

## Sinclair Redoubles Minority Efforts

BALTIMORE, May 6 /PRNewswire/ -- Sinclair Broadcast Group, Inc. ("SBG") (Nasdaq: SBGI) today announced a comprehensive effort to find ways to increase minority participation in broadcasting. The redoubled efforts come on the heels of a recent court decision, which struck down the EEO rules of the Federal Communications Commission ("FCC"). "Increasing the opportunities for women and minorities has long been a standard at Sinclair," stated SBG consultant and Sinclair Communications CEO-designate Barry Baker. He added that the court decision in the case of Lutheran Church-Missouri Synod v Federal Communications Commission would not slow down the company's efforts to actively recruit and hire minorities. Baker noted the company has pursued an aggressive program of attracting qualified candidates of diverse backgrounds and that it is especially proud of its promotions policy with minorities serving in numerous critical senior management positions in its radio and television operations. "Ironically, we discussed this matter with FCC Chairman Bill Kennard in a previously scheduled meeting which took place the day after the court decision," stated Baker.

"We believe the strength of our business is in the people we employ," said SBG CEO David Smith. "Not only do we have a social conscience, but I am proud to say we have a successful program from which other broadcasters can model. We have been inspired by Bill Kennard's recent challenge for broadcasters to do more for minorities," he added. Smith noted that a top television owner and the nation's largest African-American broadcaster was a former Sinclair employee. "Glencairn Ltd CEO Eddie Edwards has done more for minorities, and African-Americans in particular, than most people realize," said Smith. Sinclair developed a minority incubator program that enabled Edwards to build a broadcasting empire of 20 TV stations. "Opportunities for minorities must include not only the entree, but also the tools to succeed because this has become such a competitive business," Smith noted. He added that anything less could set them up for failure.

Sinclair Broadcast Group, Inc. is one of the nation's largest broadcast groups. Sinclair owns and/or provides programming services or has agreements to acquire 57 television stations in 37 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire, 59 radio stations in 11 separate markets. Sinclair's television group will soon reach approximately 23% of U.S. television households and includes ABC, CBS, FOX, NBC, WB, and UPN affiliates. Sinclair's radio group is one of the top fifteen groups in the United States.

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