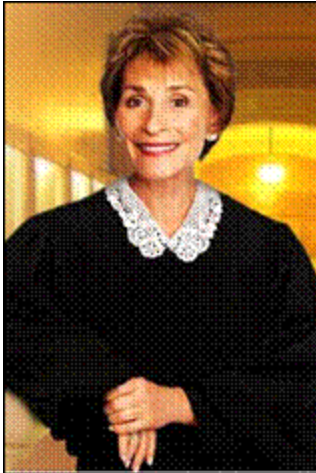


# JUDGE JUDY TOPS NEWS FOR 6<sup>TH</sup> CONSECUTIVE YEAR

## Nielsen Delivers Great News to CW 27, WGNT-TV from the 2009 March Ratings Period



**Portsmouth, Va.** No evening news is good news at CW 27, WGNT-TV! According to Nielsen Media Research, the 2009 March ratings demonstrate that CW 27 continues to be a favorite among viewers of the Greater Hampton Roads area! Most especially during the evening news period, viewers are choosing programming other than news. At 5 PM **Dr. Phil** ranks #1 with women ages 18-34, #2 with women 18-49 and #3 with women 25-54. **Dr. Phil** has substantially increased its audience since the start of the season, showing gains as high as +120% in key women versus November 2008.

The news is great for CW 27 at 6 PM. It is a key time period for everyone and **Judge Judy** ranks #2 at 6 PM with adults and women 18-49 and 25-54, beating local news on WVEC and WTKR! In adults ages 25-54 CW 27, WGNT-TV tied for second place with a 3.2 rating. For the 6<sup>th</sup> consecutive year **Judge Judy** at 6 PM was the third most popular “anchor” in the market as she out performed WTKR’s news by 30% in March. They may be taking action, but despite claims of ratings growth by WTKR it is **Judge Judy** who is really getting results!

“Our evening programs have been Hampton Roads’ favorites since they began airing” said CW 27 Vice President and General Manager Steve Soldinger. “When I’m out in the community, people always tell me how they love to watch **Judge Judy** at 6 and **Judge Joe Brown** at 7.”

At 6:30 PM **Judge Judy** is #1 delivering the largest audience of women 18-34! **Judge Judy** is also a solid #2 in the time period with women 18-49 and women 25-54, once again beating news on WVEC and WTKR in the time period. This is the 11<sup>th</sup> consecutive year that Judge Judy beat WTKR in the time period. In prime access (7 – 8 PM), the most lucrative advertising time period outside traditional prime time, **Judge Joe Brown** was the second most watched program for adults and women 18-49 and 25-54.

CW 27's good news does not stop there! In late prime, **House of Payne** is an unquestionable hit in Hampton Roads! In addition to significant time period gains in all key demos from February 2008, **House of Payne** grew from November 2008 in adults 25-54 and all key women demos!

Furthermore, **Judge Judy** and **Judge Joe Brown's** strength is not limited to weeknights. At 6 PM on Saturday, **Judge Judy** ranks #2 with women 25-54, while the 6:30 PM half-hour ranks WGNT #2 with all key women demos. Weekends are also strong for **Judge Joe Brown**. The Saturday 7:30 PM **Judge Joe** ranks #1 among adults 18-49 and 25-54, and #2 with women 18-49 and 25-54.

Still, Hampton Roads continues to be the hot spot for **America's Next Top Model! ANTM Cycle 12** builds audiences in all key women and adult demos from **ANTM Cycle 11** (November 2008). Locally **Top Model** ranks #1 in its time period with all key women demos and adults 18-34. It also takes 2<sup>nd</sup> place with adults 18-49 and 25-54. CW 27 has been the top performing station in the nation for **America's Next Top Model** for more than six consecutive cycles.

New to Friday evenings at 8:30 PM is **The Game**. This popular sit-com shows growth in adults and women 25-54 from the start of the season and ranks #2 in the time period. "The diversity of our programming is what viewers love" said Soldinger. "That's why they continue to tune in to *Come Watch CW 27*."

CW 27, WGNT-TV currently reigns as one of the highest rated CW affiliates in the country. CW 27 is a dominant television force in Hampton Roads, leading our market with top-rated entertainment like Dr. Phil, Judge Judy, Judge Joe Brown, Gossip Girl, House of Payne and America's Next Top Model. CW 27 can be seen in HD on channel 707 on Cox Digital Cable in Hampton Roads.

*Source: Nielsen Station Index / March 5 - April 1, 2009 / Norfolk-Portsmouth-Newport News, VA*

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