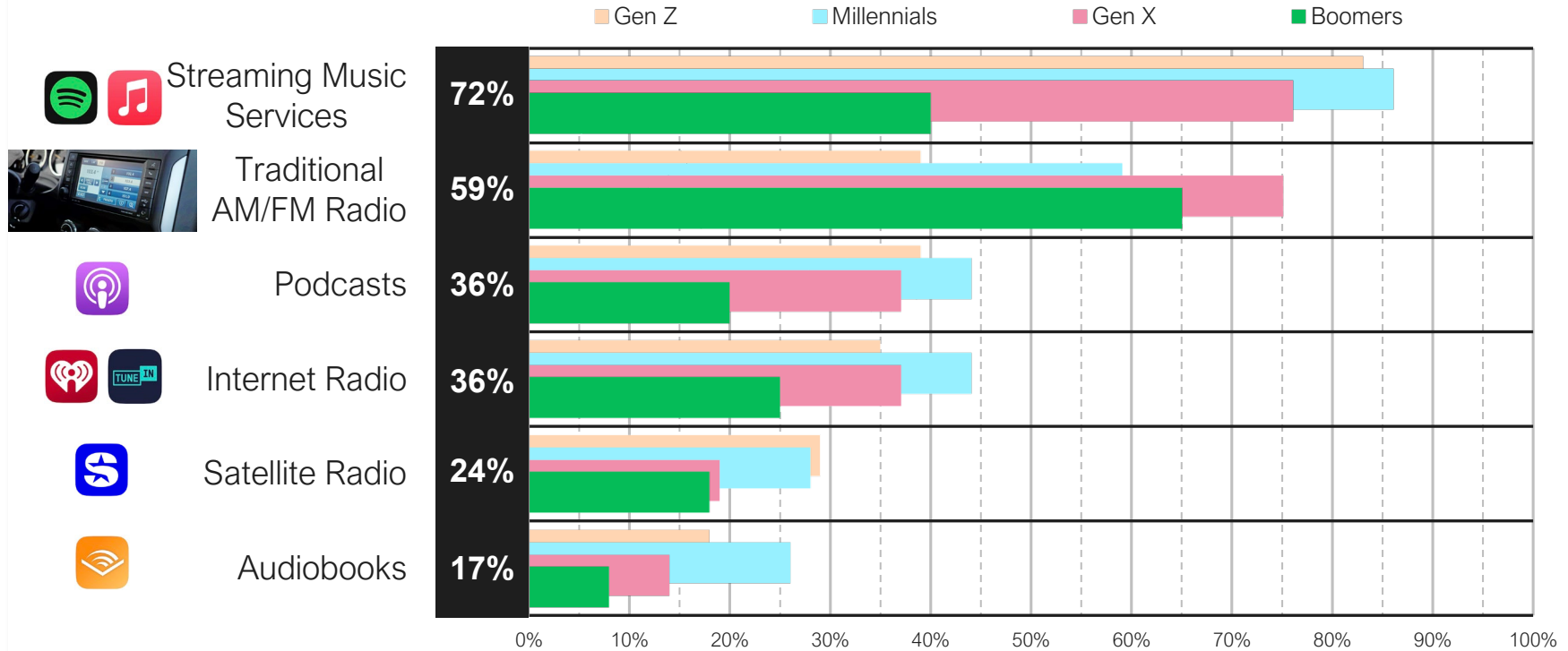
“When you watch TV or video content, what percentage of the time do you spend watching on these devices?”

➤ Invest in Streaming Content / Leverage Social Media



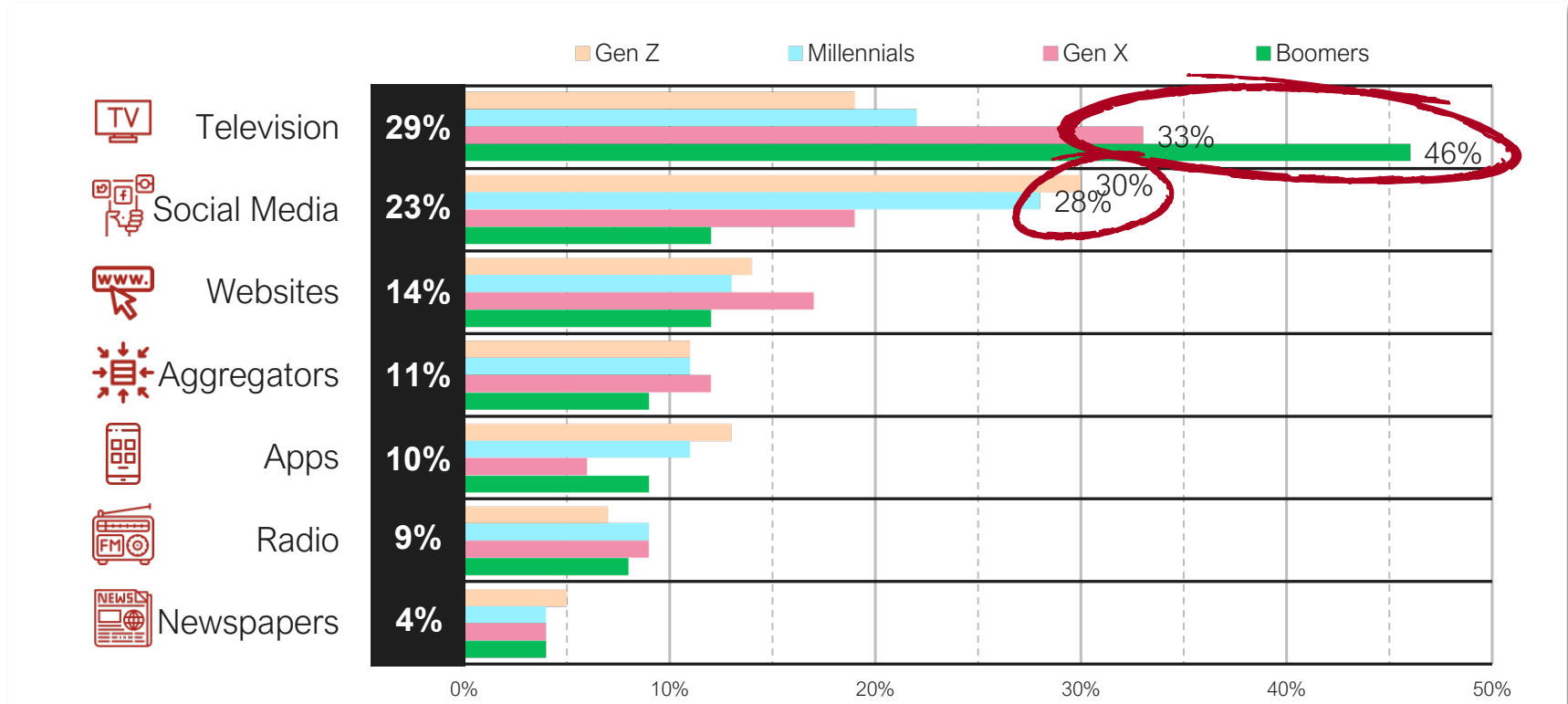
“Which of the following methods do you use to watch TV or video content?”

➤ Enhance Streaming Offerings / Optimize Mobile



“Which of the following methods do you use to listen to the radio or audio content?”

The Great Divide



“What percentage of time do you seek news information from the following sources?”

Top 7 Go-To Sources for News

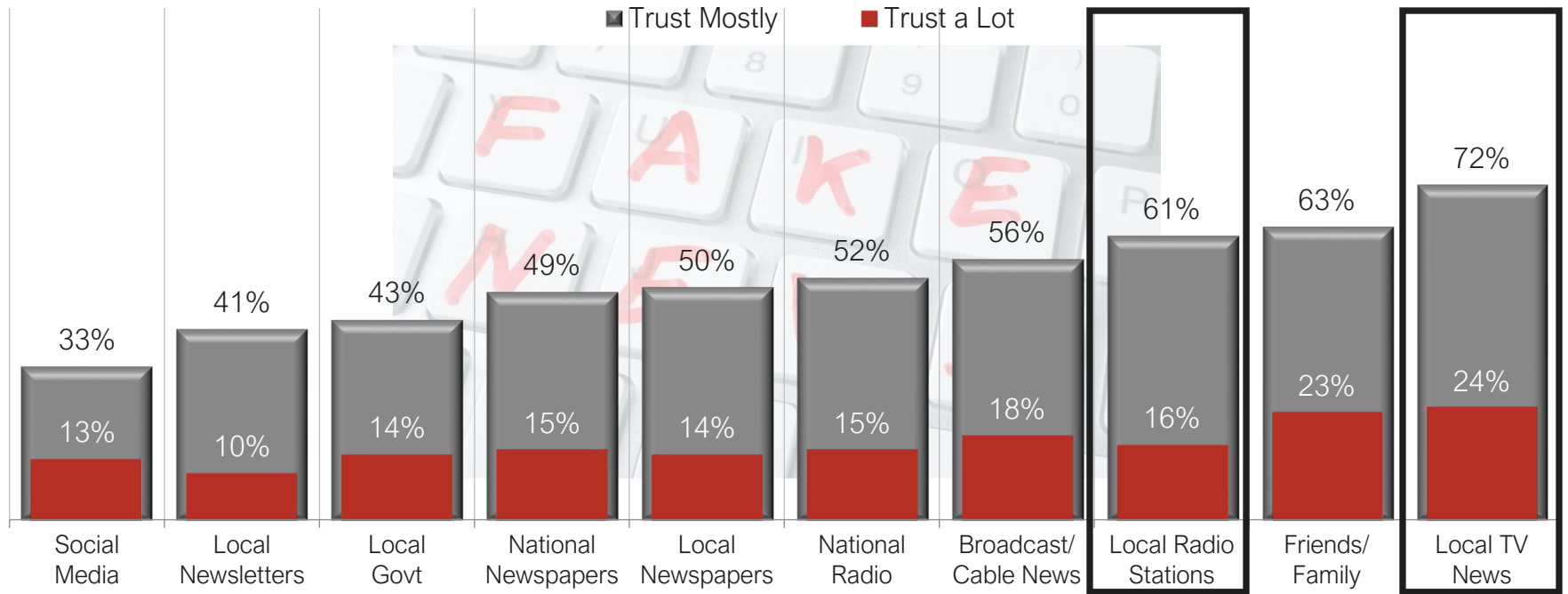
Gen Z		Millennials		Gen X		Boomers	
	58%	Local TV News	64%	Local TV News	70%	Local TV News	76%
	55%		60%		60%	Broadcast News	50%
	52%		58%		53%	Local News/Talk Radio	38%
Local TV News	46%		57%	Google News	53%		36%
Broadcast News	44%	Google News	52%	Cable News	47%	Google News	34%
Local News/Talk Radio	42%		50%	Broadcast News	43%		33%
	38%	Broadcast News	47%	Local News/Talk Radio	43%	Cable News	33%

Primary Source for News

	20%	Local TV News	24%	Local TV News	34%	Local TV News	36%
Local TV News	12%		15%	Cable News	12%	Cable News	14%
Local Radio	3%	Local Radio	4%	Local Radio	2%	Local Radio	5%

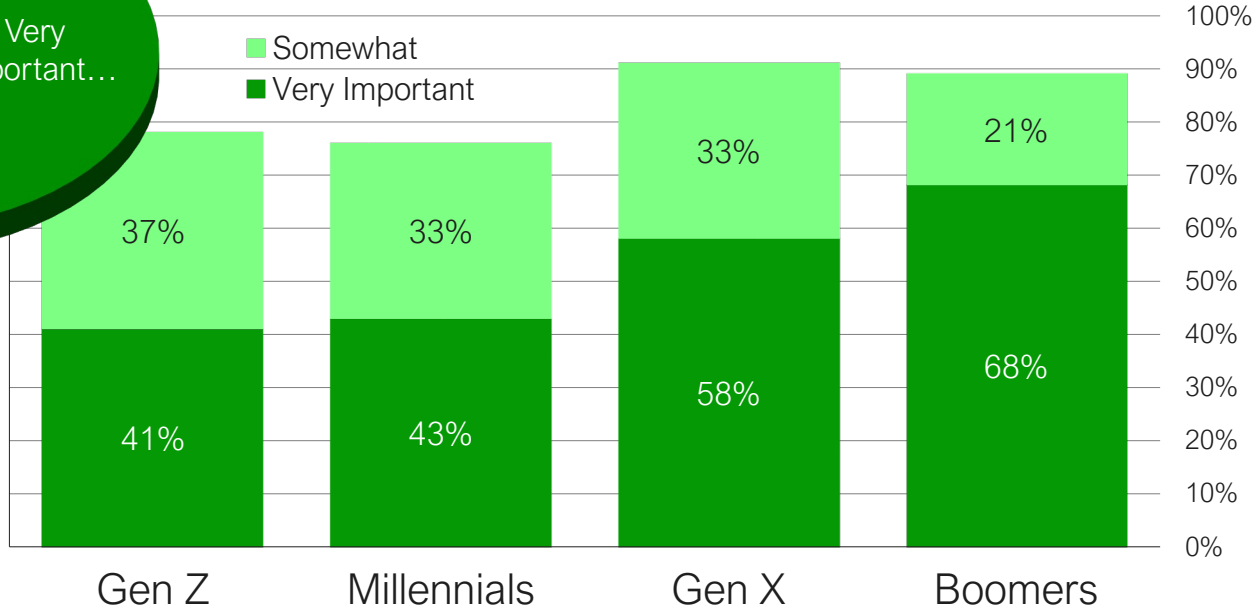
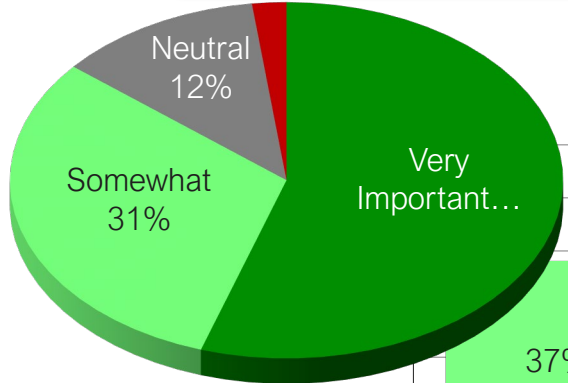
Does LOCAL Have Value?

➤ Trust Local!



“How much do you trust the news and information that you get from the following sources?”

“How important is it to have LOCAL providers and LOCAL sources you can turn to for news and information?”



TRUST
is your greatest asset.

LOCAL CONTENT is your greatest opportunity.

MARKETING

is your greatest advantage.

Millennials and Gen Zers
are your most critical targets.

- Broadcasters must accelerate their transformation to being local programming producers.
- The overarching strategy is to develop a “portfolio of content products.”
- They must be producers and distributors of highly “targeted” content.



- Next year will be a very challenging year for revenue.
- Most analysts believe every year after will be even more challenging.
- Audiences will continue to fragment and new product offerings (competitors) will be introduced.

Why consolidation has been a double-edge sword.

1. “Efficiencies” are local expense reductions and fewer people.
2. “Content Sharing” replaces local content.
3. The volume and quality of local content declines.

The New-York Times.

VOL. X...NO. 2990.

NEW-YORK, SUNDAY, APRIL 21, 1861

PRICE TWO CENTS.

THE UNION FOREVER!

Printed for the Proprietors, by the New-York Times Office, No. 123 Nassau-st., between Broadway and Pine-st. Entered as Second-Class Matter, July 16, 1845, under Post Office No. 149, Post Office at New-York, N. Y., under Act of October 3, 1879, authorized on March 1, 1879. Accepted for mailing at special rate of postage provided for in Act of October 3, 1879, authorized on July 16, 1879. Postpaid.

NEWSPAPER NEXT: The Transformation Project

The Union City, yesterday, speaks in tones of wonder for the Union, the Constitution and the maintenance of the laws. The largest meeting, without exception, that ever was held on this continent, and the most patriotic, was that which came together at Union-city and in the "happy parsonage" for the hundred thousand and unnumbered thousands more who responded to the call...

...have proved ready, when their who have been called upon to sacrifice their lives for the maintenance of the laws. The largest meeting, without exception, that ever was held on this continent, and the most patriotic, was that which came together at Union-city and in the "happy parsonage" for the hundred thousand and unnumbered thousands more who responded to the call...

...The Constitution of the United States has been signed and sworn to, and the authority of the Government has been established by a solemn oath. The flag of the Union has been planted on every soil, and the spirit of the people has been kindled to a holy flame. The Union is now more firmly established than ever before, and the people are more united than ever before.

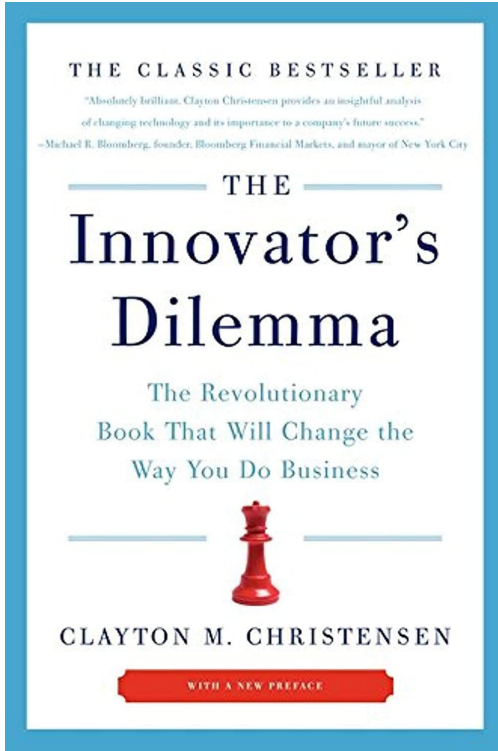
...The Union is now more firmly established than ever before, and the people are more united than ever before. The Constitution of the United States has been signed and sworn to, and the authority of the Government has been established by a solemn oath.

...The Union is now more firmly established than ever before, and the people are more united than ever before. The Constitution of the United States has been signed and sworn to, and the authority of the Government has been established by a solemn oath.

...The Union is now more firmly established than ever before, and the people are more united than ever before. The Constitution of the United States has been signed and sworn to, and the authority of the Government has been established by a solemn oath.

NEWSPAPER NEXT: The Transformation Project

“A project strategy to encourage newspapers to experiment outside of their “core news product” to compete with cheaper alternatives, disruptive products, that are proliferating online and as niche publications.”





NEWSPAPER NEXT: Why It Failed?

1. Arrogancy.

Publishers believed newspapers were too big and too important to fail.

NEWSPAPER NEXT: Why It Failed?

2. Risk Adverse.

There was a strong reluctance to invest in new products that could fail, or would compete with the current newspaper business.

NEWSPAPER NEXT: Why It Failed?

3. Unrealistic ROI.

The metrics for financial success were based on the current newspaper model – not a “start up” or new development initiative.

NEWSPAPER NEXT: Why It Failed?

4. Culture Killed The Canary.

Newspapers were not fleet-of-foot, flexible and adaptable. Comfort was their oxygen. Employees sought stability and comfort over transformative change.

NEWSPAPER NEXT: Why It Failed?

5. Leadership.

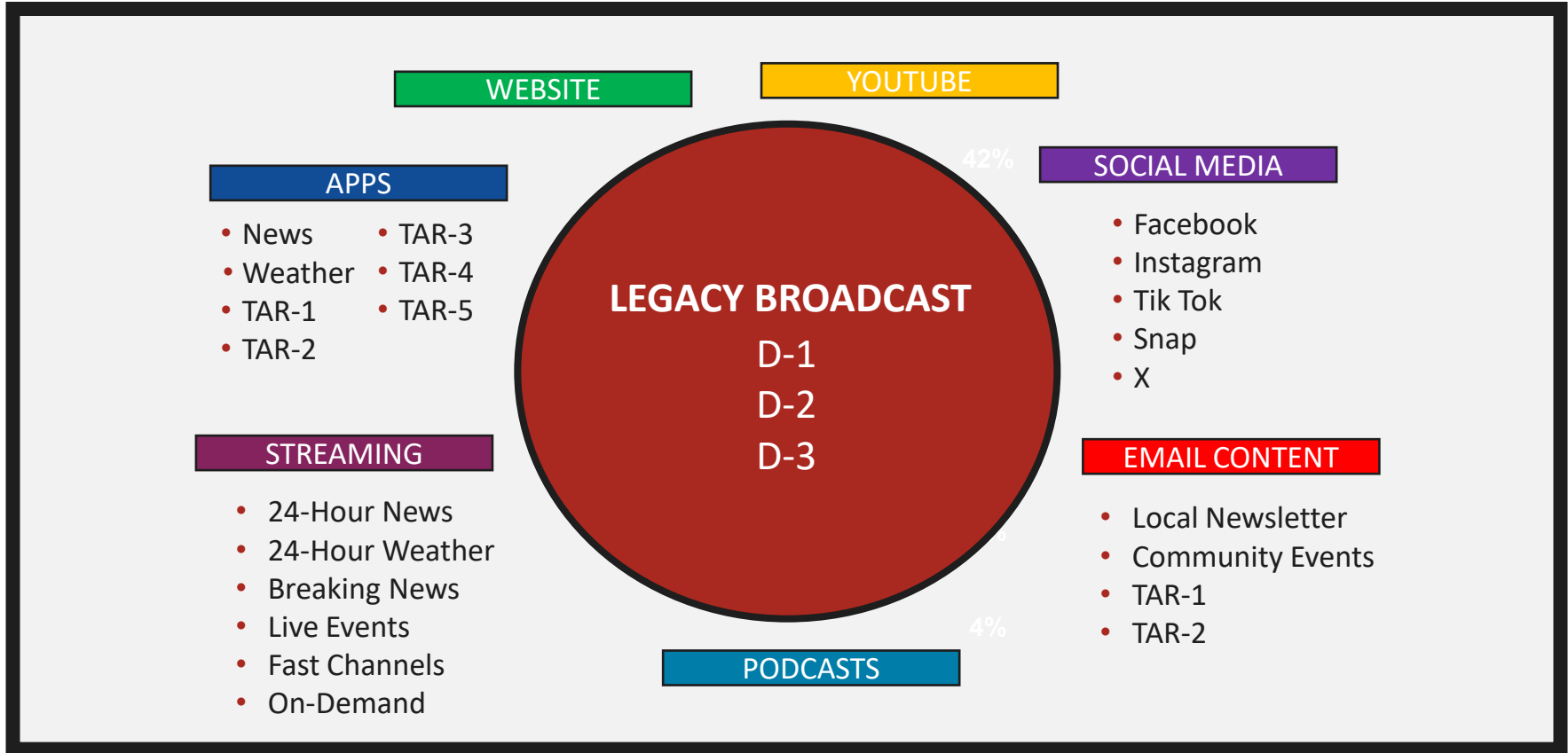
Ninety percent of change initiatives fail.

Lack of leadership is the overwhelming reason for failure. Successful innovation and change management always starts at the top.

NEWSPAPER NEXT: Why It Failed?

6. Fear.

Most people fear change. The notion of rethinking the monolithic newspaper model and focusing on a portfolio of new products scared the hell out of the them.





1440

The most impactful stories of the day, distilled to deepen your understanding of the world and save you time. By humans, for humans.

<https://join1440.com/newsletter/market-meltdown-google-verdict-and-the-best-romance-novels>



**Hello
Fort Worth**



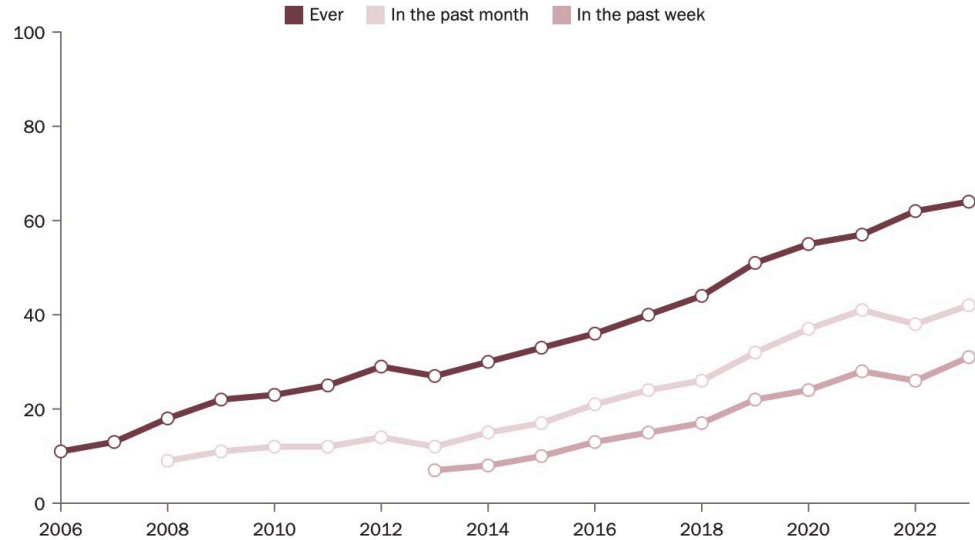
FTW Today is a hyper-local media company, focused on activating communities through daily email newsletters that aggregate the most positive, impactful local news + events.

<https://ftwtoday.6amcity.com/newsletter/00000190-c235-d615-a993-ceb530550027>



Podcast listenership

% of Americans ages 12 and older who have listened to a podcast ...



Note: Edison Research's survey is conducted in January/February of every year. Between 2014 to 2021, Edison Research partnered with Triton Digital to conduct this survey and produce "The Infinite Dial" report. Weekly podcast listening data was first reported in 2013.

Source: Edison Research, "The Infinite Dial 2023."



WHAT WORKS?

- Target specific audience
- Driven by personality and high interest content
- Engaging conversation and substantive topics
- Dramatic and emotional
- Typical length: 20 – 45 minutes



* More than 1,000,000 downloads





Download the KLTV News App



Download the First Alert Weather App





Live, Local News. All Day Long.

Click here to watch East Texas Now



The smartphone screen displays the 'RED ZONE' app logo, which features the text 'RED ZONE' in large, bold, white letters with a red outline, set against a red background. Above the text is the 'KLTV' logo and below it is the 'KTRE' logo. A football is positioned between the words 'RED' and 'ZONE'.

Your destination for East Texas Football

Download on the App Store

ANDROID APP ON Google play



The smartphone screen displays the 'EAST TEXAS KITCHEN' app logo, which features the text 'EAST TEXAS KITCHEN' in large, bold, white letters with a red outline, set against a teal background. Below the text is the 'KLTV' logo on the left and the 'KTRE' logo on the right, with a red circular icon containing a white fork and knife in the center. The background of the screen is decorated with various food-related icons like a chef's hat, a pizza box, and a bowl of fruit.

What's cooking?

Download on the App Store

ANDROID APP ON Google play



The image shows a smartphone displaying the Project Tornado app interface. The screen is divided into a grid of icons: 'WATCH LIVE' (yellow play button), 'VIDEO' (blue play button), 'SAFETY' (purple document with exclamation mark), 'ACTIVITIES' (green pencil), 'WATCHES & WARNINGS' (red exclamation mark), 'STORM STORIES' (orange document), 'THE SCIENCE' (green umbrella), and 'MEET THE TEAM' (red person icon). A 'PROJECT TORNADO' logo is overlaid on the bottom right of the phone screen.

DOWNLOAD THE NEW **PROJECT TORNADO** APP

Available on the App Store

ANDROID APP ON Google Play

- APP SPONSORED BY -



The sponsor logos are: HARGROVE ROOFING (roof icon), URECC (Texas map outline), HOMEPRO ROOFING AND RESTORATION (house icon), MALLENERGY (Power & Energy Solutions), and ROOFCARE (house icon with text 'Relax, we've got you covered!').



Plan your weekend!

Download on the App Store

ANDROID APP ON Google play



¿Habla Español?

Download on the App Store

ANDROID APP ON Google play

A LEAP OF FAITH

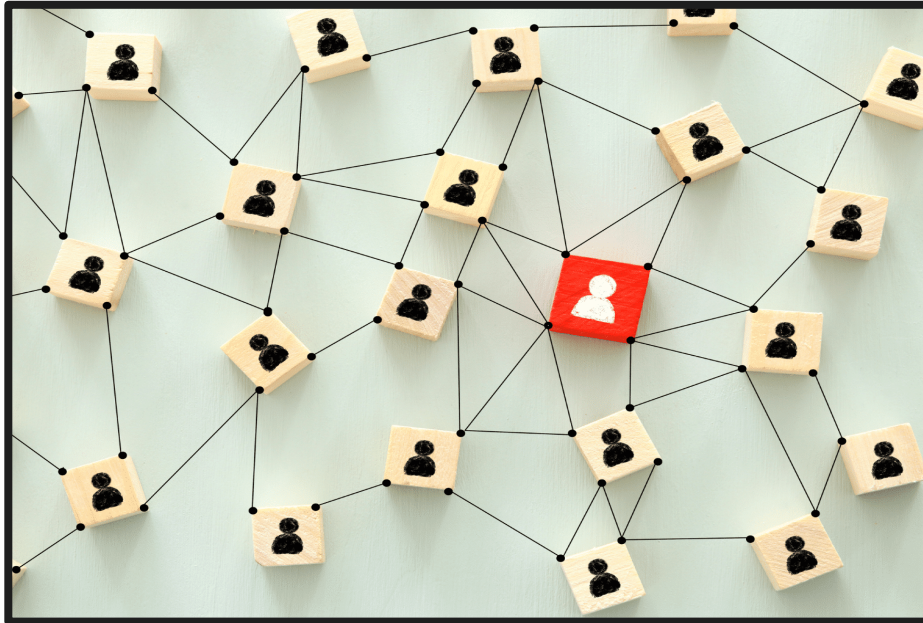


- How do you get started?
JUST START
- If you wait until you figure it all out, you will never begin.
- Choose one product, put your heart in it, and don't give up.



THE REALITY CHECK

- Legacy priorities prevent new development projects from gaining traction and on-time completion.
- Formally track KPIs and metrics weekly. Development teams need encouragement and feedback.



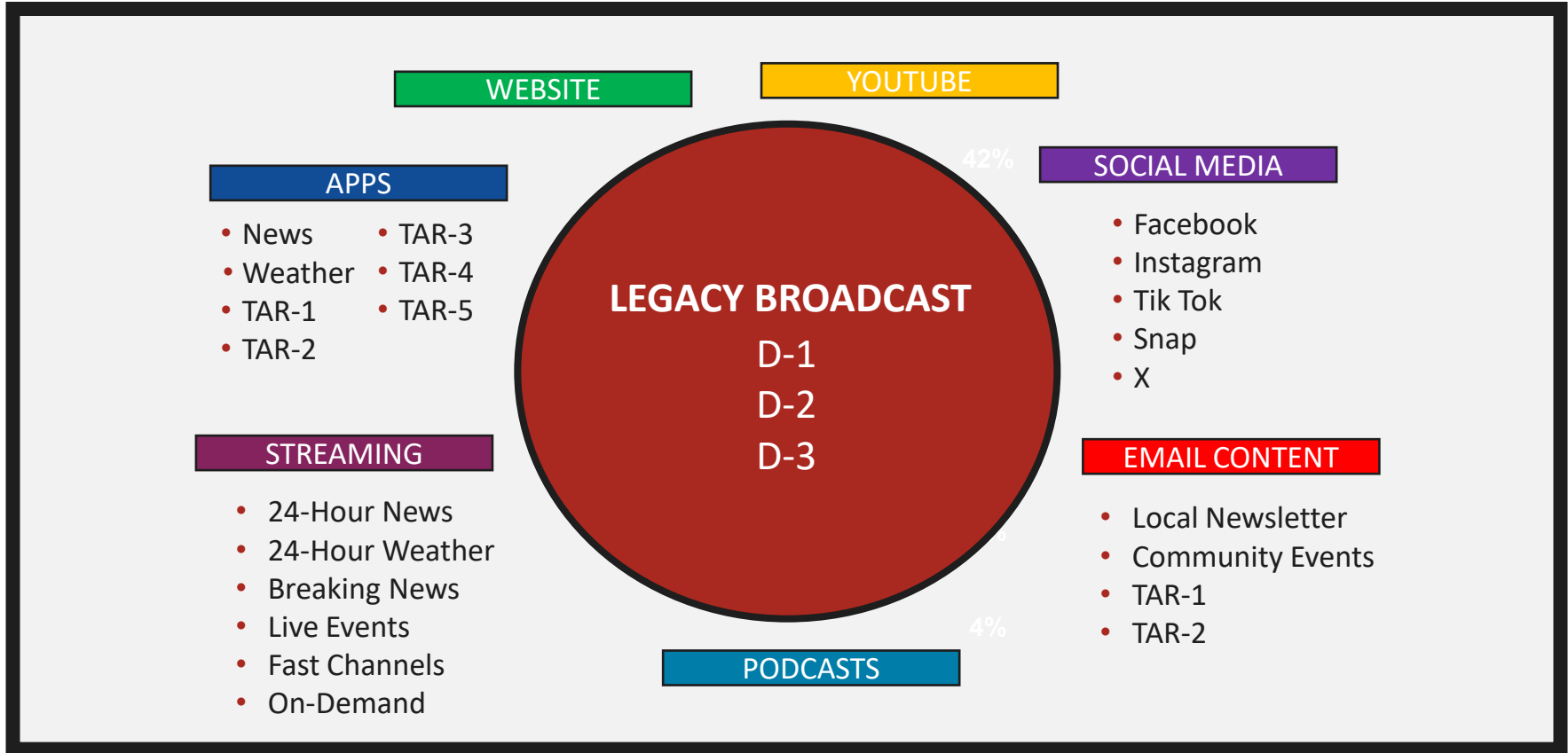
STAFF REALIGNMENT

- Most organizations cannot hire additional staff. So, it must reposition or replace current staff.
- Personnel must be aligned based on new priorities – not legacy positions.



TYPICAL R.O.I

- Revenue is a “slow burn.”
 - Year 1: Breakeven
 - Year 2: 2-to-1 Return
 - Year 3: 4-to-1 Return





Broadcast Transformation in Texas

It's All About Local

August 2024



Texas Association of Broadcasters

Jerry Gumbert, President & CEO
Earle Jones, President of Research Strategies
jgumbert@ar-d.com / ejones@ar-d.com