SINCLAIR LEVERAGES POWER OF NEWSROOMS THROUGHOUT THE COUNTRY TO COVER HISTORIC ECLIPSE

Baltimore, August 24, 2017 – Sinclair Broadcast Group, Inc. (Nasdaq:SBGI) (“Sinclair”) stations throughout the country leveraged their collective newsgathering resources to provide unparalleled coverage of Monday’s historic eclipse.

Ahead of the event all of Sinclair’s newsrooms went above and beyond, using on-air and digital platforms to ensure that their viewers had all the information necessary to enjoy the eclipse safely. Utilizing social media and our excellent digital resources, our stations provided viewers with information such as where to purchase eclipse glasses, to when they’d actually have a chance to spot the eclipse the day of.

On the day of the eclipse itself, Sinclair’s live coverage began in the early hours on the West Coast, in Oregon, where viewers were first able to see the eclipse totally. Our all-day eclipse coverage continued across the U.S., ending in South Carolina.

In addition to our local coverage, stations had four hours of continuous coverage from our newsrooms across the country.

Sixteen of Sinclair’s stations contributed live content to an integrated live news special online and on-air. Our 2017 Eclipse Across America coverage tracked the eclipse as it moved across the country. Through our national digital desk, live streams of this coverage were made available to all of Sinclair’s station websites.

Recognizing the magnitude of social media traffic that would be going on during the eclipse, Sinclair’s newsrooms carefully prepared a social media strategy that spanned all social mediums. The result was winning day on social media for Sinclair stations and their employees.

We reached a phenomenal amount of viewers online, with over 7 million video views and engagements reaching over 500,000 people. Our viewers also shared their experience with us, submitting over 8,000 photos of their eclipse experience.

“We’re thrilled with the way that Sinclair’s stations covered this momentous occasion,” Scott Livingston, Vice President of News said. “The way we utilized our vast network of local stations to bring standout coverage of the eclipse across the nation clearly demonstrates what we can accomplish when our stations come together in their efforts. We could not be prouder of how the entire Sinclair family covered this event.”

Contact: Scott Livingston, Vice President of News
(410) 568-1500