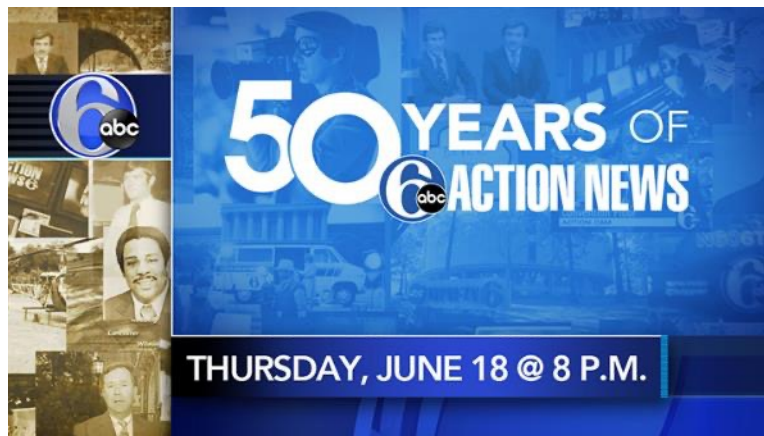




June 16, 2020

**6abc ACTION NEWS CELEBRATES 50 YEARS!
ONE-HOUR SPECIAL TAKES VIEWERS DOWN MEMORY LANE,
THURSDAY, JUNE 18 AT 8 P.M. EDT**



Philadelphia's leading news source turns 50! **Action News**, 6abc's local news franchise, has been the most-trusted and highest-rated newscast since the mid-1970s. This **THURSDAY, JUNE 18 at 8:00 p.m.**, 6abc will take a look back at the past five decades and discover the DNA of this iconic Philadelphia institution.

In the late '60s, WPVI was a non-factor in the booming local TV news business. Needing a strong boost, WPVI debuted **Action News** in April 1970 as a fast-paced, more regionalized news program with an increased use of video. Instantly a hit and competitive in the ratings, **6abc Action News** soon became Philadelphia's overwhelming favorite TV news brand and most-watched newscast, leading to four straight decades of TV ratings dominance.

"This program will be a great trip down memory lane for any fan of Action News," says John Morris, vice president of Multiplatform Programming at 6abc. "Everyone here has loved producing this special, and we think our loyal viewers will have a great time looking back with us as they watch the program."

Bernie Prazenica, president and general manager of 6abc, added, "We are so excited to celebrate the golden anniversary of Action News with our viewers. It's our viewers who have made Action News No. 1, and this special is a salute for their many years of support."

The special will feature familiar faces, past and present, including Larry Kane, Dave Roberts, Lisa Thomas-Laury and more. 6abc has also published a coffee table book commemorating its 50th celebration. Released last fall, it is available for purchase on 6abc.com.

About 6abc/WPVI-TV Philadelphia

For over half a century, 6abc/WPVI-TV Philadelphia has been broadcasting to viewers in the Delaware and Lehigh Valleys, an area covering southeastern Pennsylvania, northern and central Delaware and southern New Jersey. As the No. 1 station in Philadelphia for almost 45 years, 6abc Action News delivers local news, information, traffic and weather to more than 3 million homes. Action News captures over half of

all Adult 25-54 news viewers on an average day*. In the past year, Action News has won 2,633 out of 2,662 newscasts in Households for a winning percentage of 98.9%.†

*Based on April 2020 Nielsen survey

†Based on May 2019 - April 2020 Nielsen data

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