



Written by [Bob Adelman](#) on March 30, 2023

CNN Viewership Declines Further in March — From Awful to Abysmal

CNN's viewership, [according to Mediaite](#), continued its disastrous decline in March, dropping 73 percent in prime time since last March, and 61 percent in total viewers.

Wrote Mediaite's Alex Griffing:

CNN's quarter demo performance ... was the worst the network has seen in the prime-time demo since ratings data became available in 1991....

CNN's revamped morning show, *CNN This Morning*, ended the quarter as the 40th most-watched show on cable news.



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When *The New American* last visited the rolling disaster at the far-left news network in January, CNN was averaging 444,000 viewers each week during prime viewing time. Less than two months later, that number had dropped to 409,000.

By comparison, Fox News came in at more than two million.

When Chris Licht, the former executive producer of *CBS This Morning*, took the reins at CNN last May, he sent this memo to all CNN employees:

Sadly, too many people have lost trust in the news media.

I think we can be a beacon in regaining that trust by being an organization that exemplifies the best characteristics in journalism: fearlessly speaking truth to power, challenging the status quo, questioning "group-think" and educating viewers and readers with straightforward facts and insightful commentary, while always being respectful of differing viewpoints.

First and foremost, we should, and we will be advocates for truth.

He repeated the canard a few months later:

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.

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.



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

Little if anything has changed. Licht's attempts at moving his people around to different time slots have failed to reverse the network's decline. His plans to bring in CBS personalities such as Gayle King (*CBS This Morning*) and Charles Barkley (CBS Sports) aren't likely to attract the audience CNN has lost. Interviewing such bright lights as Jill Biden and Ukrainian President Volodymyr Zelensky has only cemented into place the public perception of the network as a mouthpiece for the Left.

That perception will continue, as admitted by Rick Kaplan, a former CNN president: "[CNN] is fighting against short attention spans. They're fighting against the fact that we're such a divided people, so angry at each other, that if you don't reflect that anger, the people don't have time for you."

An additional problem, aside from the far-left ideology that infiltrates CNN and will continue under Licht (thanks to the network's ownership by Warner Brothers), is the people Licht insists on employing. As John Nolte of Breitbart noted:

The media's spin is that CNN's problems stem from its struggle to find a permanent 9 p.m. anchor. Well, that spin is laughable. All that "spin" tells you is that no one will watch CNN's current anchors in that timeslot because no one likes those people.

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