



WTKR NewsChannel 3 - #1 At Noon, 4pm & 11pm...Again

FOR IMMEDIATE RELEASE
November 22, 2012

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Norfolk, VA. WTKR NewsChannel 3 keeps its' quest for complete local news dominance going with big wins this November at Noon, 4pm and 11pm. NewsChannel 3's commitment to the Hampton Roads community continues to resonate with viewers and deliver results.

NewsChannel 3 finishes #1 @ 11pm with a 7.1 rating, 12 share, up 20% from last November; winning by almost a full rating point and 2 shares above the next competitor.

NewsChannel 3 @ 4 beat out its' closest competition, Dr. Phil on WGNT27 (its' sister station) by almost a full rating point and 2 shares; finishing with a 4.1 rating, 9 share. NewsChannel 3 @ 4 is Hampton Roads only local news at 4pm; anchored by Barbara Ciara, Juliet Bickford, Bianca Martinez, Kurt Williams and Chief Meteorologist Patrick Rockey. Dr. Phil, by the way, finished second in the time period with 3 rating, 6 share.

NewsChannel 3 @ Noon, hosted by Laila Muhammad, Blaine Stewart and VIPIR Meteorologist Myles Henderson, leads the way again. **NewsChannel 3 @ Noon has been #1 in the lunch hour since taking over in February 2009.** This same anchor team increased ratings on NewsChannel 3 This Morning, up 16% at 6am and 7% at 5am compared to last November.

"Everything we do is about improving peoples' lives in Hampton Roads," says Tina Luque, WTKR News Director. "It's a commitment to our Taking Action, Getting Results brand," Luque added.

The 3pm and 4pm hours are dominated by WTKR and its sister station WGNT27. Ellen and The Steve Harvey Show finished November in a tie for first place; both receiving a 3.0 rating, 7 share. Match this with WTKR's and WGNT's #1 & #2 shows at 4pm, the duopoly is taking over the afternoons.

WTKR NewsChannel 3 also performed well in the 7pm hour. Inside Edition grew its' ratings by 24% since last November. While NewsChannel 3's new edition at 7:30pm, The Insider, performed better than its predecessor, improving ratings at 7:30pm by 19%.

"Our dedication to the Hampton Roads community and commitment to serving it is paying off, but the best is yet to come," says Jeff Hoffman, President and General Manager of WTKR and WGNT.

Source: Nielsen Overnight Average: Nov12 10/25/12 - 11/21/12 and Nov11 10/27/11 - 11/23/11

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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.