**Audiences Still Turn To Local News In A Crisis**

Broadcast television continues to face challenges as on-demand video streaming gains popularity, but local TV newsrooms are still most audiences' first choice for information in times of crisis, research shows. Many local news programs saw ratings rise over the last year, and some experts suggest that expanding news offerings could be the best way for broadcasters to compete with streaming.

***Next TV/Broadcasting+Cable 7/12/21***

[*https://www.nexttv.com/features/local-tv-connects-amid-crises*](https://www.nexttv.com/features/local-tv-connects-amid-crises)

*Image credit:*

[*https://philadelphia.cbslocal.com/wp-content/uploads/sites/15116066/2014/12/Eyewitness-News-AM-Team-PM-Team-Talent-Sept-10-2019-1.jpg?w=640&h=0&crop=1*](https://philadelphia.cbslocal.com/wp-content/uploads/sites/15116066/2014/12/Eyewitness-News-AM-Team-PM-Team-Talent-Sept-10-2019-1.jpg?w=640&h=0&crop=1)