



HOAK MEDIA CORPORATION

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**HOAK MEDIA CORPORATION ANNOUNCES THE APPOINTMENT OF
MICHELE GODARD AS GENERAL MANAGER OF KALB-TV AND NALB-TV IN
ALEXANDRIA, LOUISIANA**

DALLAS, Texas - August 27, 2009 - Hoak Media Corporation today announced the appointment of Michele Godard as General Manager of KALB-TV, the NBC affiliate and NALB-TV, the CBS affiliate, both serving the Alexandria, Louisiana market. Ms. Godard will officially assume her new responsibilities on Friday, September 4, 2009, and will report to Rich Adams, Chief Operating Officer of Hoak Media.

Michele brings 17 years of broadcasting experience to her new role including time in sales as an account executive, in the news department as a producer, main anchor, reporter and most recently as news director. "Michele's exceptional market experience in Central Louisiana, her knowledge of important broadcasting principles and ability to work effectively with the great staff of KALB-TV and NALB all make her a terrific choice for this important new challenge," said Eric Van den Branden, President and Chief Executive Officer of Hoak Media Corporation. "Our expectations are high for Michele and for the station and its staff. She has demonstrated important leadership and execution skills while at KALB, all of which are important attributes of effective station management" said Van den Branden. Michele succeeds long time KALB-TV and NALB-TV General Manager Les Golmon who announced his retirement effective September 4, 2009.

Hoak Media Corporation was formed by Jim Hoak and Eric Van den Branden in 2003. The Company owns, operates, or programs twenty-five television stations in ten markets in the states of Texas, Colorado, Nebraska, South Dakota, North Dakota, Louisiana and Florida. Hoak Media's television station group includes affiliates of CBS, NBC, FOX, ABC, CW and MyNetworkTV.

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