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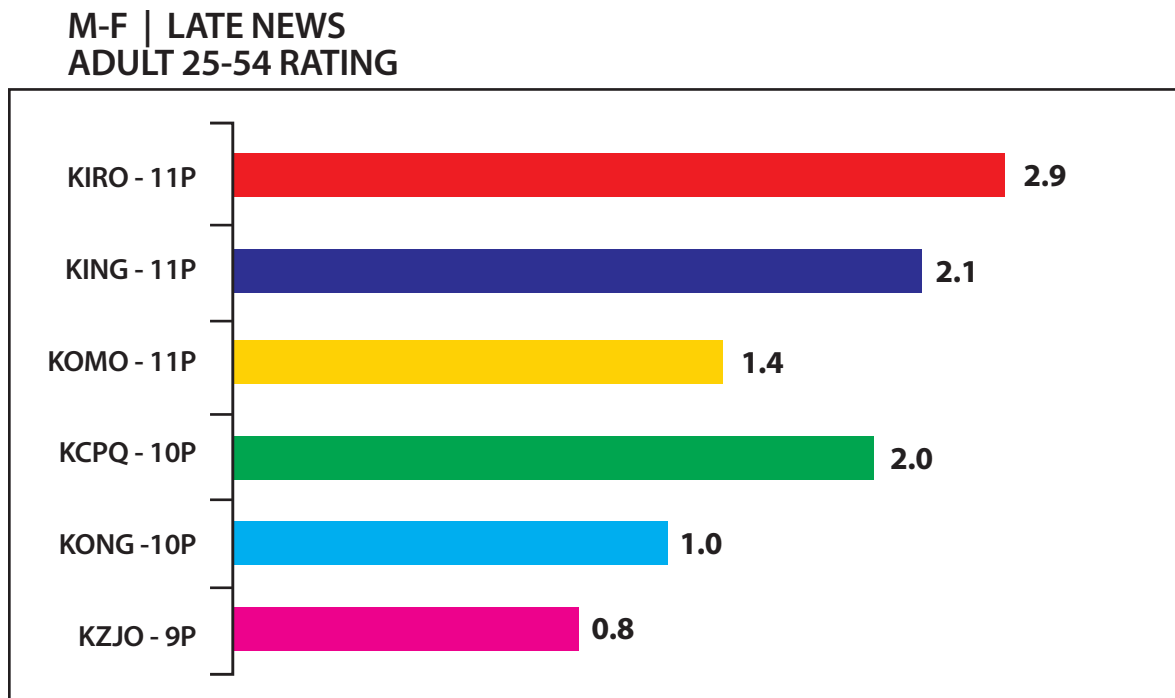


DEDICATED • STRAIGHTFORWARD  
SEATTLE NEWS COVERAGE

# KIRO 7 EYEWITNESS NEWS Holds Late News Ratings Crown

## Seattle News Viewers Choose KIRO 7 Eyewitness News at 11PM

KIRO 7 Eyewitness News is Seattle's preferred source for late local news, according to the December 2011 Nielsen ratings survey:



This marks the 2nd consecutive survey period in which KIRO 7 Eyewitness News topped all other late newscasts; however, the gap between KIRO 7 Eyewitness News and its nearest competitor was even greater in December 2011 than it was in November. In November, KIRO 7 Eyewitness News achieved a 2.7 Rating among Adults 25-54, which was 13% higher than the 2.4 Rating that KING and KCPQ delivered. In December, KIRO 7 Eyewitness News grew its Adult 25-54 Rating to a 2.9, outranking KING's 2.1 Rating by 38%.



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# More Seattle News Viewers Are Choosing KIRO 7 Eyewitness News

## More Seattle News Viewers are Watching KIRO 7 Eyewitness News at 11PM

In December 2011, KIRO 7 Eyewitness News grew its share of the Adult 25-54 audience at 11pm both year-to-year and month-to-month. KIRO 7 Eyewitness News delivered an 11 share among Adults 25-54 in December 2011, up 10% from its impressive November performance and showing a significant 83% improvement from the previous year:

**M-F | 11-11:30PM NEWS  
ADULT 25-54 SHARE**



KIRO 7 Eyewitness News was the only 11 pm local newscast to show both year-to-year and month-to-month increases, making it the dominant late news choice.

**M-F | 11-11:30PM ADULT 25-54 SHARE**

	December 2010	November 2011	December 2011
KIRO 7 Eyewitness News	6	10	11
KING 5 News	8	9	8
KOMO 4 News	6	9	5



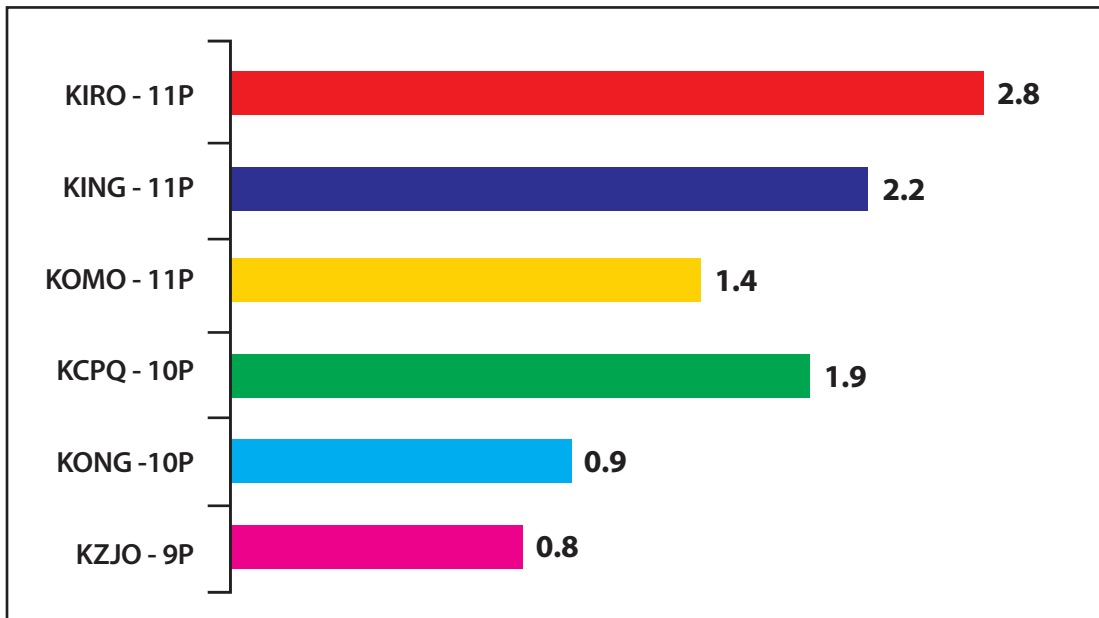
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# KIRO 7 EYEWITNESS NEWS Is Seattle's Monday-Sunday Late News Choice

## Seattle News Viewers Choose KIRO 7 Eyewitness News at 11PM

KIRO 7 Eyewitness News was the #1 late newscast Monday through Sunday, as well:

MON-SUN | LATE NEWS  
ADULT 25-54 RATING





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# Seattle News Viewers Are Waking Up To KIRO 7 Eyewitness News

## Morning News Viewers Choose KIRO 7 Eyewitness News

From late night to early morning, KIRO 7 Eyewitness News achieved impressive results:

At 4:30am, the first local news time period of the day, KIRO 7 Eyewitness News was the top ranked local news among Adults 25-54, outdelivering both KING and KCPQ:

### M-F | 4:30-5AM LOCAL NEWS

Adult 25-54 Rtg.	
KIRO	0.54
KING	0.41
KCPQ	0.48



KIRO 7 Eyewitness News at 4:30am averaged a #1 performance during the October, November and December 2011 survey periods. The success of 4:30am carried over into the 5am hour, with a #1 showing in the key Adult 25-54 demo:

### M-F | 5-6AM LOCAL NEWS

Adult 25-54 Rtg.	
KIRO	0.92
KING	0.88
KOMO	0.34
KCPQ	0.54



At 6am, KIRO 7 Eyewitness News delivered a 1.0 Rating among Adults 25-54, outranking both KOMO (0.9) and KCPQ (0.7).




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# KIRO 7 Eyewitness News Achieves Impressive Mid-Day Ratings Performance

## Seattle Viewers Watch KIRO 7 Eyewitness News at Noon

At mid-day, KIRO 7 Eyewitness News achieved noteworthy increases from November, at KING's expense:

### M-F | 12PM ADULT 25-54 RATING/SHARE

	November 2011	December 2011	% Change
KIRO (12-12:30pm)	0.6/5	0.9/6 	+50%/+20%
KING (12-1pm)	0.9/7	0.7/5	-22%/-29%

### M-F | 12PM WOMEN 25-54 RATING/SHARE

	November 2011	December 2011	% Change
KIRO (12-12:30pm)	1.1/7	1.4/10 	+27%/+43%
KING (12-1pm)	1.3/9	0.9/6	-31%/-33%

The growth in viewership for KIRO 7 Eyewitness News at Noon led to an impressive win over KING's noon news in December. KIRO 7 Eyewitness News' 0.9 rating among Adults 25-54 was 29% higher than KING's rating (0.7); and among Women 25-54, the gap was even greater, with KIRO 7 Eyewitness News delivering a 1.4 Rating, 56% higher than KING's 0.9 Rating.

## KIRO 7 EYEWITNESS NEWS One On One Interview with President Obama

Seattle News Viewers Rely on KIRO 7 Eyewitness News



One of the highlights of the December ratings period was KIRO 7 Eyewitness News co-anchor Angela Russell's interview with President Obama. The interview took place at The White House and included a discussion on the economy and its impact on local government services like police and fire. Furthermore, President Obama answered questions about gridlock in congress and his relationship with members. The interview made news when President Obama told Russell that he does "not expect our soldiers to have to go back to Iraq."

"It was an insightful interview at an important time," said Todd Mokhtari, KIRO 7 Eyewitness News Director. "Angela went in with focused questions that resonated with our viewers and resonated across the country. Portions of her interview were used at TV stations across the nation. Angela did a great job."



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# KIRO 7 EYEWITNESS NEWS is a Cox Media Group Station and CBS Affiliate Serving Western Washington

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## About Cox Media Group

Cox Media Group, Inc. is an integrated broadcasting, publishing, direct marketing and digital media company that includes the national advertising rep firms of Cox Reps. With \$1.8 billion in revenue, the company operations include 15 broadcast television stations and one local cable channel, 85 radio stations, eight daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. Additionally, CMG owns and operates Valpak, one of the leading direct marketing companies in North America. For more information about Cox Media Group, please check us out online at [www.coxmediagroup.com](http://www.coxmediagroup.com).