**WPVI Gets Engaged With Viewers on Facebook**

****“Expanding our brand is, now more than ever, diversified by platform, shape, and execution,” said Mike Monsell, WPVI’s creative services director. “Producing 30-second spots will always be a part of what we do, but some marketing goals are better achieved through different means. GRP’s are no longer the main currency for TV marketing. At WPVI, we seek engagement.” To date, more than 76,000 people have watched the videos.

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<http://www.tvnewscheck.com/marketshare/2015/12/01/wpvi-gets-engaged-with-viewers-on-facebook/>