

## **WTKR NewsChannel 3 Continues Ratings Growth in May**

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Norfolk, VA. WTKR NewsChannel 3 finishes the May 2009 sweeps period **#1 at Noon** and continued its mission to be number one at 11pm.

NewsChannel Three Meteorologist Patrick Rockey and Anchor Laila Muhammad have done a phenomenal job in the morning. **NewsChannel 3 This Morning** experienced a 5 share increase at 5am and a 2 share increase at 6am while **NewsChannel 3 at Noon** increased by 5 share points over last May.

“It’s great to see that kind of growth,” said Tina Luque-Blacklocke, NewsChannel 3 News Director. “We hope Hampton Roads viewers will continue to appreciate the fresh take on news we provide at NewsChannel 3.” Luque-Blacklocke added.

NewsChannel 3’s evening newscasts continue to impress. **NewsChannel 3 at 5** and **NewsChannel 3 at 6** both enjoyed a 2 point share increase over last May’s numbers. **NewsChannel 3 at 5:30** also increased its share by 1 point. **NewsChannel 3 at 11** didn’t fail to impress with a 2 share increase from May 2008.

“Our entire staff has worked really hard for this achievement,” said Jeff Hoffman, WTKR President and General Manager. “I’m glad to see it consistently paying off.” Hoffman added.

NewsChannel 3 is the only Hampton Roads television station to experience ratings growth in all weekday newscasts from May 2008.\*

**\*SOURCE: NSI MAY 2009 & MAY 2008 OVERNIGHTS**

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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.