

## **WTKR NewsChannel 3 Continues Ratings Growth in July Sweeps**

**FOR IMMEDIATE RELEASE**  
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Norfolk, VA. **WTKR NewsChannel 3** is Hampton Roads emerging news leader. WTKR is the only station to increase its audience share in all newscasts during the July Nielsen ratings period.\* Year to year, WTKR is the only station to experience growth in all newscasts during the last three Nielsen ratings months (March, May and July 2009).

“NewsChannel 3 will to continue to provide a fresh alternative to local news coverage,” said Tina Luque-Blacklocke, WTKR News Director. “Taking Action, Getting Results is starting to connect with viewers and the ratings are showing it,” Luque-Blacklocke added.

**NewsChannel 3 At Noon** continues to lead the pack at the lunch hour, increasing its audience share by two points from last July. This is the third straight ratings period that NewsChannel 3 At Noon has held the top spot. **NewsChannel 3 At 5, 5:30 and 6** all experienced 2 point share growth since last July. This places NewsChannel 3 At 6 ahead of WGNT by 3 share points, creating more competition at the 6 o’clock news hour.

**NewsChannel 3 At 11**, anchored by Bianca Martinez and Kurt Williams, increased its audience share by 2 points year to year. NewsChannel 3 At 11 continues to close the gap at 11 in its quest to be number one.

“Everyone at NewsChannel 3 is proud of what we’ve accomplished, but it doesn’t stop here. We’re looking forward to becoming Hampton Roads number one choice for local news,” said Jeff Hoffman, WTKR President and General Manager.

**\*SOURCE: NSI – JULY 2008 - JULY 2009 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.