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Norfolk, VA. WTKR NewsChannel 3 and WGNT 27 dominate the afternoon. It's that simple.

At Noon, NewsChannel 3 continues to dominate! Laila Muhammad, Blaine Stewart and VIPIR Meteorologist Myles Henderson continued their winning streak, finishing more than a full rating point and 3 shares ahead of the next closest program.

CBS Daytime on WTKR and WGNT is appointment television in Hampton Roads. No one else gets close to matching what The Young and the Restless and the Bold and the Beautiful deliver on WTKR. This February, Y&R and The Bold and the Beautiful ruled from 12:30 to 2pm, with a 7.5 rating, 18 share for Y&R and 6.4 rating, 15 share for The Bold and The Beautiful.

At 3pm, The Talk on WTKR and Bill Cunningham on WGNT27 own 49% of the ratings.

Then there's Ellen, the Queen of afternoon talk, winning big at 3pm again.

Hampton Road's #1 program takes it from there. NewsChannel 3 First at 4, with Barbara Ciara, Bianca Martinez, Kurt Williams and Chief Meteorologist Patrick Rockey, once again takes the 4pm hour. This broadcast posted the highest household ratings since its premiere in November 2009. Combined with the Steve Harvey Show, WTKR and WGNT are the #1 and #2 shows in the time period and own 48% of the 4pm ratings.

NewsChannel3 At 5, 5:30 and 6pm were all big winners year to year. Each newscast outperformed last years' numbers, up 23% at 4, 43% at 5, 35% at 5:30 and 16% at 6pm. WTKR is the only local news station to post double digit increases year to year in the time periods.

On WGNT, Dr. Phil nearly doubled last February's ratings at 5pm.

"It's fantastic watching everyone's dedication and hard work pay off," said Jeff Hoffman, WTKR and WGNT President and General Manager. "We are pleased that we maintained our audience at 11pm and improved in every other newscast despite competing against round the clock Olympic coverage,"

Source: Nielsen Overnights M-F, February Sweeps 01/30/14 - 02/25/14 Live + Same Day,  
Nielsen Overnights M-F February Sweeps 01/31/13 - 02/26/13 Live + Same Day

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