HEARST
television

HEARST TELEVISION ANNOUNCES SINAN SADAR AS DIRECTOR OF NEWS TALENT RECRUITMENT

Longtime Hearst Television News Executive to Head New Multi-Pronged Effort

NEW YORK, NY, June 30, 2020 – Sinan Sadar, whose career as a television news executive has taken him to TV markets around the country, has been promoted to the newly created position of director of news talent recruitment at Hearst Television. Since 2015, he has been the news director of Hearst Television's WJCL-TV in Savannah, Georgia, after serving as news director for WPTZ/WNNE, the Hearst stations in Burlington, Vermont / Plattsburgh, New York, from 2008 to 2015.

In his new role, Sadar will work closely with Hearst Television news and human resources management and station executives to help identify top talent to join the company's news operations throughout 26 media markets.

"Sinan's extensive experience in multi-platform news management across five differentiated TV markets has helped him develop a great eye for on-camera talent and a deep understanding of all the needs of a modern newsroom," said Barbara Maushard, Hearst Television senior vice president, news. "He is already the go-to for his colleagues, having helped place dozens of journalists around the group. Sinan brings a strong foundation in creating and implementing strategies to recruit talented journalists from diverse communities who can be ready to work across all Hearst Television businesses."

Sadar will continue to source a diverse pool of candidates through minority and specialty-convention recruiting and by expanding relationships with colleges and universities across the country. He will also facilitate the Fred Young Producer Fellowship Program, named for Hearst Television's retired former senior vice president, news, who is one of TV journalism's most recognized leaders.

In his most recent position as WJCL-TV news director, Sadar led an overhaul of the on-air and local online product, repositioning and re-launching the WJCL brand across platforms while guiding the newsroom through growth and change. He first joined Hearst Television in 2004 as assistant news director at KOAT-TV, Albuquerque. Before that, he worked in news production at Houston stations KPRC-TV and KRIV-TV, and at Cleveland's WKYC-TV. He holds a master's degree in Communications from Syracuse University.

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.