



WTKR NewsChannel 3 #1 & Growing!

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Norfolk, VA. WTKR NewsChannel 3, once again, has Hampton Roads #1 newscast at 11pm. After NewsChannel 3 earned the #1 slot @ 11 in November 2009, the competition heated up. But this February, without the competition's ratings boost from some dancing show, NewsChannel 3 reclaims the title as the highest rated local newscast at 11pm.

"The dedication to our Taking Action, Getting Results brand and our commitment to impact and improve peoples lives continues to be our driving force," says Tina Luque, WTKR News Director.

This February, NewsChannel 3 fought to change the Virginia Beach foster care system after an infant died in their care. NewsChannel 3 continues to fight the bureaucratic nonsense surrounding military families living in moldy housing. NewsChannel 3 also launched 'Here's the Good News'; rewarding people who are Taking Action on their own with \$1,000 to help keep their good vibe alive. Also in February, NewsChannel 3 continued its dominance at Noon, remaining Hampton Roads #1 newscast for a 12th straight sweep.

NewsChannel 3 @ 4, with its' unique style of news, continues to increase its' audience share, finishing February with a 7 share; a 40% increase from February 2011.

The growth continues with NewsChannel 3 @ 5, increasing share by 20% versus the same time period last year and NewsChannel 3 @ 6 upped its ratings 21% compared to last year, finishing with a 4.5 rating, 8 share.

"The fight doesn't stop here," says Jeff Hoffman, President and General Manager of WTKR and WGNT. "We'll continue to lead the way and provide an alternative to typical local news in Hampton Roads. More to come," Hoffman added. WTKR also showed strong gains in the key M-F 7-8p hour as it grew its ratings over 30% compared to last year.

Source: Arianna Overnights, Live + SD Households, February 2011 and February 2012 sweep periods

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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.