

## **WTKR NewsChannel 3 – Hampton Roads Fastest Growing Local News**

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Norfolk, VA. **WTKR NewsChannel 3** grew its' market share in every newscast during the Nielsen November 2008 ratings period (October 30-November 26).

"This is truly an exciting time to be at NewsChannel 3," said Jeff Hoffman, WTKR General Manager. "This success would not have happened without the hard work and dedication of our entire staff," Hoffman added.

According to Nielsen Overnight Ratings in November, increases were seen across the board; highlighted by **NewsChannel 3 at 11** which is **up by 2 share points**.

**NewsChannel 3 This Morning** increased its market share by **3 points** in the 5am hour and **NewsChannel 3 at Noon** was **up 2 share points**.

"Newschannel 3 is committed to Taking Action and Getting Results for the community. That means being on the big story plus doing relevant and important stories you won't get anywhere else," added WTKR News Director Tina Luque-Blacklocke, "We're glad people are noticing our efforts. There's much more to come."

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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.