



NEWS

SUSANA SCHULER NAMED PRESIDENT & GENERAL MANAGER OF WVTM-TV, BIRMINGHAM

Accomplished Alabama Television Executive to Join Hearst Television

NEW YORK, NY, and Birmingham, AL, December 18, 2018 – Susana Schuler, a highly accomplished television executive, is joining Hearst Television as president and general manager of WVTM-TV, the company's NBC affiliate in Birmingham, Alabama, effective January 1, 2019. She moves to Hearst Television from Raycom Media, where she served for 12 years, most recently as executive vice president of content & operations overseeing a portion of the company's station portfolio as well as all efforts in news, marketing and programming.

Schuler succeeds Henry “Hank” Price, who served as the station’s president and general manager since its acquisition by Hearst in 2014 and recently announced plans to retire from Hearst Television at year-end.

“Susana brings to Hearst Television exceptional credentials in local television management and journalism,” said Hearst Television President Jordan Wertlieb. “With the added benefit of living in Alabama for more than a decade, she is a natural fit to succeed Hank as she works with the WVTM team to build upon their accomplishments. We are thrilled to welcome Susana to Hearst Television.”

Among her many achievements at Raycom, Schuler helped create executive-leadership development and training programs for station and corporate executives, and she launched annual initiatives to support innovations in news gathering, content generation and local community service. Prior to her most recent role at Raycom, she served as VP of news and subsequently senior VP of news.

In 2010, Schuler received the Radio Television Digital News Foundation (RTDNF) First Amendment Service Award, which is presented to a person of distinction who works in an off-air, management capacity in television news.

Before joining Raycom, Schuler worked at Nexstar as corporate VP of news. This marked a return to Texas for Schuler; while in college, she began in television as an associate producer for KXAS-TV, Fort Worth, before moving on to roles on both sides of the camera early in her career – including reporter, photographer, producer, assignment manager, anchor and news director – at stations in Beaumont and Wichita Falls. She later moved to Harrisburg, Pennsylvania, as an assistant news director as well as health reporter and anchor, and then to Terre Haute, Indiana, as a news director.

Schuler graduated Cum Laude from Texas Christian University with a bachelor's degree in broadcast/journalism.

Among Schuler's industry associations, she serves on the ABC Affiliates Board of Governors and previously served on the Associated Press Advisory Board and the Radio Television Digital News Association (RTDNA) Board of Directors. Among her civic affiliations, she has served on the Carol Kneeland Foundation Board of Directors, the Alabama Christian Academy Executive Council, and the American Red Cross board in Terre Haute.

Schuler, a first-generation American born to Chilean parents, is married to Ray Willingham and they have two daughters, Cassey and Monica.

About Hearst Television

[Hearst Television](#) owns and operates television and 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](#).