

WTKR grabs huge post Oprah Audience Share

4pm News Wins time period in Norfolk, spurs double digit increases in afternoon newscasts

No Oprah was no problem for viewers in Hampton Roads who switched to NewsChannel 3 First at 4 on WTKR. In the just completed November sweep, WTKR posted a 50% increase in household ratings to give the station their first ever win in the time period. WTKR/WGNT President/General Manager Jeff Hoffman, "This newscast was created and designed three years ago to capture the audience that would be displaced after Oprah's long goodbye. That's exactly what has happened. We believe that where the playing field is level – as it is right now - people will choose NewsChannel 3."

More good news from Boush Street, sister station WGNT's Dr. Phil moved to 4pm this fall and saw a phenomenal boost of 150% giving the Local TV duopoly a stranglehold on the 4pm hour.

This performance lifted the entire two and a half hour news block on WTKR, which delivered a 37% increase in audience over the previous year. WTKR/WGNT News Director Tina Luque, "We are pleased to have carried the momentum from the 4pm news and extend it throughout our afternoon newscasts. Our mission of "Taking Action, Getting Results" is clearly resonating with Hampton Roads viewers."

November 2011 versus November 2010 sweep to date time period ratings changes

| <u>Time period</u> | <u>WTKR Growth</u> |
|--------------------|--------------------|
| M-F 4p | 50% |
| M-F 5p | 37% |
| M-F 530p | 18% |
| M-F 6p | 32% |
| M-F 4-630p | 37% |

*** WTKR has the largest -- and most consistent -- growth from 4-630p**

These numbers tell the story. WTKR boasts the fastest growing evening newscasts in the market.

Other Highlights

NewsChannel 3 At Noon continued its dominance continuing its winning streak, which began in May 2009. NewsChannel 3 placed 2nd at 11, marking the 3rd straight year that this newscast has finished first or second in the time period. A race decided by the big audience tuning into a certain dancing show on another network.

NewsChannel 3 This Morning, from 5am-7am, showed consistent growth throughout the morning and expanded by two hours on WGNT; now producing four hours of local news each morning. As was the case at 4pm, WTKR has a time period uncontested by local programming.

More good News on WGNT this fall, WGNT 27 improved its programming and line-up and it's paying off. Divorce Court, now at 1pm, grew three share points since last November. Dr. Phil, which moved back one hour to 4pm, increased its' share by two points in the last year. Judge Judy increased its share by one point at 6:30 since November 2010. WGNT 27 moved Meet the Browns to 7pm and House of Payne to 7:30pm. Each show increased shares in their time periods by two points.

WGNT also scored a huge victory in outbidding its competitors for "The Steve Harvey Show" which will premiere in fall 2012.

Local TV LLC is a broadcast holding company created in 2007 to acquire nine heritage television stations in eight mid-sized markets. Local TV is owned by Oak Hill Capital Partners, management and a consortium of bankers and high yield lenders.