

WKRG Launches 4pm Newscast: *The 4 on 5*

For immediate release: August 11, 2020

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The 4 on 5 Anchor Cherish Lombard

MOBILE, Alabama- WKRG News 5 is launching a new 4pm newscast called *The 4 on 5*. The announcement was made today by Jesse Gear, WKRG Vice President and General Manager.

“We’ve been planning this for quite some time in line with our viewers’ demand for more local news. *The 4 on 5* will give our viewers an early look at the developing stories of the day as they’re happening,” said Gear.

The 4 on 5 is a fresh take on news from the Gulf Coast’s breaking news leader. It combines news, weather, traffic, and social media elements with a new fast-paced format and a look behind the scenes of the news gathering process. WKRG News 5 now has more hours of news every weekday evening than any other station in the Mobile/Pensacola/Ft. Walton Beach TV Market. *The 4 on 5* joins the evening news lineup of *WKRG News 5 at 5*, *WKRG News 5 at 6*, *WKRG News 5 at 6:30*, *WKRG News 5 at 9pm on The Gulf Coast CW*, and *WKRG News 5 at 10*.

“For the first time, WKRG News 5 viewers will have an early evening newscast to call their own,” said WKRG News Director Chris Best. “The entire Gulf Coast from our Mississippi counties all the way to Ft. Walton Beach and Destin can watch their local news at 4pm.”

"I'm proud to anchor *The 4 on 5*," said Cherish Lombard. "Our whole team has been working very hard to put on a show that we hope will excite and inform our viewers across the Gulf Coast," she added.

The first broadcast of *The 4 on 5* will be on August 17th 2020 at 4:00pm.

About WKRG News 5

WKRG News 5 reaches more than 519,000 television households in the Mobile-Pensacola-Fort Walton Beach television market. It is seen in 3 counties in Northwest Florida, 7 counties in Alabama, and 2 counties in Mississippi.

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