

FOR IMMEDIATE RELEASE
3/1/2019



KING 5 Storms Ahead with Major Gains in February

A flurry of snow storms and a refined brand propels KING 5 to a strong February ratings period

Seattle, WA – KING 5 led the way in the Seattle-Tacoma market during the worst snow storms to hit the area in the past 50 years. The strength and experience of the KING 5 weather team was on full display all month, helping Northwest communities across the region cope with the winter weather.

“I’m exceptionally proud of our team and how we all pitched in to help our communities in February. Our mission is to help people and find the truth. We believe in our brand and it’s no surprise we’re seeing audience growth across platforms,” said Jim Rose, KING 5 President and General Manager.

KING 5 launched refined brand messaging prior to the February Sweeps period, reinforcing the mission of KING 5: finding the truth for all Northwest communities.

You can watch the entire **Stand for Truth** image campaign here: <https://bit.ly/2GOTSZn>



KING 5 grew ratings and audience share in nearly every newscast when compared to November 2018. While K5 Mornings at 6am was #1 with women 25-54, K5 Mornings at 5am grew its share of audience +35% in the key adult 25-54 demo. As well, K5 Mornings on KONG from 7-9am, doubled its audience as viewers looked for continuing coverage during the snow storms.

KING 5’s news team blanketed the market during the apex of the snow storms on Saturday, February 9th and delivered a #1 sweep from 6am-11am, 4-7pm and 10-11:30pm, out-delivering all other stations in the market with all key demos.

In the early evening from 4-7:30pm, KING 5 reaches more viewers than any station in the market and the 6:30pm newscast was the highest rated newscast during the February 2019 sweeps period with women 25-54. Additionally, KING 5 grew its audience share in the 4pm, 5pm, 6:30pm and 7pm newscasts vs. November 2018 while taking the top spot at 7pm in all key demos.

On KONG, Dateline at 8pm grew its share of the adult 25-54 demo by +44% and both KING 5 News at 9pm (+25%) and KING 5 News at 10p (+47%) were up respectively.

“February was a great month for incredible storytelling at KING 5. With the first significant snow storms to hit Western Washington’s lowlands in half a decade, our reporters fanned out across the region, telling stories of school system disruptions, highway snarls and small business repercussions,” said Russ Walker, KING 5 Assistant News Director.

The month kicked off with Alex Rozier's market-exclusive interview with Howard Schultz, the former Starbucks CEO who is now exploring an independent bid for the presidency in 2020. It ended with Chris Daniels reporting that Gov. Jay Inslee is set to announce his own run for the Democratic presidential nomination.

K5 Morning News and the Take 5 newscasts traveled throughout the region, anchoring live shows from Bremerton, Lake Stevens, Everett and Tacoma. Anchor Greg Copeland took viewers aboard a Trident nuclear missile submarine home ported at Bangor, WA – an exclusive look inside one of the most secret U.S. Navy ships and a key part of the country's nuclear weapons triad.

The KING 5 Investigators continued to expose important public policy problems in Washington state, starting with new installments of Chief Investigative Reporter Susannah Frame's series on special education funding, "Back of the Class." The series highlighted the financial strain and emotional trauma placed on families of special needs children.

Investigative reporter Chris Ingalls revealed more problems with a low-income housing program operating in Seattle's suburbs. His reporting showed more owners violating the terms of their housing contracts by renting units that were intended to be the primary home of low-income buyers.

KING 5's lifestyle and entertainment show, Evening, grew its ratings +38% in adults 25-54 from Nov 2018 and continues to attract larger audiences than all other locally-produced lifestyle and entertainment programs in Seattle. The "Finding Love in the PNW" series and an exclusive interview with actor and Lake Stevens native Chris Pratt were just two of many highlights.



NBC prime on KING 5 delivered strong performances by new shows Manifest and Amsterdam (both #1 in key demos in their respective time periods), along with This is Us, Will & Grace, Saturday Night Live, as well as the return of The Voice and World of Dance. Also, The Today Show beat its network competition and NBC Nightly News with Lester Holt was up from Nov 2018 while finishing #1 in key demos relative to the network news competition. Saturday Night Live continued its 3rd consecutive successful season with both its prime time and late-night airings, remaining the top show in late night. In the syndicated arena, the Ellen DeGeneres show was the top program in daytime among all non-network news shows in all key demos.



KING 5's digital and social audiences continue to expand dramatically. More than 3.3 million visitors accessed king5.com or used the KING 5 mobile app during the February sweeps period, with nearly 34-million page views.

The top story for the period was the snow storm coverage. Our 24/7 coverage of the weather brought 1,325,104 visitors to our site from February 8 to February 12 - with 11,332,342 page views.

KING 5's social media community is the largest in the Seattle market among news media companies. KING 5 has 977K Facebook fans and 651K followers on Twitter. In addition, KING 5 has the most Instagram and YouTube followers of any Seattle media company.

KING 5 Media Group, The Home Team, is a multi-platform media company based in Seattle, WA. It includes NBC affiliate KING 5, independent station KONG-TV and numerous digital platforms, including king5.com. KING 5 was the first television station in the Pacific Northwest, founded in 1948 by Dorothy Bullitt, now owned by TEGNA Inc. Today KING 5 is the dominant media company in the region, delivering the largest local news audience and the most local programming across all screens. For more information, go to www.king5.com.

CONTACT:

Jay Yovanovich
Director of Marketing
(206) 448-3635
jyovanovich@king5.com