



Oprah Who?

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Norfolk, VA. Since the new television season began in September 2011, NewsChannel 3 has dominated the #1 slot at 4pm. NewsChannel 3 At 4 has maintained a 3.6 rating, 8 share.

NewsChannel 3 At 4 is Hampton Roads only local news at 4pm. Anchored by Barbara Ciara, Juliet Bickford, Bianca Martinez and Chief Meteorologist Patrick Rockey, NewsChannel 3 At 4 offers viewers an early look at local news, traffic and weather, all while interacting with viewers on Facebook and offering unique perspectives on hot issues.

“We didn’t want NewsChannel 3 At 4 to simply be another local newscast,” said Tina Luque, WTKR News Director. “We do a fantastic job of engaging the viewer and making them feel like part of the Taking Action, Getting Results family’, Ms. Luque added.

This May, NewsChannel 3 At 4 on WTKR combined with Dr. Phil at 4pm on our sister station WGNT 27, allowed the duopoly to control 42% of the total rating points in the 4p time period.

Source: Arianna Overnights, Live + SD Households, May 2011 and May 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.