WTKR NewsChannel 3-Equipment Crashes But Not Station Spirit

FOR IMMEDIATE RELEASE **Contact: Jeff Hoffman**
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Norfolk, VA. **WTKR NewsChannel 3,** once again, proves that a television stations true purpose is to Take Action for the community, even in the midst of a complete equipment crash.

NewsChannel 3's computer network crashed during NewsChannel 3 at Noon, bringing down the whole broadcast system. "After realizing we could only broadcast from a remote location, we decided to make lemonade out of lemons," said NewsChannel 3 News Director Tina Luque-Blacklocke. "Our purpose is to serve the Hampton Roads community, so we took the news on the road to The Foodbank of Southeastern Virginia and the Portsmouth Humane Society and they were gracious enough to accept our late request."

NewsChannel 3 personalities **Kurt Williams** and **Bianca Martinez** raised awareness for donations for the **Foodbank of Southeastern Virginia**, while **Juliet Bickford** and **Blaine Stewart** cuddled pets that need a good home at the **Portsmouth Humane Society** and helped raise awareness for the need for donations. **Chief Meteorologist Mike Harvey** took weather back to its television roots and displayed his forecast on a dry erase board.

"Our efforts today truly display the spirit of the people that work at NewsChannel 3," said Jeff Hoffman, WTKR General Manager. "Our whole staff rallied together and pulled off an hour and a half of great news from the community, for the community," Hoffman added.

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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.