



HOAK MEDIA CORPORATION

FOR IMMEDIATE RELEASE

November 6, 2009

HOAK MEDIA CORPORATION ANNOUNCES THE APPOINTMENT OF CHRISTOPHER SEHRING AS GENERAL MANAGER OF KSFY-TV, THE ABC AFFILIATE IN SIOUX FALLS, SOUTH DAKOTA AND STATIONS KABY-TV ABERDEEN AND KPRY-TV, PIERRE, SOUTH DAKOTA

DALLAS, Texas - November 6, 2009 - Hoak Media Corporation today announced the appointment of Christopher Sehring as General Manager of KSFY-TV, the ABC affiliate in Sioux Falls, South Dakota and satellite stations KABY-TV Aberdeen, SD and KPRY-TV Pierre, SD. Mr. Sehring will officially assume his new responsibilities on Monday, November 16, 2009, and will report to Rich Adams, Chief Operating Officer of Hoak Media.

Christopher brings 33 years of a remarkably varied range of broadcast experience to his new role including the national representation business, local, national and general sales management and general management of station operations as well. "Chris Sehring's distinguished television career in important leadership roles and his vast experience in this industry will be of significant benefit to Hoak Media Corp. and especially our ABC Affiliates in South Dakota and the people whom they serve in Pierre, Aberdeen and Sioux Falls," said Eric Van den Branden, President and Chief Executive Officer of Hoak Media Corporation. "Christopher is a terrific addition to our management team. His innovative ideas and solutions for our advertisers will indeed bring measurable and immediate impact to the Sioux Falls television marketplace," said Van den Branden.

Hoak Media Corporation was formed by Jim Hoak and Eric Van den Branden in 2003. The Company owns, operates, or programs twenty-three television stations in nine markets in the states of Colorado, Nebraska, South Dakota, North Dakota, Louisiana and Florida. Hoak Media's television station group includes affiliates of CBS, NBC, FOX, ABC, CW and MyNetworkTV.

Contact: Eric D. Van den Branden
President & CEO
Hoak Media Corporation
972-960-4848