HEARST television

NEWS

ALISHA MCDEVITT NAMED PRESIDENT AND GENERAL MANAGER OF WMUR-TV, MANCHESTER

New England Native and 22-Year WMUR News Executive Takes Reins at Nationally Recognized TV Station

NEW YORK, NY, and Manchester, NH, April 22, 2025 – Alisha McDevitt, longtime news director of WMUR-TV, the Hearst Television ABC affiliate in Manchester, New Hampshire, has been promoted to WMUR president and general manager.

The announcement, effective immediately, was made today by Hearst Television President Michael J. Hayes.

McDevitt, who in July will celebrate 30 years at WMUR, succeeds Andrew Vrees, who recently was named president and general manager of WCVB-TV, Hearst's ABC affiliate in Boston. McDevitt and Vrees report to Kyle I. Grimes, an executive vice president and group head of Hearst Television overseeing, among other stations, the company's expansive New England presence. WMUR-TV, New Hampshire's most-viewed TV station, is included by Nielsen within the Boston designated market area (DMA).

"Alisha has been instrumental in the success of WMUR throughout her entire career in television," Hayes said. "Her accomplishments overseeing the WMUR newsroom, building upon the station's nationally recognized news brand, and forging deep relationships across New England made her the ideal person to lead this station which is so important to the region and the country."

WMUR, which celebrated its 70th anniversary last year, is widely familiar as a trusted partner to ABC News during coverage of the New Hampshire presidential primaries, regularly co-producing nationally televised candidate debates. In recent years alone it has earned multiple regional Edward R. Murrow Awards, New England Emmy Awards and National Headliner Awards. In 2017 it was recognized with the National Association of Broadcasters' (NAB) prestigious Service to Children Award for its "Home at Last" series of recurring segments, championed by McDevitt, on the station's acclaimed "New Hampshire Chronicle" program. Launched in 2014 and continuing today, the segments have helped find permanent adoptive homes for dozens of New Hampshire children living in out-of-home placement, generating substantial support for causes including the New Hampshire Foster and Adoptive Parent Association.

McDevitt undertook her career at a young age. While still a journalism student at the University of New Hampshire she reported for the Gloucester Daily Times in her native Gloucester, Massachusetts, later working part-time at WMUR and then joining the station full-time in 1995 after her graduation. She was promoted to WMUR's political producer in 1998, to assistant news director in 2003 and news director in 2009. She has co-produced dozens of political specials and debates for WMUR, many carried across the Hearst Television group and by various network partners. Among other journalistic honors she's earned several Edward R. Murrow Awards, including a team award for Overall Excellence in the 2020 Murrow Regional Awards, and an Emmy for WMUR's coverage of the 2008 New Hampshire Primary.

McDevitt serves on the board of the Radio Television Digital News Association (RTDNA) and on the ABC News Advisory Board. She was named the New Hampshire Association of Broadcasters "Broadcaster of the Year" in 2019. In addition to her degree from the University of New Hampshire, McDevitt is a graduate of the NAB's 2023 Business Leadership Training program and the Hearst Management Institute, an executive leadership training program. She has completed five Boston Marathons to raise funds for Special Olympics of New Hampshire and Tedy's Team.

About Hearst Television

Hearst Television owns and/or operates 35 television and two radio stations serving 27 media markets across 39 states reaching over 22 million U.S. television households. Through its partnership with nearly all major networks, Hearst Television distributes national content over more than 120 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Its Hearst Media Production Group unit produces original programming across linear and streaming platforms for domestic and international distribution. Its Very Local app, free to download on household OTT devices and available across popular streaming services, offers 24/7 access to local news, weather and an array of local and regional programming. 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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