**High-Paced News Format Yields Results For Ohio Stations**

A pair of Sinclair television stations in Dayton, Ohio, saw its adult audience grow 91% from May 2022 to May 2023 as they embraced experimental ways to gather, deliver and promote news after merging and rebranding as Dayton 24/7 Now. The stations expanded coverage to include stories about Columbus and Cincinnati, reduced the length of stories to make time for more news, eliminated the traditional model of having anchors read scripted commentary from behind a desk and embraced social media.

***TVNewsCheck (free registration) 9.11.23***

[*https://marketshare.tvnewscheck.com/2023/09/11/dayton-24-7-now-innovates-experiments-and-grows-news-ratings/*](https://marketshare.tvnewscheck.com/2023/09/11/dayton-24-7-now-innovates-experiments-and-grows-news-ratings/)

*Image credit:*

[*https://yt3.ggpht.com/a/AGF-l79\_YYOZF9XB7zBmbBpWX\_or6F6EsqGAAwUwgg=s900-c-k-c0xffffffff-no-rj-mo*](https://yt3.ggpht.com/a/AGF-l79_YYOZF9XB7zBmbBpWX_or6F6EsqGAAwUwgg%3Ds900-c-k-c0xffffffff-no-rj-mo)