



WTKR NewsChannel 3 @ 4 – Hampton Roads Local News Powerhouse

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Norfolk, VA. WTKR NewsChannel 3 has created Hampton Roads new local powerhouse at 4pm. **NewsChannel 3 @ 4**, anchored by Barbara Ciara, Bianca Martinez, Juliet Bickford, Kurt Williams and VIPIR Meteorologist Patrick Rockey has set the new standard at 4 o'clock.

For years, Oprah reigned at four, but through engaging Hampton Roads viewers with social media and consistently delivering on its' Taking Action, Getting Results brand, NewsChannel 3 now owns the time slot.

"NewsChannel 3 @ 4 is unique in Hampton Roads; providing breaking news and entertainment while giving our viewers an opportunity to interact with us and voice their opinion," said Tina Luque, WTKR News Director.

Taking over the number one position in November 2011, NewsChannel 3 @ 4 regularly wins the time period. This May, NewsChannel 3's only competition at 4pm was from its' sister station, WGNT27. Dr. Phil, on WGNT27, finished second with a 3.7 rating, 8 share, behind NewsChannel 3 @ 4 which finished with a 4.2 rating, 9 share.

"Afternoon News rating points are the toughest ones to earn in this market. They are not dependent on prime time lead-ins and stunt programming," said Jeff Hoffman, WTKR and WGNT President and General Manager. "NewsChannel 3 @ 4 has led a resurgence in that time period that has lifted the 5, 5:30, and 6pm broadcasts to increases unimaginable a few short years ago," Hoffman added.

NewsChannel 3 also won the prestigious Edward R Murrow award for both investigative reporting and best newscast. This simply validates what Hampton Roads viewers have told NewsChannel 3 all along, that Taking Action, Getting Results is more than just a brand. It empowers people to work with NewsChannel 3 journalists to make Hampton Roads a better place to live.

WTKR NewsChannel 3 is competitive in all local news time periods and produces more local news each weekday than any other station in Hampton Roads.

Source: Nielsen Overnight Average: May2013 04/25/13 - 05/22/13

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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.