

NEWS

JOHN L. HUMPHRIES TO RETIRE AS PRESIDENT AND GENERAL MANAGER OF WYFF-TV

NEW YORK, N.Y., and Greenville, S.C., October 14, 2024 – John L. Humphries, a veteran of 18 years at Hearst Television and more than four decades in broadcast TV, will retire later this year from his current post of president and general manager of WYFF-TV, Hearst's NBC affiliate in the Greenville-Spartanburg-Anderson, South Carolina and Asheville, North Carolina, television market. His successor will be announced at a later date.

Prior to taking the reins at WYFF 4 in 2016, Humphries served for four years as president and general manager of WGAL-TV, Hearst Television's NBC affiliate serving the Lancaster-Harrisburg-Lebanon-York, Pennsylvania, television market. His 2016 appointment as president and general manager marked a return to WYFF 4 for Humphries, where he served for six years as general sales manager prior to moving to WGAL.

"John is a consummate broadcaster who led two of Hearst Television's most honored and successful brands. He built upon the culture of excellence in journalism and community service in both markets," said Michael J. Hayes, Hearst Television president. "He leaves a powerful legacy of leadership and a strong foundation for the future of WYFF 4."

"Over the past 45 years it has been my privilege to serve alongside scores of passionate local broadcasters, all of whom were dedicated to making a difference in their communities," Humphries said. "I am beyond blessed to have had the unique opportunity to conclude my career in leadership roles at two extraordinary Hearst Television properties."

WYFF 4 flourished under Humphries' direction. In 2018, Broadcasting & Cable named him General Manager of the Year for mid-size television markets as the station earned a Southeast Regional Emmy for Outstanding Newscast and, in 2022, it received a prestigious national Edward R. Murrow Award. Numerous state and regional accolades have included three consecutive Associated Press of South Carolina's Outstanding News Operation in 2017, 2018, and 2019 and the South Carolina Association of Broadcasters Station of the Year recognition in 2021.

Humphries brought Hearst Television's award-winning *Chronicle* newsmagazine format to WGAL; in 2015, it garnered the station a Mid-Atlantic Emmy for its *Chronicle* series "Walking the Pipeline." Under his supervision, WGAL's MeTV 10 p.m. news launched in 2013 and ranked among the top nationally in Adults 25-54 ratings.

Before joining Hearst Television in 2006 at WYFF 4, Humphries was director of sales for WBTV in Charlotte, NC and held the same position at WSPA-TV/WASV-TV in the Greenville-Spartanburg market. He began his career at Charlotte's WSOC-TV, initially as a production specialist and later as a sports reporter and anchor, before moving to sales positions there. He holds a bachelor's degree in Speech from Appalachian State University, in Boone, NC, for which he has served on the Alumni Council, and is a graduate of Hearst's executive development program, the Hearst Management Institute.

Among Humphries' industry associations, he is a past president of the board of the South Carolina Broadcasters Association and the SCBA Educational Foundation. He has served on the Television Bureau of Advertising (TVB) Sales Advisory Committee. Among his civic and charitable associations, he has served on the board for United Way of Greenville County, and currently serves on the boards of the Greenville Chamber of Commerce, the South Carolina Chapter of the Cystic Fibrosis Foundation and the Urban League of the Upstate. He is recognized by The Riley Institute at Furman University as a Riley Institute Diversity Fellow.

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](#).