



**NEWS RELEASE**

**WCJB TV20 experienced huge increase in rating during Covid 19 Pandemic**

**Gainesville, Florida-June 2,2020 WCJB TV20** announced today that the station delivered impressive ratings increases, year to year, across all dayparts for their newscasts. WCJB TV20 saw increases of over 50% in many newscasts including Noon, 5PM and 11PM. This is an amazing achievement from a station that has been the market leader for almost 50 years. The complete year to year ratings are included below.

WCJB TV20 VP/GM Alan Chatman said, “To be the most trusted local news voice in the communities we serve is a responsibility we don’t take lightly. It has never been more important to provide critical, credible, and timely information than during the COVID-19 pandemic. I could not be prouder of my team, from our anchors to our reports, directors and producers, for their commitment to our viewers. We are not only the most watched station in North Central Florida, we are the only Local News station our viewers tune to most everyday and our ratings prove that!”

WCJB TV20 News Director Jon Levy said, "These ratings gains are a reason to be happy with what we've done over the course of the last few months. They're also a reminder of the responsibility we carry here in our communities. We're not just a viewer preference in North Central Florida; we set the standard. And when you do that, you have to continue to make the grade every day. I have every confidence that we'll continue to do so moving forward."

“We strive to make sure our marketing efforts and community efforts match up with our branding as your local station,” said Matt Hunter, WCJB TV20 Creative Services Director. “We believe marketing a true, authentic message without sensationalized statements or claims is one of the driving forces for viewers trusting us as their local station during tough times and good times.”

News	A25-54 Rating	Var. %	News	A25-54 Rating	Var. %	News	A25-54 Rating	Var. %
5a-6a	4.8	+7%	12p-12:30p	8.5	+55%	6p-6:30p	17.3	+47%
6a-7a	8.0	-5%	5p-5:30p	9.1	+63%	6:30p-7p	17.7	+42%
7a-9a	9.7	+14%	5:30p-6p	11.9	+61%	11p-11:35p	8.7	+50%

News	A35-64 Rating	Var. %	News	A35-64 Rating	Var. %	News	A35-64 Rating	Var. %
5a-6a	5.4	+8%	12p-12:30p	9.8	+58%	6p-6:30p	19.5	+46%
6a-7a	8.8	-4%	5p-5:30p	10.3	+61%	6:30p-7p	19.9	+41%
7a-9a	10.5	+13%	5:30p-6p	13.3	+58%	11p-11:35p	9.7	+49%

\*Comscore survey April 2020 versus April 2019; Adult 25-54 Households, Adult 35-64 Households

**About WCJB:**

WCJB TV20 ABC Affiliate - #1 rated legacy broadcast TV station located in beautiful North Central Florida (Gainesville DMA) has a proud heritage for nearly 50 years. WCJB TV20 is the market leader, with viewers relying on us for local news, weather, and sports coverage from *"Your Local Station"*.

**WCJB Contacts:**

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