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EVIESAYS TO POWER ONLINE EVENT CALENDAR FOR WTVR CBS 6 NEWS.

NASHVILLE – WTVR CBS 6 News is partnering with eviesays, a search engine for event and entertainment listings, to power its online event and entertainment calendars, it was announced today.

The agreement means that the Richmond-based television station will adopt the eviesays calendar technology at its website. The calendars, which will be privately branded to have the look and feel of the WTVR website, will enable visitors to find, browse, and interact with the hundreds of thousands of event listings nationwide residing at the eviesays.com website.

The eviesays platform will allow users to export their favorite listings to their personal calendar software, e-mail listings to friends, and get directions from Google Maps to events. Visitors to the site will also be able to submit their own listings via an on-line submissions form to the website.

“WTVR appreciates how important this calendar technology is to local audiences,” said Bruce Dobie, President and CEO of Dobie Media Inc., parent company of eviesays. “Everyone wants to know what’s going on around them. The eviesays calendar provides users with the who, what, when, and where of local events.”

The calendar also allows WTVR to sell premier sponsorship opportunities to local advertisers that will appear immediately beneath the calendar and on numerous search result pages.

Ashley Saville, the station’s Internet Sales Director, said that “WTVR.com is excited about this partnership and looks forward to providing our viewers with another local resource. Access to events and a place to promote these happenings is the best thing about the community calendar. We look forward to a longstanding relationship with eviesays.com.”

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About eviesays

Eviesays is a web-based calendar listings tool providing information about events and activities in towns and communities in the United States. Eviesays partners with media organizations (radio, TV, print and online media) to get its content and technology in front of hundreds of thousands of viewers every day. Its advertising model allows media partners to reap immediate revenues and at the same time deliver a valuable service to their visitors. For additional information about eviesays, please visit: eviesays.com.

About WTVR CBS 6 News

WTVR began as the South's first news channel in 1948 in Richmond, VA. Today, as a CBS affiliate, WTVR includes CBS 6 News; CBS 6 High Speed News, which offers daily streaming video newscasts online; CBS 6 Xtra, a 24-hour digital news channel; and CBS 6 Everywhere, which links mobile users of web-enabled phones to vital news and weather information. CBS 6 News operation has won numerous awards in recent years, including multiple Emmy awards and the prestigious Edward R. Murrow Awards.