



WCVB-TV 5

ABC Affiliate - Boston

Reconstructing News

Situation:

After years of consistent performance, WCVB's ratings for its six o'clock news began slipping.

Strategy:

To create an exciting on-air presence and individual identity for each newscast using a new style of promotion called daily news topicals. By re-branding each of WCVB's four newscasts we hoped to encourage new and younger viewers to tune in. To that end we decided to employ new graphics, a higher energy editing style and slightly more provocative "story teasers".

Obstacle:

Besides the obvious hazards like a boring news day or late breaking news, we had a few other obstacles to overcome. Two particular issues stood out:

The sanctity of the Newsroom had never been breached by any other department before, and notorious for sensationalism and misleading information, daily news topicals were not a readily accepted form of television promotion in this conservative News Department and marketplace.

Objectives:

1. To create attractive and compelling daily news topicals that helped brand the station's news
2. To create spots that were tasteful in nature and still exciting enough to attract viewers
3. To overcome newsroom bias, gain acceptance and most important to gain access to information in a timely fashion to accomplish the above goals
4. To attract media attention and new, younger viewers
5. To change public perception of news broadcast content and to increase ratings

Results:

A dramatic rise in the ratings putting us to #1, great media coverage for being the first station in the market to use daily topicals, and consensus throughout the station that daily news topicals worked!