



WPTV and WFLX Extend Commitment to Local Journalism With Unique 4 p.m. Newscast

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Strengthening the most-powerful combination of local broadcast news resources in southeast Florida, WPTV (NBC) and WFLX (Fox) have created an additional on-air daily newscast that will debut this fall.

"Fox 29 News First at 4:00" will air on WFLX every weekday afternoon from 4:00 to 4:30, providing viewers in the West Palm Beach market with a real-time look at the events affecting residents from the Palm Beaches through the Treasure Coast.

When the new program launches, it will be the market's only 4:00 newscast. In addition to traditional news and weather updates, it also will include viewer-generated content via social media Web sites. "Fox 29 News First at 4:00" is the first newscast WFLX has ever offered outside of the morning and late-evening timeslots.

"This has been a year of dramatic change for WFLX viewers," said John Heislman, the station's vice president and general manager. "Eight months ago we began offering our viewers the experience and expertise of the region's top-rated news team, and now we get to expand our dedication to high-quality local news by giving our audience the market's initial roundup of the day's events. First, fast, credible and quotable -- this newscast is going to set the tone for every evening's coverage."

The incremental programming is the latest development in the relationship between Raycom-owned WFLX, and WPTV, which is owned by The E.W. Scripps Company (NYSE: SSP). The two organizations announced last fall that WPTV would produce newscasts for WFLX starting January 2011. Until today's announcement, that meant WPTV has produced newscasts from 7:00 to 9:00 a.m. weekdays, and 10:00 to 11:00 p.m. seven nights a week.

In June, the relationship evolved with WPTV providing all technical, promotional and online services and certain local programming for WFLX under Raycom's direction as licensee. Raycom continues to program the station and conduct all advertising sales.

"For decades, WPTV has been the unquestioned news leader in this market, consistently delivering news ratings that are among the best in the state," said Steve Wasserman, WPTV's vice president and general manager. "Our association with WFLX has helped us deepen our commitment to informing and engaging viewers in this area, and I'm eager to extend that relationship with viewers to 57 hours each week between the two stations."

About WPTV

WPTV, an NBC affiliate since signing on more than 50 years ago, offers more locally produced programming than its competitors. Its early evening newscasts attract more viewers than competing network affiliates combined. Its corporate parent, The E.W. Scripps Company, is a diverse media enterprise with interests in television stations, newspapers, local news and information Web sites, and features syndication.

About WFLX

WFLX, a FOX Affiliate, is owned by Raycom, an employee-owned company, is one of the nation's largest broadcasters and owns and/or operates 46 television stations in 36 markets and 18 states. Raycom stations cover 12.7% of U.S. television households and employ nearly 3,500 individuals in full and part-time positions. In addition to television stations, Raycom owns Raycom Sports (a marketing, production and events management and distribution company in Charlotte) and Broadview Media (a post production/telecommunications company based in Montgomery). Raycom is also responsible for the design and hosting of Alabama's Robert Trent Jones Golf Trail website. Further information about Raycom can be found at the corporate website, <http://www.raycommedia.com>.

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