



A Fresh, New Swagger...It's On! WGNT 27

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Norfolk, VA. WGNT27 grew substantially this February. Could it be the new programming line up? Could it be better shows? Maybe it's local news powered by NewsChannel 3 instead of that annoying Buzz?

Whatever it is, It's On! WGNT 27!

After re-arranging its programming line-up, adding new shows, dropping some dead weight programming and adding WGNT News every weekday morning from 7-9am, WGNT27 now has a new swagger and it's showing in the ratings.

WGNT News Powered by NewsChannel 3 grew ratings in their time slot an average of 77% over last years programming.

'We're providing viewers an alternative to national news with WGNT News Powered by NewsChannel 3,' says Tina Luque, WTKR News Director. 'People enjoy and can relate to the team we have in place,' Ms. Luque added.

Laila Muhammad, Blaine Stewart, VIPIR Meteorologist Myles Henderson and traffic reporter Kristen Crowley inform and entertain Hampton Roads every morning with the only local newscast from 7-9am.

Dr. Phil, now at 4pm on WGNT27, is up 150% from the 4pm show last February and up 11% from November. People are tuning in to the best Doc at four o'clock.

At 7pm and 7:30pm, Tyler Perry's Meet The Browns and House of Payne are up 50% in the time slot from last February.

Additionally, total day ratings on WGNT27 are up 29% from last year. The telltale sign that programming changes made in the fall are making a difference.

Now, with the announcement of The Steve Harvey Show joining the line-up in September, WGNT27 is a station with a fresh new swagger.

Source: Arianna Overnights, Live + SD Households, February 2011 and February 2012 sweep periods

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