



FOR IMMEDIATE RELEASE
May 22, 2014

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Norfolk, VA. NewsChannel 3 Takes Action and Gets Results. This May, a NewsChannel 3 Investigation exposed cyber bullying of military wives, Chief Meteorologist Patrick Rockey warned viewers of dangerous storms and flooding using the power of Live 3D VIPIR radar and more than 1.2 million dollars was raised for St. Jude Children's Research Hospital during the Dream Home Giveaway.

NewsChannel 3 achieved growth and welcomed new viewers this May. Not to mention, NewsChannel 3, along with its sister station WGNT 27, continue to dominate the 4pm hour. NewsChannel 3 has Hampton Roads #1 4pm newscast, add in The Steve Harvey Show on WGNT 27 and the duopoly welcomes in 48% of the viewing audience at 4pm. Let's not forget NewsChannel 3 At Noon, which once again won the time period.

Now, let's get to the growth. Growth no one else in Hampton Roads achieved this May. NewsChannel 3 This Morning at 5am and 6am achieved higher ratings and shares than the previous 3 May sweeps periods. The growth continues at 7am & 8am with WGNT News Powered by NewsChannel 3 on WGNT27. While earning the local news ratings title this May, WGNT News ratings finished up 36% at 7am and 40% at 8am over last May. The NewsChannel 3 team consisting of Laila Muhammad, Blaine Stewart, VIPIR Meteorologist Myles Henderson and Traffic Reporter Kristen Crowley continue to inform, embrace and entertain new viewers every morning.

In the evening, Barbara Ciara, Kurt Williams, Les Smith, Chief Meteorologist Patrick Rockey and Bianca Martinez kick off local news with the #1 newscast at 4pm. This sets the table for the fastest growing evening newscasts in Hampton Roads. NewsChannel 3 At 5:30pm and 6pm, both finished May with the highest share they've earned in 3 years.

"WTKR NewsChannel 3 and WGNT27 are a powerhouse duopoly, brought together to inform, entertain and improve the lives of everyone in Hampton Roads," said Jeff Hoffman, WTKR and WGNT President and General Manager. "Taking Action, Getting Results, it's what we do," Hoffman added.

Source: Nielsen Overnights M-F, May Sweeps 04/24/14 - 05/21/14 Live + Same Day

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