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WAVY-TV 10 and WVBT FOX43 Remain #1 in Morning and Evening News in Hampton Roads



Portsmouth, VA – November 23, 2011: WAVY-TV 10 and WVBT FOX43 remain the most watched source for morning and evening news in Hampton Roads this fall! WAVY-TV 10 was #1 in household ratings Monday – Friday in the 5 a.m., 6 a.m., 5 p.m., and 6 p.m. newscasts, according to Nielsen Media Research for the November 2011 sweeps ratings period. WVBT FOX43 also saw nearly 25% increases year-to-year for FOX43 News at 10 p.m.

Hampton Roads loves to wake up with the WAVY News 10 Today morning team of Kerri Furey, Don Roberts, Meteorologist Jeremy Wheeler, Traffic Jam Cam Reporter Cheryl Tan and Chopper 10 Pilot John Massey. Early risers depend on WAVY News 10 Today, now beginning at 4:30 a.m., to get the most up-to-the-minute local news before starting each and every weekday. Evening viewers also enjoy the leading news anchor team of Alveta Ewell, Tom Schaad, Nicole Livas and Stephanie Harris along with Chief Meteorologist Don Slater. Viewers depend on the WAVY-TV 10 newscasts for the most accurate Super Doppler 10 forecasts and 10 Timesaver Traffic reports as they head out the door every morning or get settled in the evening.

"We are grateful that Hampton Roads continued to turn to WAVY-TV 10 and FOX43 this November. Our entire 10 On Your Side staff worked diligently over the past several weeks to deliver the biggest news stories and the most accurate weather and traffic day after day," said President and General Manager Doug Davis. "We are specifically pleased that our launch of WAVY News 10 at 4:30 a.m. has been very well received by the many early risers in Hampton Roads. In addition, WAVY.com and WAVY's mobile app are seeing record usage as users seek news and information in a format that fits their busy schedules."



WAVY News 10 remained vigilant in its coverage of breaking news and weather throughout November. In addition, 10 On Your Side exposed serious dangers at a local bus stop and explored the unsolved murder of a Norfolk police officer. Andy Fox confronted a former governor to uncover the truth and get answers about a local man's missing slavery artifacts. And WAVY News 10 was the only local news station in Hampton Roads to secure an exclusive one-on-one with President Barack Obama.

The Hampton Roads Show continues to be enjoyed by more and more viewers in its new home on WAVY-TV 10 weekdays at 11 a.m. As the only interactive lifestyle television show in the market, The Hampton Roads Show brings a truly local dynamic to daytime television. Co-hosts Kerri Furey, Ariane Aramburo, and Chris Reckling bring local viewers the latest trends, informative interviews, exciting live music performances and ever-changing interactive cooking segments.

"We have seen strong ratings increases and positive viewer comments on The Hampton Roads Show at 11 a.m. on WAVY," added Davis. "It is the perfect complement to NBC's Today Show as an upbeat and conversational connection to life in Hampton Roads."

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