



For Immediate Release
April 28, 2008

**NBC 4 (WCMH-TV) LAUNCHES NEW LOCAL NEWSCAST AND SETS DATE
TO LAUNCH NBC 4 ON THE SQUARE**

(Columbus, Ohio) NBC 4 (WCMH-TV) will begin broadcasting in high definition from its new downtown studio, NBC 4 on the Square, on Tuesday, May 27.

NBC 4 Today and *NBC 4 Midday* newscasts will be the first NBC 4 programs to broadcast from the new location, weekdays from 5:00 a.m.-7:00 a.m. and 12:00 pm.-1:00 p.m., respectively. *NBC 4 Today* and *NBC 4 Midday* Co-anchors Andy Dominianni and Anietra Hamper and Storm Team 4 Meteorologist Bob Nunnally will broadcast from NBC 4 on the Square. NBC 4 Traffic Reporter Monica Day will broadcast from the NBC 4 Studios on Olentangy River Road.

On Monday, June 9th, NBC 4 will premiere *First at 4* from NBC 4 on the Square. *First at 4* will be the first hour-long local newscast at 4:00 p.m. in Central Ohio.

NBC 4 Vice President & General Manager Rick Rogala said, "Local market research we conducted shows that viewers in Central Ohio have a strong appetite for local news at 4:00 p.m. Given that viewers look for news information when, where and how they want it, *First at 4* will give Central Ohio a new option for news."

Rogala continued, "NBC 4 on the Square is the perfect location for a new local newscast. *First at 4* will be a unique alternative to what's currently available to watch at 4:00 p.m. We look forward to announcing more exciting details about *First at 4* soon."

When *First at 4* premieres on Monday, June 9 at 4:00 p.m., *The Ellen DeGeneres Show* will move an hour earlier to 3:00 p.m. weekdays on NBC 4.

NBC 4 (WCMH-TV) is an NBC affiliate of the Media General Broadcast Group and market leader with breaking news, Storm Team 4, and news on the Web at www.nbc4i.com.

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