

## **February Success for WTKR NewsChannel 3 & WGNT CW27**

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Norfolk, VA. **WTKR NewsChannel 3** and **WGNT CW27** both experienced tremendous success in the 2011 February Nielsen sweeps period.

On WTKR, NewsChannel 3 once again dominated the Noon hour. **NewsChannel 3 At Noon** has been **Hampton Roads #1 choice for news** since March 2009. This February, NewsChannel 3 At Noon won the time slot with a 5 rating and a 15 share. NewsChannel 3 at 11 was just 4/10 of a rating point out of first place. NewsChannel 3 increased its ratings at 11pm by 8% since November 2010.

“We’re helping the Hampton Roads community in every way possible,” said NewsChannel 3 News Director Tina Luque-Blacklocke. “Taking Action, Getting Results, it shows in everything we do and we’re proud to have Hampton Roads fastest growing newscasts,” Luque-Blacklocke added.

There’s also a lot going on with WGNT CW27. While key WGNT programs experienced solid growth, Dr. Phil up 10%, Judge Judy up 12% and Judge Joe up by 8%, the best growth was seen during the 10pm hour. At 10pm, Meet The Browns increased its ratings by 28% followed by House of Payne at 10:30pm, which ratings increased 29% since November 2010. WGNT recently added Antenna TV to its 27.2 channel. Antenna TV offers viewers classic television programming like Three’s Company, Good Times and Sanford and Son.

“WTKR and WGNT are changing the way local news and entertainment is done in Hampton Roads,” said Jeff Hoffman, WTKR & WGNT President and General Manager. “Our job isn’t done yet. We have big things in store. Keep watching,” Hoffman added.

SOURCE: NIELSEN M-F OVERNIGHT HH SHARE AVERAGE 02/03/11 - 03/02/11

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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.