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## WISN 12 IS SOUTHEASTERN WISCONSIN'S NEWS LEADER

### Station Grows Key Demo Audience Year-over-year Across All Weekday Local Newscasts, Drawing Top Demo Audiences Across Local Morning and Early Evening News Time Periods

MILWAUKEE – March 3, 2025 – In the first major sweeps period of 2025, the latest Nielsen data shows WISN leading the market in key local news time periods among Persons 25-54 – with year-over-year growth for that demo across all of the station’s weekday local newscasts. In addition, “WISN 12 News at 6 p.m.” is southeastern Wisconsin’s most watched weekday local newscast in total viewers (71,641 impressions) and persons 25-54 (15,425 impressions.)

Time Period	Program	FEB'25 P25-54 IMP	FEB'24 P25-54 IMP	YOY % GROWTH
M-F 4:30a-5a	WISN12NW-430A	5,005	3,171	+58%
M-F 5a-6a	WISN12NWS-5AM	6,784	5,466	+24%
M-F 6a-7a	WISN12NWS-6AM	10,565	9,992	+6%
M-F 11a-1p	12 NEWS AT 11A	6,388	4,314	+48%
M-F 4p-5p	WISN 12 NEWS-4	6,227	5,091	+22%
M-F 5p-5:30p	WISN 12 NWS-5	12,086	10,131	+19%
<b>M-F 6p-6:30p</b>	<b>WISN12NWS@ 6PM</b>	<b>15,425</b>	<b>12,684</b>	<b>+22%</b>
M-F 10p-10:30p	WISN12NWS@10PM	9,117	8,746	+4%

“We are honored to continue to earn the trust and loyalty of southeastern Wisconsin news viewers,” says Shawn Oswald, president and general manager of WISN 12. “It is a privilege to serve the viewers of our community and provide them with the latest news and information they’ve come to depend on.”

Weekday mornings, “WISN 12 News This Morning” draws the top demo audience with each of its newscasts from 4:30 to 7:00 a.m.

M-F P25-54 Impressions	4:30-5:00a	5:00-6:00a	6:00-7:00a
<b>WISN</b>	<b>5,005</b>	<b>6,784</b>	<b>10,565</b>
WITI	3,158	5,876	9,296
WTMJ	1,449*	2,318	6,271
WDJT	1,184	1,645	1,831

\*WTMJ airs NBC network news during the 4:30 a.m. half-hour

Weekday evenings, WISN leads each half-hour of news from 5:00 to 6:30 p.m. with its local and network news lineup.

M-F P25-54 Impressions	5:00-5:30p	5:30-6:00p	6:00-6:30p
<b>WISN</b>	<b>12,086</b>	<b>19,088 (ABC)</b>	<b>15,425</b>
WITI	8,759	8,883 (Local)	9,562
WTMJ	6,710	10,305 (NBC)	8,064
WDJT	2,949	3,879 (CBS)	10,373

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Weekdays at 10 p.m., WITI leads the half hour with 9,911 impressions in the demo, followed closely by **WISN at 9,117** – then WTMJ (5,194) and WDJT (4,320).

On the weekend, WISN 12 draws the top early evening news audience on Saturday with **10,267** demo impressions for its 6 p.m. newscast, and on Sunday with **9,327** demo impressions for its 5:30 p.m. newscast.

Source: Nielsen Milwaukee DMA Live +SD program average P25-54 impressions, February 2025 (1/30/25 – 2/26/25) and February 2024 (2/1/24 – 2/28/24)

Note: 2025 viewing data reflects Nielsen's new methodology with Big Data inclusion with return path data from approximately 50,000 cable and satellite homes, in addition to approximately 1,000 metered TV HHs in the DMA. 2024 viewing data is based on Nielsen's previous methodology with data reporting from the 1,000 metered households.

### About WISN 12 and Hearst Television

WISN 12, the ABC station in Milwaukee, is owned by Hearst Television, a wholly owned subsidiary of Hearst Corporation. [Hearst Television](#) owns and operates 33 television and two radio stations serving 26 media markets across 39 states reaching over 22 million U.S. television households. Through its partnership with nearly all major networks, Hearst Television distributes national content over more than 120 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Its Hearst Media Production Group unit produces original programming across linear and streaming platforms for domestic and international distribution. Its Very Local app, free to download on household OTT devices and available across popular streaming services, offers 24/7 access to local news, weather and an array of local and regional programming. Hearst Television is recognized as one of the industry's premier companies and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of [Hearst](#).

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