



New Buzz...It's On WGNT 27

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Norfolk, VA. Fresh programming and smart moves on WGNT 27 create great results. WGNT 27 added local news Powered by WTKR NewsChannel 3 in the Fall of 2011 and the buzz is, ratings have increased. This May, WGNT News grew its' audience share by 43% at 7am and 14% at 8am.

"We're bringing Taking Action, Getting Results to a different audience, with the same great results," said Tina Luque, WTKR News Director.

WGNT News Powered by NewsChannel 3, anchored by Laila Muhammad, Blaine Stewart, VIPIR Meteorologist Myles Henderson and Beat The Traffic Reporter Kristen Crowley, now offers local news, weather and traffic updates in a time period dominated by national headlines.

Divorce Court, now at 1pm, improved by 2 share points since last May. Newcomer Bill Cunningham took over the 3pm time slot and experienced significant ratings growth; improving ratings in that time period by 216% over last May.

Dr Phil, now at 4pm on WGNT 27, grew his ratings by 155% over May 2011. Meet The Browns and House of Payne continue to perform well in the 7pm hour. Meet The Browns finished May 2012 up 10% from last year and House of Payne remained strong with a 3.0 rating, 5 share at 7:30pm. From sign on to sign off, WGNT increased its overall ratings by 8% since last May.

Finally, let's not forget, The Steve Harvey Show joins the WGNT 27 line-up this fall.

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

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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.