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**WISN 12 IS SOUTHEASTERN WISCONSIN’S NEWS LEADER FOR THE SIXTH CONSECUTIVE MAY SWEEPS**

**Nearly 400,000 Viewers Tuned into the 2025 NFL Draft on WISN 12**

MILWAUKEE – May 28, 2025 – WISN 12 continues to lead all other stations’ local weekday news among southeastern Wisconsin households with its 5:00, 6:00, and 10:00 p.m. news audiences. The station has led the market in weekday local news with these three evening newscasts for every major Nielsen measurement period – February, May, July, and November – since November 2019.

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| --- | --- | --- | --- | --- |
| M-F Local  News Rank | Viewing  Source | Program | Time | TVHH  Impressions |
| **1** | **WISN** | **WISN12NWS@ 6PM** | **6:00 p - 6:30 p** | **51,538** |
| **2** | **WISN** | **WISN 12 NWS-5** | **5:00 p - 5:30 p** | **51,323** |
| **3** | **WISN** | **WISN12NWS@10PM** | **10:00 p - 10:30 p** | **38,232** |
| 4 | WITI | FOX6 NEWS-9PM | 9:00 p - 10:00 p | 31,058 |
| 5 | WITI | FOX6 WKUP-8AM | 8:00 a - 9:00 a | 27,659 |

“Trust and loyalty are earned over time. That’s something WISN 12 inherently recognizes. It’s really at the forefront of our values,” says Shawn Oswald, president and general manager of WISN 12. “We’re incredibly proud of the fact that WISN 12 News has built and maintained an impeccable reputation with viewers across Southeastern Wisconsin.”

*The NFL Draft* in Green Bay kicked off May sweeps with coverage from ABC on WISN 12, along with ESPN and NFL Network. The first night of the draft – Thursday, April 24 – 265,405 total viewers tuned to WISN 12 over the 7:00 to 10:45 p.m. broadcast, the largest *NFL Draft* audience on the station since ABC first aired the event in 2019. Across the full three days of live coverage, 393,558 total viewers tuned into the event. The station also drew 114,211 total viewers over three nights leading up to the draft for its special *WISN 12 Welcomes the NFL Draft* with coverage from Green Bay highlighting the excitement surrounding the event, bringing the experience into the homes of southeastern Wisconsin viewers. The specials ran from 6:30 to 7:00 p.m. each night from Tuesday, April 22 through Thursday, April 24.

Source: Nielsen Milwaukee DMA Live +SD, May 2025 (4/24/25 – 5/21/25)

News Viewing data reflects program average TVHH impressions; NFL Draft data reflects TVHH and P2+ Unduplicated Reach

Note: 2025 viewing data reflects Nielsen’s new methodology with Big Data inclusion with return path data from approximately 70,000 cable and satellite homes, in addition to approximately 1,000 metered TV HHs in the DMA.

**About WISN 12 and Hearst Television**

[WISN 12](https://www.wisn.com/), the ABC affiliate in Milwaukee, has been proudly serving southeastern Wisconsin with trusted news, entertainment, and community engagement since 1954. WISN 12 is owned by [Hearst Television](https://www.hearst.com/television). Hearst Television owns and/or operates 35 television and two radio stations serving 27 media markets across 39 states reaching 24 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](http://www.hearst.com/).