

## It's Official - WTKR NewsChannel 3 Delivers In Key Demos

**FOR IMMEDIATE RELEASE**  
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Norfolk, VA. The official 2008 November Nielsen Ratings book is released and confirms that **WTKR NewsChannel 3** experienced growth in every newscast in key demographics.

**NewsChannel 3 At 5pm, 5:30pm and 6pm** grew in all key demos both book to book and year to year. **NewsChannel 3 At 6** achieved ratings growth of **100%** in Adult demos and increased the Male 18-49 demo by **400%** book to book. **NewsChannel 3 At 11** weekday newscasts came in second place in the following key demos: Adults 18-49, Men 18-49 and Men 25-54.

**NewsChannel 3 This Morning** grew in all key demos during its 5am hour and grew book to book in Adult and Women demos during the 6am hour. **NewsChannel 3 At Noon** also grew its ratings both book to book and year to year in all key demos.

“This is a great success story,” said Jeff Hoffman, WTKR General Manager. “NewsChannel 3 is committed to the Hampton Roads community and delivering news and entertainment that matters to them, and we are just getting started,” Hoffman added.

Source: NSI Nov 08, May 08, Nov 07. Year to year is Nov07-Nov08, Book to book is May08-Nov08. Key Demos are A 18-49, A 25-54., W 18-49, W 25-54, M 18-49 and M 25-54

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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.