

Media Contacts:

Caitlin Russell
MMI Public Relations
(919) 233-6600
caitlin@mmipublicrelations.com

Patty Briguglio
MMI Public Relations
(919) 233-6600
patty@mmipublicrelations.com

**ABC11 Eyewitness News Makes Major Gains
During February Sweeps**

*ABC11 Achieves The Highest Year-to-Year Increase in Viewership
Among The Newscasts Of The Four Major Market Stations*

RALEIGH, N.C. – The news is great for ABC11 Eyewitness News (<http://www.abc11.com>) in the just completed February sweeps. The station is up in almost every newscast in both year-to-year numbers and since May and November of last year. ABC11 also witnessed the highest increase in news viewership among the four major stations in the Triangle. Most notably, in the Nielsen book, ABC11 ties with WRAL for first place 6am to 7am with a 7 (seven) average household rating. Even better, from 4:30am to 9am, ABC11 is the *most watched* television station in the 23 county viewing area! ABC11 Eyewitness News mornings is anchored by John Clark, Barbara Gibbs, Meteorologist Don “Big Weather” Schwenneker and Amber Rupinta.

Another notable achievement for the station comes during the 4 p.m. broadcast, which is up 42 percent from February 2012 and has reached its highest audience levels since the show’s debut. ABC11 Eyewitness News at 4pm is anchored by the new team of Fred Shropshire and Anna Laurel.

For the evening broadcasts, ABC11 is the market’s only station to see an increase in all of its early newscasts at 5 p.m., 5:30 p.m. and 6 p.m. Overall, the 4pm-6:30 p.m. local news block is up 11 percent from February 2012.

QUOTE:

“ABC11 often leads the market in key women and adult viewers, so to see this kind of growth in households is very exciting,” said Caroline Welch, president and general manager of the station. “This is a dynamic region. As more and more people move to this area, we are thrilled that viewers are choosing Eyewitness News.”

NEW MEDIA CONTENT:

ABC11 Eyewitness News Facebook Page:
<http://www.facebook.com/ABC11>

ABC11 Eyewitness News Twitter Page:
http://twitter.com/ABC11_WTVD

ABOUT ABC11 EYEWITNESS NEWS:

ABC11 Eyewitness News provides 43 hours of local news every week, serving more than 1 million households in a 23-county area in North Carolina and Virginia. Eyewitness News also provides news, weather and sports information 24 hours a day on ABC11.com, as well as serving two additional digital channels, the HD Live Well Network on 11.2 (Time Warner Ch. 112) and the Live Well Network on 11.3 (Time Warner Ch. 113). ABC11 WTVD is part of the Disney-ABC Television Group, which is home to all of The Walt Disney Company’s worldwide entertainment and news television properties. For more information, go to <http://www.abc11.com>.

Caitlin Russell
MMI Public Relations
(919) 233-6600

caitlin@mmipublicrelations.com
<http://twitter.com/MMIPR>
<http://www.mmipublicrelations.com>

(end)