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CBS 6 News announces Ratings Growth, Finishes #1 in Late News

(Richmond, VA) --- The results are in and the 11 p.m. news on CBS 6 WTVR was the number one source for late news for Central Virginians in October. According to Nielsen audience measurement *The South's First Television Station* gained audience for most of its daily newscasts in the highly competitive Richmond television market.

“It is very gratifying to see more and more viewers turning to CBS 6 News and Programming,” said CBS 6 WTVR President and General Manager Peter Maroney. “A few years ago we took a hard look at what we thought was missing in local news coverage in the Greater Richmond region”, continued Maroney. “As a result, our journalists made a concerted effort to offer viewers more focused hard news reporting and the results have been rewarding, both in viewer preference as well as professional recognition.”

Earlier this year, CBS 6 News reports were again awarded the coveted Edward R. Murrow Award for excellence in broadcast journalism. CBS 6 News was also recognized by its statewide broadcast peers as having the best newscast in Virginia’s large markets. “We believe this professional recognition and the rise of our 11:00 p.m. news to number one in the ratings is the beginning of a long and historic shift in viewer preference in Richmond”, continued Maroney. “Now, with these October results, our Late News joins our Noon News, which has long held the number one position in that time period.”

“Our News Department is intensely focused on strong journalism, investigative reporting and covering breaking news and weather events,” says CBS 6 News Director Bill Anderson. “That commitment to coverage is one of the key reasons we believe our audience is steadily growing,” continued Anderson.

“These trends reflect the hard work and dedication of the people of CBS 6, who strive to serve our community every day with better news, information and entertainment,” continued Maroney. “This shift also comes at a time when CBS 6 continued this fall to increase its commitment to local news by adding Central Virginia’s only 7 p.m. newscast to our broadcast day.”

In addition to CBS 6 News finishing number one in noon and late news in October, CBS 6 continues to see audience growth throughout the broadcast day, including newscasts at 5, 5:30 and 6 p.m. and nine other time periods throughout the day, including prime time.

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

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