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FOR IMMEDIATE RELEASE

JOHN COCHRANE NAMED GM OF WSKY-TV

HAMPTON, VA – September 10, 2013 - Lockwood Broadcast Group today announced the appointment of John Cochrane as the new General Manager of WSKY-4 TV in Chesapeake, Virginia (DMA #43). He has lived in the area since 1992, and has served in various Sales management roles since 1998.

“It’s wonderful to be back in Hampton Roads. Norfolk is such a vibrant media market, and I look forward to working with Lockwood to ensure WSKY continues to serve the area’s viewers and advertisers,” Cochrane said.

Most recently, Cochrane was the General Sales Manager of WCSC, a Raycom Media CBS affiliate in Charleston, South Carolina. He has also been the Director of Sales for WAVY and WVBT stations in Hampton Roads.

“We have known John for a long time and have the utmost respect for him as a person and as a broadcaster. I know he is happy to be back home and the positive reception from clients and the community has been overwhelming,” said Lockwood Broadcast Group President Dave Hanna. “WSKY 4 is a property with unlimited potential and John is the perfect fit for this job and in our group.”

On August 26 Lockwood Broadcast Group began operating WSKY-4 TV under a management agreement.

Lockwood’s other stations include WBXX (CW) and WKNX (Independent) in Knoxville; WQCW (CW) in Charleston-Huntington; WHDF (CW) in Huntsville-Decatur; and KTEN in Sherman TX-Ada OK, which carries programming from NBC, ABC and CW. Additionally, in April the group announced an agreement to acquire WCWG-TV, the CW affiliate in Greensboro.

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