



## **NBC29 Thanks Viewers for Continuing to “Count on Us” for Local News**

### **FOR IMMEDIATE RELEASE**

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(Charlottesville)- NBC29 News issues a heartfelt “thank you” to our viewers who, as the February 2010 Nielsen ratings book shows, continue to choose NBC29 as their source for local news, far ahead of any other local news station.

“Viewers counted on us for coverage of the major winter storms, the Morgan Harrington investigation, and one of the most important General Assembly sessions in years during February.” said NBC29 News Director Neal Bennett.

NBC29 News at Sunrise, anchored by Shane Edinger, Stacia Harris, and Storm Team 29’s Norm Sprouse, continued to lead the pack in the morning. More than 56% of the televisions on between 5 and 7 AM were watching NBC29, beating the combined audience of all channels (broadcast and cable) in the time period. Five times more viewers were watching NBC29 than the nearest local competitor (*\*Nielsen Feb. 2010 Household ratings/Share 5-7 AM, NBC 29- 6.5/56.4 CBS19 1.2/10.8*)

In the middle of the day, viewers once again made NBC29 far and away their choice for news. Nearly 40% of viewers watching any channel at noon were watching NBC29 with nearly eight times more viewers than any other local news source (*\*Nielsen Feb. 2010 HH ratings/Share 12-12:30 PM, NBC29 6.1/39.2 CBS19 0.8/5.0*).

In the key 5-6 PM race, NBC29 News at 5 separated itself from the competition. Viewers chose NBC29’s team (Steve Rappaport, Sharon Gregory, and Storm Team 29’s Eric Pritchett) nearly four times more than any other local news source (*\*Nielsen Feb. 2010 HH ratings/Share 5-6 PM, NBC29 10.3/32.5, CBS 19 2.8/8.8*).

For the signature 6 PM newscast, viewers made their choice clear. The NBC29 News at 6 team (Steve Rappaport, Libby Allison, Eric Pritchett, and Marty Hudtloff) once again delivered a resounding victory, with more than 10 times the viewership of our nearest competition. (*\*Nielsen Feb 2010 HH ratings/Share 6-6:30 PM NBC29 16.7/42.7 CBS19 2.3/6.0*)

At night, viewers knew where to turn for late breaking developments and the biggest stories of the day. NBC29 News at 11 far outpaced the competition (*Nielsen Feb 2010 HH ratings/Share 11 PM News NBC29 7.0/31 CBS 19 3.0/10.0*).

“We are proud to have earned the trust of our viewers in Central Virginia and thank them for making us their #1 choice for local news.” said NBC29 General Manager Harold Wright.