

For Immediate Release

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Introducing Gulf Coast NBC and Gulf Coast ABC

A Bold New Chapter in Local Broadcasting

Fort Myers, FL. February 5, 2025 – WBBH-TV, a Hearst Television station, and WZVN-TV, owned by Montclair Communications, will be re-branded as Gulf Coast NBC and Gulf Coast ABC.

“We have outstanding platforms enabling us to deliver incredible service to the Gulf Coast,” said Darrel Lieze-Adams, President and General Manager of the new Gulf Coast NBC and Gulf Coast ABC. “Using our complementary strengths, we will elevate our coverage and continue to lead in local news and entertainment programming. This new chapter solidifies our commitment to delivering enhanced local coverage and serving the Gulf Coast community like never before.”

The creation of Gulf Coast NBC and Gulf Coast ABC builds upon a legacy of WBBH-WZVN partnership dating back to 1994, which was further forged in 2004 during widely praised joint coverage of Hurricane Charley. WBBH and WZVN went on to collaborate closely on vital news coverage and community service during Hurricanes Irma, Ian, and Milton. “This shared history is the foundation for an innovative and dynamic daily partnership,” Lieze-Adams added. “We will now provide this unmatched joint commitment to our community every single day.”

What Gulf Coast Viewers Can Expect

Quality Award Winning Local Coverage

Gulf Coast NBC and Gulf Coast ABC will continue to provide 18 quality newscasts across the two television platforms daily. Together, they have won numerous highly regarded national Edward R. Murrow Awards and dozens of Emmys for journalism excellence.

Expanded Digital Offerings:

Launching alongside the rebrand are two exciting digital platforms: the Gulf Coast News App and the GulfCoastNewsNow.com website. These platforms will provide live newscasts, breaking news, and comprehensive coverage of issues important to Gulf Coast residents.

Coming Soon – The Very Local Gulf Coast App:

This dedicated app will bring Gulf Coast viewers live newscasts, on-demand local news, special reports, event coverage, and entertainment programming tailored specifically for the region.

Trusted Journalists, Favorite Programming:

Gulf Coast NBC and Gulf Coast ABC will continue delivering the trusted award-winning journalism viewers know they can count on. And beloved shows like *Wheel of Fortune*, *Jeopardy*, *The Kelly Clarkson Show*, and *Entertainment Tonight* will remain in their current time slots, ensuring uninterrupted access to the Gulf Coast's favorite entertainment shows.

A Message for Our Business Partners

"As part of this exciting transformation, Gulf Coast NBC and Gulf Coast ABC reaffirm their dedication to supporting the growth and success of our business partners in our ever-growing region," Lieze-Adams said. "Through our expanded digital and on-air offerings, we are creating new opportunities to connect your brand with the audiences that matter most."

Supporting Nonprofit Organizations

"Community service has always been at the heart of our mission," Lieze-Adams added. "As Gulf Coast NBC and Gulf Coast ABC, we are redoubling our commitment to supporting the incredible work of nonprofit organizations across the area. From amplifying your initiatives on our expanded platforms to highlighting your impact in our news coverage, we are here to help you connect with the community and make a difference. Together, we can ensure the Gulf Coast remains a vibrant, thriving place to live and work."

About Hearst Television

Hearst Television owns and operates stations in 27 media markets across 39 states. Known for its journalistic excellence, innovation, and commitment to community service, Hearst Television distributes national content across 120+ video channels, partnering with major networks such as ABC, NBC, CBS, and more. Its award-winning Very Local app provides 24/7 access to local news, weather, and unique programming. Hearst Television is a wholly owned subsidiary of Hearst.

For more information, download the Gulf Coast News App, visit GulfCoastNewsNow.com, or follow us on social media.

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