

The Washington Times extending reach with cable network - Tom McDevitt

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March 13, 2013
The Washington Times



Herring Broadcasting, owner of the Wealth TV network, and The Washington Times announced Thursday that they have joined in a strategic partnership to create a new national cable news network called One America News, set to debut nationwide this summer.

“One America News Network will provide Americans a new, credible source for national and international news and investigative reporting as well as talk shows designed to foster an independent, cutting-edge debate about the policies, issues and solutions facing the country,” said Robert Herring Sr., CEO of Herring Broadcasting, founded in 2004 and based in San Diego.

The intent is to provide credible news and thoughtful analysis for “viewers with self-described independent, conservative and libertarian values,” Mr. Herring said. “Fox News has done a great job serving the center-right and independent audiences. But those who consider themselves liberal have a half dozen or more choices on TV each day from which to get their news,” he said.

It is time for some more options, he added.

The new network, which is wholly owned by the Herring Broadcasting, will rely on The Washington Times as its primary source of news and analysis from the nation’s capital. Broadcasts will originate from a state-of-the-art TV studio adjacent to the newsroom that has anchored The Times since it was founded 31 years ago.

“The Times is an authoritative voice on policy, politics and national security news in Washington, and it provides our network a powerful reporting and analytical capability to help our viewers make sense of developments in an increasingly complex, and polarized capital city,” said Charles Herring, president of Herring Broadcasting and Wealth TV, a lifestyle and entertainment channel distributed by cable and satellite providers around the world.

Mr. Herring, the son of Robert Herring, anticipates some lively dynamics ahead, ideal for a competitive media marketplace.

“We’re excited to have reporters, editors and commentators from Ralph Hallow to Emily Miller who can whisk into the studio from The Times’ newsroom and provide real-time, trusted reporting and credible

analysis on the pressing issues of the day,” the younger Mr. Herring said.



The partnership will enhance bedrock issues that The Times has covered for decades.

“We’re excited to be the official Washington news source for a network that will appeal to Americans concerned about political accountability, smaller government spending and taxation, the protection of liberties and a strong national security capability in America,” said Washington Times CEO Larry Beasley. “We have been hard at work transforming our company to be a digital-first news organization. Our partnership with One America News furthers that goal and our potential reach to millions of viewers.”

The Washington Times has strived to be a viable news organization at home in the multiplatformed environment of the contemporary news media. The Times is read by more than 100,000 daily and weekly print newspaper subscribers and 10 million monthly readers online, and it currently broadcasts a live, daily radio show from a studio in its newsroom.

Programming combinations for One America News, in the meantime, portend to be creative.

Future projects include a possible daily TV show featuring Washington Times radio host Andy Parks, paired with Miss Miller, an award-winning columnist.

From the West Coast, One America News also will showcase talent from its home studio, including anchor Graham Ledger whose “Daily Ledger” show will look at stories through a constitutional prism and veteran talk show host Rick Amato, who is intent on exposing the gap between mainstream America and Washington’s political elite. Nationally renowned psychologist and political commentator Gina Loudon, known as Dr. Gina, will explore the most basic fundamentals of complex political issues.

The announcement of the partnership, meanwhile, is a timely one, revealed on the opening day of the 40th annual Conservative Political Action Conference.

Both Herring Broadcasting and The Washington Times will be a presence at the three-day event, which caps with the official Washington Times/CPAC Straw Poll that provides a much anticipated gauge of conservatives’ preferences and positions heading into the 2014 election cycle.