



City of Pittsburgh

510 City-County Building
414 Grant Street
Pittsburgh, PA 15219

Text File

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Committee: City Council

Status: Adopted

WHEREAS, WPXI-TV Channel 11 signed on the air under its original call letters, WIIC, on September 1, 1957 at 5:00pm, and was located in the Fineview neighborhood of Pittsburgh's Northside, Council District 1, for over 50 years, and

WHEREAS, in 2007 WPXI-TV Channel 11 relocated to a brand new, environmentally friendly, 60-thousand square foot building in North Side's Summer Hill neighborhood; and

WHEREAS, the station has initiated many innovations new to the Pittsburgh market in pursuit of its goal of providing the best service for its viewing audience, with some of these "firsts" including:

- The first to provide 5:30 PM News;
- The first to offer 5:00 PM News;
- The first local television station to bring viewers morning weekend news;
- Through its cable-exclusive local-regional news, talk and information channel - *Pittsburgh Cable News Channel (PCNC)* - the first to provide live 10:00 PM News beginning in 1994 and continuing to be the ONLY one until 1997;
- The first to offer live, local news in High Definition; and

WHEREAS, this Pittsburgh Station has been an upstanding corporate citizen and is the leader in sponsorship and coverage of major Pittsburgh community events such as the *Celebrate the Season* Holiday Parade, the Jerry Lewis MDA Labor Day Telethon, and the live Special-- featuring the City of Pittsburgh fireworks display called the Star Spangled Salute; and

WHEREAS, WPXI-TV Channel 11 also provides monetary contributions & lends support in other ways to a broad range of charities and non-profit organizations in Pittsburgh.

NOW, THEREFORE, BE IT RESOLVED THAT THE COUNCIL OF THE CITY OF PITTSBURGH hereby expresses its sincere appreciation to WPXI for offering exceptional programming to the viewers of the greater Pittsburgh market area and for being a good neighbor to the residents of the North Side; and

BE IT FURTHER RESOLVED that the Council of the City of Pittsburgh extends its heartfelt congratulations to WPXI-TV Channel 11 as they celebrate their 50th Anniversary in the City of Pittsburgh, and declares Tuesday, February 19, 2008 to be **WPXI TV Channel 11 Day** in the City of Pittsburgh.