

Sinclair Names Leesa Wilcher General Manager of WEMT-TV In Johnson City, Tennessee

BALTIMORE, Nov. 4 /PRNewswire/ -- Leesa Wilcher has been named General Manager of WEMT-TV (Fox 39) in Johnson City, Tennessee. The announcement was made by Barry Drake, CEO of the Television Division for Sinclair Broadcast Group, Inc. (Nasdaq: SBGI).

In making the announcement, Mr. Drake said, "Leesa has earned this promotion through her skillful management of the sales effort in the Tri-Cities television market and her high-profile and standing in the local community."

Will Davis, Group Manager for WEMT-TV added, "Leesa is a real professional and will bring stability and continuity to the station following Ed Groves' promotion to General Manager of Sinclair's Charleston, West Virginia station WCHS-TV (ABC 8) and its LMA station WVAH (Fox 11). Leesa will continue to oversee the sales operation in addition to her duties as General Manager."

"I am eager to continue the tremendous growth of WEMT-TV that has happened during my seven-year tenure at the station," stated Ms. Wilcher. "There are many exciting opportunities for the station staff, for our viewers, and for the advertising community as we move into the new millennium."

Ms. Wilcher has more than 18 years of media sales and management experience. She joined WEMT-TV in 1993 as an Account Executive, was promoted to National Sales Manager in 1994, and has been General Sales Manager of the station since 1996.

Ms. Wilcher has played an active role in community organizations including the Johnson City Rotary Club, the American Heart Association, Bristol Leadership Tomorrow, the ETSU Pirate Club, and the Tri-Cities Advertising Federation.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 58 television and 52 radio stations. Upon completion of all pending transactions, Sinclair will own or program 59 television stations in 38 separate markets and six radio stations in one market. Sinclair's television group reaches approximately 24.4% of all U.S. television households and includes ABC, CBS, FOX, NBC, WB, and UPN affiliates.

SOURCE Sinclair Broadcast Group

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Company News On-Call: <http://www.prnewswire.com/comp/110203.html> or fax, 800-758-5804, ext. 110203

CONTACT: Barry Drake, CEO of Sinclair Broadcasting, 410-568-1500