



CW RICHMOND IS THE #1 CW AFFILIATE IN THE COUNTRY: HOUSEHOLDS & ADULTS 18-49 MAY SWEEP 2014

*Richmond VA (June 30, 2014); Contact Rosalie Drake, General Manager
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WUPV, The CW Network's Richmond affiliate earns top spot as the number one CW affiliate in the country – with winning ratings in households and A18-49! WUPV also ranked highly among all CW affiliates, coming in #2 for A18-34, #2W18-34 and #2W18-49!

“We know we have some of the most exciting and entertaining programming on the air right now, and we're so glad that Richmond knows it, too. And coming this Fall, Media Life has picked *“The Flash”* (CW Tuesdays at 8pm) as 1 of 5 new shows most likely to become hits. My most sincere thanks go out to our loyal Richmond viewers who made us #1.” General Manager Rosalie Drake.

CW Richmond's programming has something for everyone to enjoy! There's a mix of talk, court shows, the only 630pm local news, comedies and a primetime lineup featuring *Reign*, *The Vampire Diaries* and *Arrow*. Plus CW Richmond is social! With growing fan bases on Facebook, Instagram and Twitter – CW Richmond knows how to reach their audience.

Watch CW Richmond:

- **Comcast** **13 or 214**
- **FiOS** **13 or 513**
- **DirecTV / Dish** **65**
- **Free over the air** **65.1**

Connect with CW Richmond:

- [Facebook.com/CWRichmond](https://www.facebook.com/CWRichmond)
- [Twitter.com/CWRichmondTV](https://twitter.com/CWRichmondTV)
- [Instagram/CWRichmondTV](https://www.instagram.com/CWRichmondTV)

Additional Ratings Information:

- The strongest May 2014 primetime (Mon.-Fri. 8pm-10pm) demo rating for CW Richmond was for Women 18-34, delivering a 2.9 rating/8 share. This rating was the 3rd highest among broadcast stations in the demo, beating WTVR-CBS6 (2.5/7) and WRLH-Fox35 (2.3/6).
- WUPV also gained a year-to-year share increase with its sign-on to sign-off average in all major demos (Mon.-Sun., 6am – 2am). The increases ranged from 44% in households to 113% increases with W 18-49. The station improved its W 25-54 rating by 75% and its share by 88% from last May.
- WUPV's prime access (Mon.-Fri. 7pm-8pm) ratings for W 25-54 (2.5/7) improved by 178% from last May (0.9/2) and 79% from February 2014 (1.4/4). WUPV actually beat WTVR-CBS6's 7pm News and Access Hollywood with A 18-49 (1.3 to 0.7), A 25-54 (1.7 to 1.0), W 18-49 (2.0 to 0.8) & W 25-54 (2.5 to 1.1).