

Cleveland Market Local News

Morning News 5-5:30AM

Rating

Conceptual

			Oct 2003	Jul 2003	May 2003	Oct 2002	Book-Book	Year-Year	May-Oct
WOIO	Action News 5AM	5-530AM	3.2	3.4	3.2	3.1	-8%	10%	-22%
WOIO	Action News 530AM	530-6AM	2.5	2.0	2.0	2.6	0%	0%	-13%
WEWS	Good Morning Clev-5AM	5-530AM	1.9	1.6	2.0	1.7	25%	-4%	36%
WEWS	Good Morning Clev-530	530-6AM	1.4	1.0	1.4	1.3	40%	8%	0%
WKYC	Channel 3 News Sunrise	5-6AM	1.2	1.2	1.5	1.2	19%	12%	0%
WJW	FOX8 News 530A	530-6AM	1.1	1.2	1.6	1.0	-6%	-33%	-10%

Notes: 20 Days of 20 (9/25 - 10/22/03)