



A “Clean Sweep”: Once Again, NBC29 News Dominates the Charlottesville Market
1 News Station shows share growth in all key news time periods.

FOR IMMEDIATE RELEASE

Contact: Neal Bennett, News Director, NBC29/CW29 434-220-2900

(Charlottesville) - In a news-heavy May 2010 ratings period, viewers in the Charlottesville television market made their local news choice clear once again: NBC29 HD News.

“From the lacrosse murder tragedy to local budget controversies, the NBC29 news team worked extremely hard to get out and cover the stories that matter to our viewers”, 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 half 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 and beating the local competition by a margin of 7 to 1. (**Nielsen May. 2010 Household ratings/Share 5-6 AM, NBC 29 3/56 CBS19 1/9 6-7 AM NBC29 10/54 CBS 19 1/8*).

In the middle of the day, viewers once again made NBC29 far and away their choice for news. Four times more viewers in the Charlottesville market were watching NBC29 than any other local news source (**Nielsen May. 2010 HH ratings/Share 12-12:30 PM, NBC29 4/32 CBS19 1/8*).

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) more than any other local news source by more than 4 to 1 (**Nielsen May. 2010 HH ratings/Share 5-6 PM, NBC29 8/33, CBS 19 2/8*).

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 six times the viewership of our nearest competition. (**Nielsen May 2010 HH ratings/Share 6-6:30 PM NBC29 15/48 CBS19 2/8*)

At night, viewers knew where to turn for late breaking developments and the biggest stories of the day. NBC29 News at 11 outpaced the competition, again by a 4 to 1 margin (*Nielsen May 2010 HH ratings/Share 11 PM News NBC29 8/36 CBS 2/9*).

“It’s our viewers that make this all possible. We truly thank them for continuing to make NBC29 # 1.” said General Manager Harold Wright.