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KHQ INC cowles Montana media
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Neal Boling Promoted to President of Cowles Family-Owned WA and MT Television Stations



Spokane, WA, May 5, 2023 – Cowles Company has announced Neal Boling will become President of KHQ, Inc. and Cowles Montana Media Company, effective May 8, 2023. He succeeds Patricia McRae, who is retiring after serving as President of the broadcast division for the past 15 years, and a combined 31 years, with Cowles family-owned stations in Washington and Montana.

Neal Boling has worked for the Cowles Family for more than a decade. He's a graduate of the University of Florida and joined KHQ in 2010 as News Director. He was promoted to KHQ Station Manager and then General Manager before being appointed to Vice President of KHQ, Inc. and Cowles Montana Media Company, last year.

Neal has a passion for innovation, and in collaboration with Patricia McRae, recently lead the broadcast division in a complete rebrand and launch of a new digital streaming service. Neal also has an expansive role in local and regional community service organizations including United Way, Northwest Harvest, as well as The College Success Foundation and The Washington State Association of Broadcasters. Cowles Company Chairman, Betsy Cowles said of the promotion that Neal "demonstrates versatility and strength as a forward-looking leader."

Neal Boling said "I'm incredibly excited to lead our talented teams in Washington State and Montana. It's truly a privilege to serve a family-owned company with its heart in our local communities."

About Cowles Company

Cowles (pronounced "Coles") is a fourth-generation family-owned enterprise that operates a portfolio of legacy companies and seeks to invest in high potential growth businesses for the long-term benefit of shareholders, customers, employees, and the communities in which it operates.

The Cowles Broadcast Division is comprised of two companies. KHQ, Inc. owns and operates three NBC stations in Washington State. Cowles Montana Media Company owns and operates multiple ABC/FOX stations, as well as an NBC affiliate. Additionally, in 4th quarter of 2022 Cowles Broadcasting Division launched the new regional digital streaming service, NonStopLocal.com