



NEWS RELEASE

Gray Media Names Jon Pollard as General Manager of WTOK in Meridian, Mississippi

Atlanta, Georgia – October 22, 2025... Gray Media has named Jon Pollard as the next General Manager of WTOK, Gray's ABC, CW, and Telemundo affiliates in Meridian, Mississippi, effective November 3, 2025.



Jon has twenty years of experience in the broadcast television industry. He most recently led WMDN/WGBC; the CBS, NBC, FOX affiliates in East Mississippi, while operating a regional hub of 18 digital streams in Meridian. He also served as Vice President and General Manager for Waypoint Media's Fox affiliate, WHPM, in Hattiesburg, Mississippi and was part of the team that launched the station in 2011. During his time at WHPM, the station added multiple newscasts, growing ratings and revenue. Prior to that, he worked for Gray Media at WTOK for nine years as Regional Sales Manager and Account Executive.

Jon has served as a board member for the Mississippi Association of Broadcasters, an advisory board member for the Salvation Army, and is a member of the Meridian Rotary Club. Jon earned his Associate of Science degree from Meridian Community College.

About Gray Media:

Gray Media, Inc. (NYSE: GTN) is a multimedia company headquartered in Atlanta, Georgia. The company is the nation's largest owner of top-rated local television stations and digital assets serving 113 television markets that collectively reach approximately 37 percent of US television households. The portfolio includes 78 markets with the top-rated television station and 99 markets with the first and/or second highest rated television station during 2024, as well as the largest Telemundo Affiliate group with 44 markets. The company also owns Gray Digital Media, a full-service digital agency offering national and local clients digital marketing strategies with the most advanced digital products and services. Gray's additional media properties include video production companies Raycom Sports, Tupelo Media Group, and PowerNation Studios, and studio production facilities Assembly Atlanta and Third Rail Studios. Gray owns a majority interest in Swirl Films. For more information, please visit www.graymedia.com.

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