



WTKR– Hampton Roads Choice for News At Noon & 11pm

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Norfolk, VA. **WTKR NewsChannel 3** continues to grow in all newscasts from year to year, dominate the Noon hour and maintain its' #1 ranking at 11pm. The 2010 Nielsen February sweeps period once again confirms the growing number of news viewers that are turning to NewsChannel 3 and their **Taking Action, Getting Results** brand.

“Taking Action, Getting Results is in everything we do,” said NewsChannel 3 News Director Tina Luque-Blacklocke. “From making sure deployed military men and women stay in touch with their loved ones to protecting people from scams, it’s what we’re about,” Luque-Blacklocke added.

NewsChannel 3 At Noon, anchored by Laila Muhammad and VIPIR Meteorologist Patrick Rockey, continues its dominance at the Noon hour. **NewsChannel 3 At Noon** has been **Hampton Roads #1 choice for news** at Noon since March 2009. This February, NewsChannel 3 At Noon won the time slot with a 5.2 rating and a 14 share.

NewsChannel 3 At 11 won the time period this February with a 7.5 rating and a 13 share. NewsChannel 3 At 11, anchored by Bianca Martinez, Kurt Williams and VIPIR Meteorologist Mike Harvey, has maintained the top spot since taking over as Hampton Roads news leader at 11 in September of 2009.

“Everyone here is tremendously proud to be Hampton Roads number one choice for news at noon and eleven,” said Jeff Hoffman, WTKR President and General Manager. “We’ll continue to work hard to be their number one choice across the board,” Hoffman added.

SOURCE: NIELSEN 02/04/10 - 03/03/10 M-F OVERNIGHT AVERAGE

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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.