

March 2009 Nielsen Diaries Confirm WTKR's Ratings Success

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Norfolk, VA. Nielsen released the official March 2009 ratings numbers on Friday confirming NewsChannel 3's continued growth in key demographics in all newscasts.

"There are no flowery gimmicks at NewsChannel 3." said Tina Luque-Blacklocke, NewsChannel 3 News Director. "We Take Action and Get Results everyday, in every newscast and we hope Hampton Roads viewers will continue to appreciate it."

The official Nielsen numbers show that NewsChannel 3 at Noon was the only station to grow in key female demographics (Females 25-54), both book to book and year to year. NewsChannel 3 at 5 & 5:30 increased it's ratings from February 2008. NewsChannel 3 at 6 was the only station to see increases from November 2008 and from February 2008. Finally, NewsChannel 3 at 11 increased its share in both Adult and Female demos from November 2008 and February 2008.

"It's exciting to see Hampton Roads viewers acknowledge our hard work and dedication to the community." said Jeff Hoffman, WTKR President and General Manager. "We'll continue to provide news coverage that means something to them." Hoffman added.

*SOURCE: NSI - FEBRUARY 2008, NOVEMBER 2008, MARCH 2009

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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.