

May Creates More Momentum for WTKR NewsChannel 3 & WGNT27

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Norfolk, VA. **WTKR NewsChannel 3**, powered by a dramatic win on the final night of the sweep, pulled ahead of WVEC to place 2nd in households for the May 2011 rating period. Unlike a year ago, when the CBS network provided the highest rated primetime shows and NBC was programming to fill the void left by Jay Leno, **NewsChannel 3 at 11** overcame a 2 point share drop in lead in average and battled powerhouse finales of Dancing with the Stars and American Idol.

“This is more proof that viewers appreciate the Taking Action, Getting Results brand and look to NewsChannel at 11 as a unique alternative to local news in Hampton Roads,” said NewsChannel 3 News Director Tina Luque-Blacklocke.

NewsChannel 3 at Noon continues to be Hampton Roads #1 choice for news with a 4.3 rating, 13 share. Also from May 2010, NewsChannel 3 continues to grow in all evening newscasts. The rating on NewsChannel 3 @ 4 is up 22.7%; NewsChannel 3 @ 5 is up 26.1%; NewsChannel 3 @ 5:30 is up 12%; NewsChannel 3 @ 6 is up 18.8%.

“The afternoon landscape changed dramatically yesterday with the airing of the final Oprah Winfrey Show. For the first time in 25 years, something resembling a level playing field will be in place this fall,” said Jeff Hoffman, WTKR & WGNT President and General Manager. “Take a look at what WTKR has done with a level field at 11pm, now we are well positioned to make even greater audience gains in the future. Our job isn’t done yet. We have big things in store. Keep watching,” Hoffman added.

WTKR and WGNT have also seen big increases in how our audience uses social media. WGNT 27 gave away a fully loaded 2011 Kia Soul with Casey Kia while increasing its’ Facebook fan base by 2,000%; increasing from 429 to 9,379 fans.

SOURCE: NIELSEN M-F OVERNIGHT HH SHARE AVERAGE 04/28/11 – 05/25/11

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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.