



City of New Bedford
Jonathan F. Mitchell, Mayor



City of New Bedford
Office of the Mayor
Contact: Elizabeth Treadup Pio
(508) 979-1410
etreadup@newbedford-ma.gov

NBC 10 Contact: Vic Veters,
President & General Manager
(401) 455-9105
VVeters@wjar.com

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P R E S S R E L E A S E

NBC10 News Announces Plans to Open a News Bureau in Downtown New Bedford

Station aims to expand coverage Greater New Bedford

New Bedford, Massachusetts- WJAR/NBC 10, the top-rated television news station in Southern New England, announced today that it has contracted to lease space in downtown New Bedford where it plans to open a news bureau. NBC 10 officials will lease space on the Pleasant Street side of the former Standard-Times building, located on the corner of Union and Pleasant Street in the heart of New Bedford's downtown business district.

"NBC10 is the top-rated television news station in Southern New England and the opening of our New Bedford Bureau is an important opportunity to expand our coverage of local news in Greater New Bedford. New Bedford is an up-and-coming city and we are well-positioned to capture the most important stories affecting our viewers here," said Vic Veters, President & General Manager of NBC10-WJAR.

Mayor Jon Mitchell said he was pleased with NBC10's commitment to open a New Bedford bureau. The City reached out to NBC10 about a possible New Bedford Bureau in the summer of 2012. The City and the New Bedford Economic Development Council have since worked with NBC10 to secure a downtown location.

Mayor Mitchell said, "NBC10 News has a reputation for professional, accurate, thoughtful coverage of New Bedford news and I welcome their interest in providing viewers with more local stories."

About NBC10

WJAR-TV/DT is the most watched television station in the Providence-New Bedford television market and NBC 10 News is Southern New England's leading news station.

WJAR was first launched as a radio station in 1922 and then became the market's first television station in 1949. WJAR-TV/DT is owned by Media General, Inc.

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