



## HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE:

### **Hoak Media Corporation Names Tom Pears III General Manager of Hoak Television Stations in Monroe, Louisiana**

DALLAS, Texas (October 8, 2007) - Hoak Media Corporation announces the appointment of Tom Pears III to General Manager of KNOE-TV and the CW Station, the CBS affiliate and the CW affiliate serving Monroe, Louisiana - El Dorado, Arkansas and the surrounding communities. He will report to Hoak Media's Chief Operating Officer, Rich Adams.

For the past 25 years, Pears has been involved in banking, television sales and television sales management at stations throughout Louisiana. Pears got his start in television sales at the Viacom owned CBS Affiliate KSLA in Shreveport, LA in 1985. He went on to a business development post at WBRZ in Baton Rouge, LA in 1988. For the next 15 years, Pears would become General Sales Manager at KTBS Shreveport, KPLC in Lake Charles Louisiana and most recently, KALB, the Media General owned station in Alexandria, LA.

On his appointment Tom Pears said, "The great challenge is to take the great tradition and public trustee posture the Noe family and KNOE employees have brought to Northeast Louisiana and build upon that success. I take that tradition and that growth very seriously and I am truly excited about the possibilities."

Mr. Pears is a native of Lafayette, Louisiana. After receiving his degree in Accounting from Northwest State University, in 1982 he enjoyed a three year commitment to private banking as a financial analyst. Tom and his wife Karen have been married 27 years and are the parents of Tom Pears IV a 5<sup>th</sup> grader.

Commenting on the appointment, Hoak Media's Executive Vice President and COO Rich Adams said, "Tom Pears brings to our management team tremendous leadership qualities and a truly distinguished body of work in sales management, digital media development and ultimately, advertiser satisfaction." Adams continued, "He is uniquely qualified to grow this legacy CBS station, already known for its perpetual national top 10 CBS Affiliate ranking, to even greater levels of accomplishment as he navigates the daily competitive landscape that is broadcast television media today in Ark-La-Miss".

#### About Hoak Media Corporation

Hoak Media Corporation currently owns, operates, programs or provides sales and other services to 21 television stations in 8 markets in the states of Texas, Colorado, Louisiana, 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](http://www.hoakmedia.com)

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