



Written by [Bob Adelman](#) on January 31, 2023

## CNN Suffers Worst Viewership Week in Nine Years

The latest Nielsen ratings show that CNN's viewership last week fell to [its lowest level since 2014](#). And the demographic most critical to sponsors has all but disappeared.

For the week ending January 22, CNN averaged just 444,000 viewers during prime viewing time, falling below 450,000 for the first time in nine years. In the critical advertising demographic, age 25-54, the network had just 93,000 viewers.

Fox News, on the other hand, enjoyed two million viewers, with 256,000 viewers between ages 25-54.

*CNN This Morning*, created three months ago to challenge Fox News' *Fox & Friends*, has failed to gain traction as well. It attracted 331,000 viewers last week, while *Fox & Friends* had nearly a million.

TheWrap, a news outlet focused on the entertainment industry, reported that insiders familiar with CNN's troubles are saying that a simple revamp of the present lineup proposed by CNN's new CEO Chris Licht isn't likely to improve things anytime soon.

Licht, who came on after the noisy termination of host Chris Cuomo over sex allegations and political shenanigans concerning his brother, former New York Governor Andrew Cuomo, put the best face he could on the latest data from Nielsen. In an interview with the *Los Angeles Times* he admitted that "trust" in the network "has eroded," but that the owners, Warner Brothers Discovery, are very patient: "The people I work for understand that we didn't get here overnight, and we're not going to get out of it overnight."

Chris Cuomo was CNN's highest-rated host until his termination, and his replacements — Don Lemon, Kaitlin Collins, and Poppy Harlow — just aren't cutting it.

Licht has said that the network has to overcome its perception of promoting far-left propaganda delivered by noisy and acidic newsreaders. He correctly noted:

The general sense was that you [as a conservative] would not get a fair shake and you wouldn't be allowed to make your point.

I don't want CNN to be a place where you [as a conservative] have such a combative experience that you go fundraise off of it.



MicrovOne/iStock/Getty Images Plus



Written by [Bob Adelman](#) on January 31, 2023

---

He added:

We ... want to be a place where we can have an open exchange of ideas no matter where you're coming from, and that you would be treated with respect.

We won't invite you on to score points on you.

However, Licht is determined to stay with the same people, just move them around a little on the network's chessboard: "I think we have all the right raw materials, and now it's just really about coalescing how the show is produced around those three personalities.... It'll take some time to grow again."

Moving the hosts who are the face of the failing network and the cause of its declining viewership around to different time slots isn't going to solve CNN's problem, if it is to be solved at all. The demographic CNN needs has moved on to Newsmax, *The Epoch Times*, and other more balanced networks. Until Licht and his bosses at Warner Brothers Discovery awaken to that fact, CNN will continue to flounder.

Such an "awakening" is extremely unlikely to occur, thanks to ties Warner Brothers Discovery and its other five media giants have with the globalist Council on Foreign Relations (CFR). The other five are:

General Electric (Comcast, NBC, Universal Pictures, and others);

News Corp (*New York Post*, Fox News, and *The Wall Street Journal*);

Disney (ABC, ESPN, Miramax, and others);

Viacom (MTV, Paramount Pictures, and others); and

CBS (NFL.com, Showtime, *60 minutes*, and others).

As *The New American* pointed out at the time the CFR was celebrating its 100th anniversary:

The CFR has managed to place its members into controlling positions in the major corporate media. In plain words, the fix is in.

The three-letter "news" organizations - ABC, NBC, CBS, PBS, CNN, NYT, WSJ, FOX, NPR, etc. - are merely echo chamber adjuncts of the CFR.

As we noted, nothing is likely to change, either at CNN through its proposed changes in formatting (moving the same players around to different positions on the chessboard), or the other majors controlled by the CFR, until "more Americans awaken, expose the CFR's growing control, and oppose its New World Order agenda."

Related article:

[CFR Still the Power Behind the Throne](#)



## Subscribe to the New American

Get exclusive digital access to the most informative, non-partisan truthful news source for patriotic Americans!

Discover a refreshing blend of time-honored values, principles and insightful perspectives within the pages of "The New American" magazine. Delve into a world where tradition is the foundation, and exploration knows no bounds.

From politics and finance to foreign affairs, environment, culture, and technology, we bring you an unparalleled array of topics that matter most.



[Subscribe](#)

### What's Included?

- 24 Issues Per Year
- Optional Print Edition
- Digital Edition Access
- Exclusive Subscriber Content
- Audio provided for all articles
- Unlimited access to past issues
- Coming Soon! Ad FREE
- 60-Day money back guarantee!
- Cancel anytime.