



ON YOUR SIDE



FIRST ON FOX

## WAVY NEWS 10 DOMINATES IN ALL KEY NEWSCASTS IN MARCH 2009 RATINGS PERIOD

*For Immediate Release*

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**Portsmouth, VA – April 6, 2009** –WAVY News 10, the station ON YOUR SIDE, continues to dominate morning and late news in the March Nielsen ratings period.

March ratings confirm that in key newscasts at 6am, 6pm, and 11pm WAVY News 10 outperforms the nearest competitor by 29% with a cumulative household rating of 24.7.

The Station ON YOUR SIDE was once again a strong #1 at 5 am and 6 am, featuring Hampton Roads' favorite morning news team of Don Roberts, Kerri Furey, Jon Cash, Cheryl Tan and John Massey. Viewers continue to depend on *10 TimesaverTraffic* and *SuperDoppler 10 Weather* to help them prepare for the day ahead. Also, viewers then followed their favorite morning team over to FOX43 News at 7AM which delivered 100 percent growth in that time period from a year ago.

Adding to the list of first-place wins is the WAVY early evening newscast at 6pm and the late news at 11pm led by the experienced anchor talent of Alveta Ewell, Tom Schaad, Don Slater, and Bruce Rader. At 6pm and 11pm WAVY outperforms the nearest competitor by 15% with a cumulative household rating of 16.5.

"The WAVY News Team is unmatched in its consistent delivery of the top stories, On Your Side successes and Super Doppler 10 weather," said News Director Kathy Hostetter. "All of these factors helped the news team clinch a pivotal 6 pm win. Our fast growth with our newscasts at 7am on Fox 43 is a high point for our March successes."

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