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## **WAVY NEWS 10 IS THE TRUE NUMBER ONE LEADER ACROSS HAMPTON ROADS IN MORNING AND EVENING NEWS**

For Immediate Release  
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**Portsmouth, VA – March 3, 2011:** WAVY News 10, the Station On Your Side, is once again the number one choice for morning and evening news in Hampton Roads during the February 2011 sweeps ratings period according to Nielsen Media Research. WAVY News 10 is number one at 5 am and beat the combined competition at 6 am. 10 On Your Side Investigations helped ignite wins at 6 pm and 11 pm. WAVY News 10 is the only station in the market with year to year ratings growth at 6 am and 11 pm.

	WAVY	WVEC	WTKR
5 AM	4.0	3.0	1.7
6 AM	7.5	5.3	2.1
6 PM	8.0	7.5	3.8
11 PM	7.0	4.7	6.6

Source: Nielsen Media Research, M-F February Sweeps (2/3-3/2/11), Norfolk DMA Final Live+SD Household Overnights.

“The news and weather teams work really hard every day to be on target with what Hampton Roads viewers need and want to see from a newscast,” said News Director April Samp. “The Super Doppler 10 commitment to telling viewers when and where local weather will affect them is the crux of why we are considered the number one choice for Hampton Roads. Combine strong weather coverage with news stories that matter to people at home and you’ve got a recipe for what ‘10 on Your Side’ is. We thank our viewers for letting us know how we’re doing and for telling us what matters to them.”

Throughout February WAVY News 10 continued the hard-hitting “Dirty Dining” investigations as 10 On Your Side Reporter Andy Fox gave viewers an unprecedented look at potential health hazards inside their favorite local restaurants. WAVY News 10 Anchor Eric Harryman's live, interactive "Witness Test" provided eye-opening tips on how to be a great crime witness on WAVY News 10 and Wavy.com. 10 On Your Side

Reporter David Culver also revealed results from an astonishing experiment as he took our cameras inside a lab where scientists tested the true cleanliness of factory sealed toothbrushes.

WAVY News 10 was the first to bring Hampton Roads accountability on several major stories including how taxpayers' money was spent on the Light Rail project. Additionally, Chopper 10 Pilot John Massey and the only full-time news helicopter in the market, provided viewers with exclusive aerials of an incredible car crash which created major morning back-ups. From on air to online at [wavy.com](http://wavy.com), 10 On Your Side continues to bring Hampton Roads news as it happens throughout the day and evening.

"I am proud of the dedication of our entire staff in producing solid broadcasts on WAVY TV10 and meaningful news stories online at [wavy.com](http://wavy.com)," said President and General Manager Doug Davis.

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