

## News Release

May 28, 2010



### **WVEC-TV13 Is Hampton Roads Most-Watched Television Station\***

*More Hampton Roads Viewers Turn to WVEC-TV13 for Local News*

**Norfolk, VA** - Local news wins at 5pm, 5:30pm, 6pm and 11-11:30pm, coupled with 4 of the top 5 and 9 of the top 20 rated telecasts in the market, make WVEC-TV13 Hampton Roads' top-rated television station according to the recently completed May 2010 ratings period.

13 News delivered a clean sweep in the early and late evening news. In addition, 13 News Daybreak at 5am and 6am had the largest audience growth of any Hampton Roads morning newscasts and helped to make WVEC-TV13 the most-watched station for news during the recently completed May ratings period.

According to news director Rich Levenson, "We want to make the most of the time our viewers share with us for local news. No matter which newscast, if they give us 30 minutes we owe them the most balanced and in-depth coverage we can provide in that time. The entire newsroom works toward that goal every day."

In addition to daily news, the 13 News team provided in-depth coverage on education, government spending, drug use among our youth and consumer issues all with an emphasis on the impact on Hampton Roads. Local emphasis and enterprise reporting continue to be key to the station's overall mission.

"We live in a vibrant community - one that takes a considerable amount of time and effort to cover effectively. It takes every minute of every newscast to give people the information they need to make the decisions that impact their lives. I'm proud of our team's efforts in this area and I am looking forward to their continued efforts and success in these areas," said General Manager, Tod Smith.

\*Source: Nielsen Local Live+SD Household Overnight Average, 4/29/10 – 5/26/10

### **About Belo Corp.**

WVEC-TV is part of Belo Corp. (BLC), one of the nation's largest pure-play, publicly-traded television companies, that owns and operates 20 television stations (nine in the top 25 markets) and their associated Web sites. Belo stations, which include affiliations with ABC, CBS, NBC, FOX, CW and MyNetwork TV, reach more than 14 percent of U.S. television households in 15 highly-attractive markets. Belo stations rank first or second in nearly all of their local markets. Additional information is available at <http://www.belo.com/> or by contacting Elizabeth Fimian, Creative Services, WVEC-TV at 757-628-1313.