



**For Immediate Release:  
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**CBS 6 News announces New Anchors, Ratings Growth and Awards!**

(Richmond, VA) --- CBS 6 WTVR-TV, *The South's First Television Station* gained audience in 7 of its 9 daily local broadcasts during the May 2009 Nielsen measurement period versus the previous year.

"At a time when many stations around the country are losing audience, it is reassuring to see that so many Central Virginians are switching to CBS 6 News," said CBS 6 WTVR-TV President and General Manager Peter Maroney. "We're very excited about this growth trend. We think the audience is recognizing the same excellence in journalism that our professional peers have honored us for recently."

In addition to an Edward R. Murrow Award for News Anchor Greg McQuade and an Emmy Award for Chief Meteorologist Zach Daniel, the latest peer recognition came late last month when CBS 6 was presented an "Outstanding Virginia Newscast Award" by the Virginia Association of Broadcasters. The station also received the state association's top honors for "Outstanding Virginia News Series". The award was for a series of reports on urban sprawl entitled "Virginia Vanishing." The reports were produced and reported by Anchor McQuade and Photojournalist Andy Pederson. The "Outstanding Newscast" was produced by Senior Producer Misti Davidson.

"These are prestigious awards that recognize the good work we do every day for the community we serve, and they come at a time when CBS 6 is increasing its commitment to local news," continued Maroney.

CBS 6 News is expanding its news operation in September by adding a 30 minute newscast at 7pm. The newscast will be co-anchored by veteran CBS 6 News anchor Stephanie Rochon and Bill Fitzgerald, a new addition to the CBS 6 News team.

Fitzgerald most recently anchored at the NBC affiliate in Raleigh, NC and earlier in his career anchored at MSNBC and reported and anchored at the NBC affiliate in Birmingham, Alabama.

"Bill adds a strong combination of experience and professionalism to the news desk," said News Director Bill Anderson. "We believe that Bill and Stephanie will be well-received and will become the area's top news team at 6pm, 7pm and 11pm."

CBS 6 also announced the return of anchor/reporter Reba Hollingsworth to the morning anchor desk effective early August, 2009. Hollingsworth reported and anchored for CBS 6 News from 2000 to 2005 before moving to the Washington/Baltimore region where she reported for WTTG in Washington and WBAL in Baltimore. "Reba is a strong reporter and was a very successful anchor when she was on the desk with Greg McQuade," said Anderson.

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Anchor/Reporter Julie Bragg is also on the move at CBS 6 News. She will move from anchoring the weekday morning newscasts to the 5pm and 5:30pm newscasts in early August. Bragg will report during the day and co-anchor the early evening newscasts with anchor/reporter Rob Cardwell.

Anchor Cheryl Miller returns to the show she helped launch nearly 3 years ago, *Virginia This Morning*, which is broadcast weekday mornings at 9 a.m. Miller will co-host the daily news/entertainment program with Greg McQuade and will continue as anchor of the # 1 rated CBS 6 at Noon Newscast.

And finally, award-winning community reporter/anchor Antoinette Essa joins CBS 6 News as a contributing correspondent in September. Essa, well known for her “12 About Town” segments at WWBT will contribute community-based stories for CBS 6’s evening newscasts.

“We expect these developments to position us well for the future,” said Maroney. “We have a great team of people, great ratings momentum and exciting plans to expand our coverage of the important issues that affect Central Virginians.”

*CBS 6 WTVR is owned by Local TV LLC, a broadcast holding company created in 2007 to acquire nine heritage television stations in eight midsize markets. In 2008, the company acquired eight Fox Affiliates previously owned by News Corporation. In 2009, the company acquired WTVR-TV, the South’s First Television Station.*

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