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CBS 6 News Emerges as Central Virginia's Late News Leader

(Richmond, VA) --- The results are in and the Richmond television market has witnessed a historic shift in late news. CBS 6 News at 11pm is the number one source for Central Virginians. According to Nielsen audience measurement in the October and November sweeps periods *The South's First Television Station* gained significant audience for most of its Monday through Friday newscasts in the highly competitive Richmond television market.

“We are steadily becoming the leading news source in the market,” said CBS 6 WTVR President and General Manager Peter Maroney. “Viewers are noticing the clear difference with our solid journalism,” continued Maroney. “They are clearly expressing their desire to see more enterprise and investigative journalism, and not the same boring passive pack journalism.”

CBS 6 News, which produces and broadcasts more news and local programming than any other station in the Richmond market, continues to strengthen and further separate itself from the competition. In addition to seeing an historic shift in viewing during the late news time period, CBS 6 increased its dominance at noon. “Our commitment to the viewers is why we believe there is steady growth in our audience,” says CBS 6 News Director Bill Anderson. “The bottom line is that we have a team of enterprising and experienced journalists and we cover Central Virginia like no other news organization in the market.”

In addition to CBS 6 News finishing number one in noon and late news Monday-Friday in November, CBS 6 continues to see audience growth throughout the broadcast day. CBS 6 News is now the fastest-growing source for local news at 5pm and 5:30pm and the station saw a dramatic viewership increase of fifty percent in Central Virginia's only locally produced talk show, *Virginia This Morning*. “The viewers have made a clear choice,” continued Maroney. “Unlike our competitor, we are not going to blur the line with our marketing. We cite our source and give a concise message to the viewers that validate their selection of CBS 6 News as the new #1 late news team.”

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