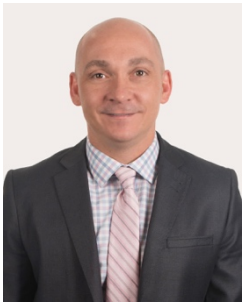
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PRESS RELEASE

Brooks Blanton named News Director for WCCB Charlotte's CW



Charlotte, April 22, 2021: WCCB Charlotte's CW will be joined in June by veteran news leader, Brooks Blanton. Brooks comes to Charlotte from WXMI in Grand Rapids, Michigan, where he has held the Senior News Director post for 7 ½ years. During his tenure at Fox 17, Brooks oversaw the expansion of news by adding 21 more hours of news each week to become the station with the most local news in West Michigan. Under his leadership, Fox 17 has won Emmys for best newscast and the Michigan Association of Broadcasters Awards for breaking news coverage and best newscast.

Brooks recently marked his 27th year in the news business, having begun his career as an Assignment Editor at WILX-TV in Lansing, Michigan. Brooks also worked as an Assignment Editor and Consumer Producer in newsrooms in Tucson and Phoenix, Arizona. During his time as a regional producer for the Fox News Channel, Brooks covered national news events like the Gulf Oil Spill, 2008 and 2012 Presidential elections, and several major hurricanes on the Atlantic and Gulf Coasts.

In announcing the change at WCCB, Vice President and General Manager Gaston Bates said, "We are very excited for Brooks to be joining the WCCB news team. We look forward to his enthusiasm and leadership."

WCCB Charlotte is the flagship station for Bahakel Communications in Charlotte, NC. Bahakel Communications operates Television and Radio properties throughout the US.

FOR IMMEDIATE RELEASE