



## News Release

**October 24, 2011**

### ***WVEC 13News debuts new set.***

**Norfolk, VA** – WVEC 13News, the ABC affiliate in the Hampton Roads region of Virginia recently introduced a new set. The set, which was unveiled on Monday October 17<sup>th</sup>, is part of an ongoing effort to upgrade all aspects of the on-air presentation.

The old set, originally constructed in 1990, had lived through several facelifts over the years, but the framework of the set itself, including the shape of the main anchor desk had not changed until now.

"We are pleased to present our new set to our viewers in Hampton Roads, said WVEC Executive News Director Rich Lebenson. "The new set is sleek, modern, full of new technology and the perfect compliment to the region's best and largest team of anchors, meteorologists, reporters, photographers and producers."

Chuck Spruill, WVEC's Director of Creative Services added, "The old set had been through so many tweaks and revisions that we knew it was time. We ripped out everything and started from scratch, including putting down a new floor and re-hanging every light fixture. We wanted the end result to have a modern yet simplistic feel, and we are very happy with the outcome."

The new set features a modern desk with blue LED accents and a translucent stone desktop. Large duratran graphics and lightbox columns help define the set's backdrop. WVEC utilized the services of local company SCECON to help with the design and construction.

"We are very excited with how this new set has turned out," stated Tod Smith, WVEC President and General Manager. "We are constantly trying to improve our newscasts, and this was the next logical step."

### **About Belo Corp.**

WVEC is part of Belo Corp. (BLC), one of the nation's largest pure-play, publicly-traded television companies, that owns and operates 20 television stations (nine in the top 25 markets) and their associated Web sites. Belo stations, which include affiliations with ABC, CBS, NBC, FOX, CW and MyNetwork TV, reach more than 14 percent of U.S. television households in 15 highly-attractive markets. Belo stations rank first or second in nearly all of their local markets. Additional information is available by contacting Elizabeth Fimian, WVEC 13News at 757-625-1313.