

## **PAM BARBER, WMOR-TV, TAMPA, PRESIDENT & GENERAL MANAGER, TO RETIRE**

NEW YORK, NY, March 9, 2026 – Pam Barber, who since 2015 has served as president and general manager of WMOR-TV, Hearst Television's independent station serving the Tampa-St. Petersburg, Florida, market, will retire at month-end -- capping a career of more than four decades in Florida television.

Barber's duties will be assumed by John Soapes, president and general manager of WESH-TV and WKCF-TV, Hearst Television's NBC and CW affiliates serving the Orlando-Daytona market.

"Pam has been a fixture in Florida television with a track record of success," said Hearst Television President Michael J. Hayes. "Over her 20 years with Hearst Television, she has been an advocate for her team and the community she serves. We are honored and grateful for the outstanding work she has done in her collaborative and creative style."

"These 43 years went by fast in this industry," Barber said. "It was rewarding and gratifying to be able to spend the second half of it with Hearst. I look forward to handing the reins over to my friend and colleague John Soapes, who has been such a valuable partner in our efforts to serve the viewers of Central Florida, and to focus on my demanding and also rewarding charity work going forward."

Barber joined WMOR in 2006 as general sales manager. She helped revitalize the station and strengthen its position as a leading destination for entertainment and sports programming in Florida's largest television market. She also played an instrumental role in bringing EstrellaTV to serve the Spanish language viewers of Tampa Bay in 2009 and was promoted to president and general manager in 2015. During her tenure the station grew in popularity and added live local sports, carrying, in concert with WMOR sister station WESH, the Orlando Magic.

Prior to joining WMOR, Barber served for five years as director of sales at WFOR-TV in Miami. Before WFOR-TV, she held multiple leadership roles at WTSP in Tampa, beginning in 1985 as a local account executive and rising to general sales manager by 1998. She began her broadcast television sales career in 1983 as a local account executive at WTOG in Tampa.

Barber holds a degree in business from Oakland University in Rochester, Michigan, and is a graduate of the National Association of Broadcasters (NAB) Broadcast Leadership Training Program and of the Hearst Management Institute, an executive leadership training curriculum. Barber is actively involved in several industry and community organizations. She serves on the board of the Florida Association of Broadcasters, is a member of the Ybor City Chamber of Commerce and is a past president of the Clearwater Advertising Federation. She has served on the Visit Tampa Bay board of directors for the past 13 years and currently serves as chairperson. She is also a past president and chair of the Ronald McDonald House of Tampa Bay Board of Trustees, where she remains actively engaged. In 2018, she was honored as Business Woman of the Year at Enfoque Magazine's Premios Enfoque awards, recognized among 29 professionals, entertainers and athletes for their achievements and contributions to the Hispanic community.

## **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](#).