



### WTKR NewsChannel 3 Keeps Growing!

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Norfolk, VA. WTKR NewsChannel 3 completes a very successful February sweeps period continuing to increase its' share of the local news audience.

More people are tuning into NewsChannel 3 This Morning; anchored by Laila Muhammad, Blaine Stewart, VIPIR Meteorologist Myles Henderson and Beat The Traffic reporter Kristen Crowley. The 5am hour is up two share points over last February. At 6am, NewsChannel 3 This Morning is up a full share.

NewsChannel 3 At 4, Hampton Roads only local news at 4pm, anchored by Barbara Ciara, Juliet Bickford, Bianca Martinez, Kurt Williams and Chief Meteorologist Patrick Rockey continues to dominate the time period. NewsChannel 3 At 4 increased its' viewership by 2 shares and more than a rating point over last February. NewsChannel 3 At 4 combined with Dr. Phil on its sister station, WGNT27, own 49% of the 4pm audience amongst local TV stations.

This February, an ongoing NewsChannel 3 Investigation, that changed the Virginia Beach Foster Care System, netted big results when the city agreed to pay nearly \$300,000 to the family of a foster baby who died while in the Virginia Beach foster care system.

"NewsChannel 3 Investigations get real results," says Tina Luque, WTKR News Director. "Our commitment to the people of Hampton Roads is reflected in every newscast and it's no surprise more people are watching," Luque added.

Every week NewsChannel 3 donates money to someone or charity that needs some help. This February, NewsChannel 3 donated \$1,000 to help a woman with cerebral palsy repair her handicapped accessible van after the windows were shot out.

The ratings growth continues with NewsChannel 3 At 5, 5:30 and 6:00; every newscast grabbed more of the Hampton Roads audience compared to last February. At 5pm, NewsChannel 3 is up 2 share points. At 5:30pm, NewsChannel 3 claimed one more share point and at 6pm, NewsChannel 3 increased its' rating, finishing with a 5 rating, 8 share.

"NewsChannel 3 is poised to become Hampton Roads number one source for News, Weather, and information," says Jeff Hoffman, President and General Manager of WTKR and WGNT.

Source: Nielsen Weeknight Overnight Average: Feb 01/31/13 - 02/27/13 and Feb 2012 02/02/12 - 02/29/12  
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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.