

Brian Doyle Named WMUR, News 9 News Director

MANCHESTER, N.H. — July 31, 2025 — Brian Doyle, who has helped lead the digital news division at Hearst Television since 2021, has been named news director at WMUR-TV.

The announcement was made today by Alisha McDevitt, WMUR's president and general manager, who previously held the news director role. Doyle will report to McDevitt.

In his previous role as Hearst Television's director of digital strategy and content, Doyle worked with WMUR and all of Hearst's television properties on developing and distributing fact-based, relevant, impactful journalism across digital platforms.

"Brian is already deeply connected to WMUR's tradition of editorial excellence and is very well known to WMUR colleagues, having worked on several projects with our team here over the last several years," McDevitt said.

"He brings valuable experience as a journalist who understands the importance of localism. Brian's expertise in producing news content across multiple platforms, as well as team leadership, will be critical as our audience increasingly diversifies the way they receive news and information."

Doyle will assume his new role at WMUR on Aug. 13.

Over the past four years, Doyle has worked with the News 9 team to expand the station's award-winning political coverage through digital and social strategies.

He also played a key role in the launch of "Fritz Wetherbee's New Hampshire" on WMUR's streaming platform Very Local and WMUR.com, marking a new chapter for the iconic storyteller following his retirement from broadcast.

Doyle has strong family ties to northern New England and is looking forward to embracing all New Hampshire has to offer.

He moved to his current role with Hearst Television in 2021 from WESH-TV, Hearst's NBC affiliate in Orlando, Florida, where he was digital media manager. There, he led a team

focused on live coverage, breaking news, daily engagement and audience expansion across platforms.

Before that, he served as the station’s digital editor, producing and managing content across digital platforms and contributing to breaking news coverage and live event updates.

Doyle joined Hearst in 2015 from KHSL-TV/KNVN-TV in Chico, California, where he rose to become web and social media producer, directing digital publishing for daily and enterprise coverage.

He holds a Bachelor of Arts in political science from Auburn University.

About Hearst Television

Hearst Television owns and/or operates 35 television and two radio stations serving 27 media markets across 39 states reaching over 24 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, MYNetworkTV, 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.