



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE:

Hoak Media Corporation Names Michael DeLier General Manager of Hoak Television Stations in Wichita Falls

DALLAS, Texas (August 8, 2007) - Hoak Media Corporation announces the appointment of Michael J. DeLier to General Manager of KAUZ NewsChannel 6 and the CW Texoma, the CBS affiliate and the CW affiliate serving Wichita Falls, Lawton and the surrounding communities. He will report to Hoak Media's Chief Operating Officer, Rich Adams.

For over 30 years, Mr. DeLier has proven his experience in marketing, sales, and general management. Most recently he was a group vice president of ComCorp of America and general manager at KETK, the NBC Affiliate in Tyler, Texas. Previously he served as general manager of WIBW, the CBS affiliate in Topeka, Kansas, and KGWN, the CBS affiliate in Cheyenne, Wyoming. He began his broadcasting career at KWTW in Oklahoma City.

On his appointment Michael DeLier said, "I'm excited to be a part of Hoak Media and KAUZ and look forward to expanding this great organization. Our number one priority is providing the area with local news and quality programming in the tradition of Hoak Media, CBS and the CW. My family and I look forward to making Wichita Falls our home."

Mr. DeLier is a native of Oklahoma City and a graduate of the University of Oklahoma. Michael and his wife, Kari, have been married 33 years and have three children, Michael, Matthew and Kathleen, and two grandchildren, Emma and Ellie.

Commenting on the appointment, Hoak Media's Executive Vice President and COO Rich Adams said, "Mike DeLier brings a distinguished body of broadcast work to Texoma. We are indeed fortunate to have such a highly skilled and widely respected veteran broadcaster to join our management team." Mike DeLier is an "impact manager," Adams said and "the people of greater Wichita Falls and Lawton, Oklahoma will witness significant changes very soon in the competitive television environment we're in today".

About Hoak Media Corporation

Hoak Media Corporation currently owns, operates, programs or provides sales and other services to 19 television stations in 7 markets in the states of Texas, Colorado, Nebraska, South Dakota and North Dakota. Hoak Media's television station group includes affiliates of NBC, CBS, ABC, FOX, MyNetworkTV and CW. For additional information go to www.hoakmedia.com

Contact: Rich Adams
Executive Vice President & COO
Hoak Media Corporation 972-960-4848