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WAVY-TV 10 and WVBT FOX43 Dominate Local News in Hampton Roads



Portsmouth, VA – March 2, 2012: From morning to night, Hampton Roads continues to count on WAVY-TV 10 and WVBT FOX43 for local news coverage and the most accurate Super Doppler 10 forecasts. According to Nielsen Media Research for the February sweeps ratings period, WAVY-TV 10 was #1 in household ratings Monday – Friday in the 5am, 6am, 5pm, 5:30pm, and 6pm newscasts. Additionally, NBC's broadcast of Super Bowl XLVI was the most-watched television event in U. S. history and WAVY-TV 10 delivered the third highest ratings in the entire country among NBC stations.

WAVY-TV 10 and WVBT FOX43 saw more audience growth than all other local television news stations combined. FOX 43 News at 10pm and The SportsWrap at 10:45pm showed impressive year-to-year growth. More viewers enjoyed the fresh perspective of The Hampton Roads Show as it doubled the time period ratings in its new home at 11am on WAVY. And WAVY.com continues to set new digital records as users engage with WAVY News online and on their iPads and mobile devices.

"Our goal each and every day is to pursue the truth and provide Hampton Roads with the most relevant news and information," said News Director Jim Gilchrist. "It is gratifying to know families are watching. We believe that quality journalism will help make our community stronger."

WAVY News 10 On Your Side's Andy Fox investigated new tolls for Hampton Roads tunnels and questioned Virginia's governor whether the tolls are unconstitutional. Andy Fox also exposed



how public safety is at risk at a new courthouse under construction in Portsmouth. WAVY News 10 broke news of allegations of fraud against Mo' Money Taxes. 10 On Your Side Reporter Anne McNamara followed developments from Norfolk all the way to company headquarters in Tennessee. Additionally, 10 On Your Side exposed the case of the would-be Presidential Assassin, John Hinckley, Jr. potentially being set free right here in Hampton Roads. 10 On Your Side Reporter David Culver confronted Hinckley's lawyer to get the facts on the possible dangers our community could face.

"At WAVY-TV 10 and FOX 43, we seek to deliver the most relevant and compelling news day in and day out," said President and General Manager Doug Davis. "We appreciate our loyal viewers in Hampton Roads that have made us their #1 choice, and they can be certain our commitment to serve their communities will continue."

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