HEARST
television

HEARST TV PROMOTES ERNESTO MOURELO TO VP, DIGITAL NEWS

NEW YORK, N.Y., January 8, 2021 – Ernesto Mourelo, Hearst Television's senior director, digital content, has been promoted to vice president, digital news.

In his most recent position, Mourelo led the digital strategy and social media efforts for Hearst Television's local TV news websites, which achieved record traffic during the coronavirus pandemic through use of data-driven storytelling and newsletter-delivered updates.

In his new role, Mourelo will continue to lead the digital strategy for the station group while also leading Hearst Television's central news team which publishes national and feature news content, produces original video for company franchises including "Stitch" and "Dispatches from the Middle," and manages the company's digital copy desk.

"Ernie is an outstanding journalist who has elevated our digital news product in every assignment he has had with Hearst Television," said Jordan Wertlieb, Hearst Television president. "In addition to his unwavering advocacy of local journalism, Ernie has been an exceptional mentor to many within the company and the industry. His commitment and leadership have contributed to the development of many multi-platform journalists, and will continue to do so."

Mourelo moved to Hearst Television's New York headquarters in 2012 as executive digital media manager, editorial operations, tasked with coordinating the efforts of the digital media resources at the company's TV stations; he was shortly thereafter promoted to director, digital content. He previously served as director of digital media at Hearst Television's WLWT-TV, the NBC affiliate serving the Cincinnati market.

Before joining Hearst at WLWT, Mourelo was assistant news director at KVEA-TV/KWHY-TV, Telemundo's flagship TV stations in Los Angeles, where he

oversaw the Spanish language duopoly's TV and digital content production. Previously, he was a producer and, later, executive producer at San Diego's KNSD-TV. He holds a B.A. in Broadcast Journalism from the University of Southern California.

Among other industry associations, Mourelo is an active member of the National Association of Hispanic Journalists and the Online News Association, and currently serves as president of the New York chapter of NLGJA: The Association of LGBTQ Journalists.

About Hearst Television

Hearst Television owns and operates 33 television and two radio stations serving 26 media markets across 39 states reaching over 21 million U.S. television households. Through its partnership with nearly all of the major networks, Hearst Television distributes national content over nearly 70 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, This TV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Hearst Television is recognized as one of the industry's premier companies and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of Hearst.



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