



## **WTKR NewsChannel 3 - A Powerhouse in Hampton Roads**

**#1 @ Noon!    #1 @ 4pm!    #1 @ 11pm!**

**FOR IMMEDIATE RELEASE**

**May 24, 2012**

**Contact: William Varnier**

**Contact Number: 757-446-1338**

**Norfolk, VA. WTKR NewsChannel 3 is the only station in Hampton Roads to grow its audience in every newscast. That's right, every newscast.**

<b>Newscast</b>	<b>Rating Increase Since May 2011</b>
NewsChannel 3 This Morning - 5am	<b>+12.5%</b>
NewsChannel 3 This Morning - 6am	<b>+8.3%</b>
NewsChannel 3 At Noon	<b>+11.6%</b>
NewsChannel 3 At Four	<b>+29.6%</b>
NewsChannel 3 At Five	<b>+24.1%</b>
NewsChannel 3 At Five Thirty	<b>+28.6%</b>
NewsChannel 3 At Six	<b>+21.1%</b>
NewsChannel 3 At Eleven	<b>+3.3%</b>

**NewsChannel 3 is now Hampton Roads #1 source for news in three time periods. NewsChannel 3 continues to dominate the Noon hour. Anchored by Laila Muhammad, Blaine Stewart and VIPIR Meteorologist Myles Henderson, NewsChannel 3 At Noon has held the #1 position since May 2009.**

**NewsChannel 3 At Four won the time period in May and has been Hampton Roads number one show since September 2011; maintaining a 3.6 rating, 8 share. NewsChannel 3 won a highly contested battle at 11pm, finishing with a 6.3 rating, 11 share.**

**Let's not forget Inside Edition at 7pm and Extra at 7:30pm, both up a full share point since last May. From sign on to sign off, WTKR increased its ratings over the last year by 10%.**

**"More people than ever before are getting their news from the hardworking team at NewsChannel 3," said Jeff Hoffman, President and General Manager of WTKR and WGNT. "On air and online we are pleased with the results so far and we're working to extend our reach into more homes throughout Hampton Roads," Hoffman added.**

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

**# # #**

**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.**