

Dear CBS Stations colleagues,

I am pleased to share with you some great news regarding a key addition to our team. Adrienne Roark, who previously served as the News Director at our Stations in Miami (2007-10) and Dallas-Fort Worth (2010-14), will be joining us early next month as President, CBS Stations.

In this newly defined role, Adrienne will report to me and work closely with our local general managers and their teams as we reimagine our opportunities for success as a united CBS News and Stations organization. As she goes through her onboarding process, Adrienne will initially engage with the teams in all of our markets. And once she settles in, her focus will be on our stations in the eastern half of the country. As you will see in the announcement below, we plan to name additional Stations Presidents at a later date.

Welcoming Adrienne back to CBS in this new role will give all of us a wonderful new resource. She is someone who possesses terrific experience as a local news executive and also has a successful track record as a GM. With this background, we know Adrienne will play a major role in driving collaboration and innovation across our Stations and CBS News. In addition, she will be sharply focused on the going-forward priorities that I frequently refer to as our Three Cs: Content, Culture and Community.

Please join me in welcoming Adrienne back to CBS and giving her your full support.

Wendy

CBS NEWS AND STATIONS

July 15, 2021

ADRIENNE ROARK NAMED PRESIDENT, CBS STATIONS

Veteran local television and news executive Adrienne Roark has been named President, CBS Stations, effective Monday, August 2. The announcement was made today by Wendy McMahon, President and Co-Head of CBS News and Stations, to whom Roark will report.

In this newly defined role of CBS Stations President, Roark will have day-to-day responsibility for working directly with the local general managers and their teams at the ViacomCBS-owned CBS Television Network stations in major markets across the country, primarily in the eastern half of the country. CBS plans to name additional Stations Presidents at a later date.

In April of this year, CBS announced plans to combine the journalistic and business resources of CBS News and CBS Television Stations to form a new division of ViacomCBS, jointly led by McMahon and her fellow President and Co-Head of CBS News and Stations, Neeraj Khemlani.

Roark, who will be based in New York City, will also focus on guiding the development of new workstreams between the CBS Stations and CBS News organizations, partnering with her colleagues to elevate local news products and experiences and creating new multi-platform audience and revenue growth opportunities across CBS local broadcast and streaming channels.

She will also play a leading role in supporting CBS Stations' community service initiatives and promoting a positive workplace culture.

"As we reimagine our opportunities for success as a united CBS News and Stations team, we are excited to welcome Adrienne back to CBS in this key leadership role," McMahon said. "Adrienne possesses an outstanding reputation for driving innovation and fostering collaboration to the mutual benefit of the communities where she has served, her business partners and, most importantly, her colleagues. We look forward to having her rejoin the CBS Stations family and provide thoughtful and creative leadership to our organization."

"My previous experience with the CBS Stations in Miami and Dallas-Fort Worth represent memorable and very formative chapters in my career history," Roark said. "The opportunity to return and work with Wendy and Neeraj is an enormous privilege. I am excited to be a part of a team that brings the best in journalism, storytelling and digital innovation to audiences all over the country. People need us now more than ever to be a trusted provider of news and information and to reflect their communities. I am honored to once again be a member of the CBS family."

Roark will rejoin CBS after spending the past seven years in Portland, first as General Manager of CBS affiliate KOIN-TV, beginning in 2014, then as General Manager of Fox affiliate KPTV-TV and MyNetwork station KPDX-TV since 2016.

Prior to that, Roark served for four years as Vice President and News Director at KTVT-TV (CBS 11) and KTXA-TV, the CBS-owned stations in Dallas-Fort Worth. She joined CBS Stations in 2007 as Assistant News Director at WFOR-TV (CBS 4) and WBFS-TV in Miami. Six months later, she was promoted to News Director. While in Miami, she created an award-winning investigative unit, worked closely with CBS News' 60 MINUTES on a Medicare fraud story and was responsible for the first on-air news story shot entirely with an iPhone.

Roark's news background also includes positions with WESH-TV in Orlando, WTVJ-TV in Miami, WKYC-TV in Cleveland and WCMH in Columbus, Ohio. An Ohio native, she began her career at

WBNS-TV, the CBS affiliate in Columbus, after graduating from The Ohio State University with a bachelor's degree in communications.

Roark is a Poynter Ethics Fellow and Carole Kneeland Fellowship alum. She has long been active in community organizations, including most recently serving as the board chair of the Boys and Girls Club of Portland and holding board positions with Sport Oregon, Veterans' Legacies, the Dougy Center and the Oregon Association of Broadcasters. She is a three-time regional Emmy award winner and has received six regional Edward R. Murrow Awards.

Adrienne and her husband, Dave, are the proud parents of two sons, Alex and Stephen.

The unified structure of CBS News and Stations brings together, under McMahon and Khemlani's leadership, the national and global resources of CBS News, CBSNews.com and the pioneering 24/7 streaming news service CBSN, along with the Company's local assets, including 28 television stations in 17 major U.S. markets, the stations' local websites and 10 CBSN Local services.

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