SINCLAIR’S KRCR-TV LAUNCHES PARTNERSHIP WITH THE SALVATION ARMY TO SUPPORT VICTIMS OF CARR FIRE

Station Delivers 110 Hours of Continuous Coverage as Wildfire Endangers

Redding, CA (August 1, 2018) – Sinclair Broadcast Group, Inc. (NASDAQ: SBGI) today announced that its television station, KRCR-TV in Redding, CA has partnered with the Salvation Army to aid short- and long-term disaster relief efforts for the victims of the CARR fire, with a mission to raise money to provide evacuees with basic necessities including child care items and toiletries. KRCR and its sister stations will focus their on-air efforts on August 2nd between 5:00a.m.-9:00 a.m. and 5:00 p.m.-8:00 p.m., as well as continued digital and social efforts, to spread the word on how viewers can get involved. Moreover, Sinclair will promote the effort across all of its stations. Donations are currently being accepted on CareForCarr.org. All funds will be used locally for the CARR fire victims.

“We are so pleased to be partnering with Sinclair Broadcast Group and its affiliate stations to bring much-needed help to victims of the devastating fires currently raging outside of Redding,” said Captain Tim Danielson, Salvation Army Redding Corps Officer. “With Sinclair’s support, we’re confident that we will raise the necessary funds to provide real help to people in need.”

Throughout the disaster, KRCR has offered 110 hours of continuous coverage of the fire, dispatching numerous reporters on the ground, ensuring that its viewers have the most up-to-date information. During the evening broadcast on July 26th, the station was forced to go off-the-air as personnel had to evacuate the studio because of the encroaching flames.

Despite the evacuation, KRCR continued its live coverage of the fire. Using its team of field journalists, the station was able to provide important news updates utilizing Facebook, Twitter and its website. Meanwhile, KRCR’s sister station in Eureka, KAED, anchored television coverage. They also continue to use an interactive map that allows residents to track the fire and locate their nearest evacuation centers.

Once they ensured the station was safely and completely evacuated, KRCR and its team of journalists continued to provide the affected communities with up-to-the-minute information on the fire.

“During crises like the CARR fire, people turn to their local news to get the information they need. Since becoming part of the Sinclair family, we have seen significant investments made into our station, including upgraded towers and networks and an increase in staff size - additions which give us the ability to do things like offer continuous coverage of this fire and provide our neighbors with the information they need to stay safe,” explained Teansie Garfield, General Manager of KRCR.
About Sinclair:

Sinclair is one of the largest and most diversified television broadcasting companies in the country. Pro forma for the Tribune acquisition and related station divestitures, the Company will own, operate and/or provide services to 215 television stations in 102 markets. Sinclair is a leading local news provider in the country and operates the greatest number of award-winning news rooms in the industry and is dedicated to impactful journalism with a local focus. The Company has multiple national networks, live local sports production, as well as stations affiliated with all the major networks. Sinclair’s content is delivered via multiple-platforms, including over-the-air, multi-channel video program distributors, and digital platforms. The Company regularly uses its website as a key source of Company information which can be accessed at www.sbgi.net.

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