



FOR IMMEDIATE RELEASE:
CBS 6 NEWS TO BEGIN BROADCASTING NEW RELIGIOUS PROGRAMMING

Richmond, VA, Jan. 26, 2011-- CBS 6 in Richmond, VA will begin broadcasting a new religious program presented by The Richmond Outreach Center (The ROC).

Set to premiere February 13th, "The ROC" will air Sunday mornings at 11 a.m. The ROC currently serves over 9,000 Central Virginians each week through its church services and over 160 ministries. Since opening in 2001, The ROC is one of the fastest growing churches in America.

ROC staffer Crystal Puryear says viewers will, "Experience church like they've never seen before, with non-traditional music, down-to-earth sermons, and much more."

The ROC's new program will replace "Positive Power with Lance Watson" presented by Saint Paul's Baptist Church. CBS 6 General Manager, Stephen Hayes stated, "CBS 6 appreciates the eight year partnership with the wonderful folks at Saint Paul's Baptist Church, and we understand their decision to move in another direction."

For decades, WTVR-TV has broadcast faith-based programs on Sunday mornings. "The ROC" will continue this longstanding tradition.

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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