



PRESS RELEASES

SBG Names Porter GM in Madison

BALTIMORE (October 27, 2003) - Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) announced today that Marshall Porter has been named General Manager for WMSN-TV (FOX 47) in Madison, Wisconsin. The announcement was made by Steve Marks, Chief Operating Officer of Sinclair's television group.

In making the announcement, Mr. Marks said, "We are excited to have Marshall join us in Madison. He brings a great deal of sales and station management experience and will be a tremendous asset as we continue to grow WMSN."

Commenting on his appointment, Mr. Porter stated, "I am very excited about the opportunity to lead the WMSN-TV team and equally excited to return to Wisconsin. The station has a solid foundation built around its people and program line-up, and I look forward to continuing to build upon the station's successful mix of community involvement and quality program offerings."

Mr. Porter's television career spans 24 years, most recently serving as Senior Vice President / General Manager and Corporate Director of Sales for Citadel Communications and WOI-TV in Des Moines, Iowa since 2000. Prior to that, he was General Manager at WHBF-TV in Rock Island, Illinois from 1996 to 2000. Mr. Porter's 12 years of sales management experience include stops at WQAD-TV, Moline, IL, WAOW-TV, Wausau, WI and KDUB-TV, Dubuque, IA. Mr. Porter received his Bachelor of Science degree in Communications from Emerson College in Boston.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, owns and operates, programs or provides sales services to 62 television stations in 39 markets. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 24% of all U.S. television households. For more information, please visit Sinclair's website at www.sbg.net.

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[Back](#)

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