

WTKR NewsChannel 3 At Four: A Fresh Take on Local News

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Norfolk, VA. **WTKR NewsChannel 3** took another step as **Hampton Roads Emerging News Leader**. The launch of **NewsChannel 3 At Four** this week secured another first for WTKR; providing Hampton Roads with the **first and only local newscast at 4pm**.

NewsChannel 3 At 4 is streamed live everyday on wtkr.com, providing viewers an alternative avenue to get their local news.

Suzi Woolford on WTKR's Facebook page writes, "Watching it now! This is cool that I can watch the news at the end of my work day. When I get home at 5 I am so busy with the children that I don't get to watch the news until 11pm."

"Updating NewsChannel 3 viewers through Facebook and Twitter is a great way to keep them updated on developing news and weather while they're at work," said NewsChannel 3 News Director Tina Luque-Blacklocke.

"NewsChannel 3 will continue Taking Action, providing unique and creative ways for Hampton Roads news viewers to get their daily dose of local news." Luque-Blacklocke added.

NewsChannel 3's Facebook page and Twitter updates are updated by all NewsChannel 3 personalities, including feedback from NewsChannel 3 News managers.

"NewsChannel 3 will continue to set the local news standard in Hampton Roads. NewsChannel 3 will continue to deliver the best Taking Action, Getting Results stories, now with on-line and mobile applications," said Jeff Hoffman, WTKR President and General Manager.

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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.