Very pleased to announce Serena Romero will be our next News Director at 13WHAM News.

Serena is currently Assistant News Director with our Syracuse SBG station group. She started as an Executive Producer there in 2017. Prior to Syracuse, she has been a news producer at NBC News in New York City, WISN in Milwaukee and XETV in San Diego.

Serena and her family (husband and 3 children) are all natives of sunny San Diego, but they love the change of seasons here in upstate New York!

Please join me in welcoming Serena to our team. She'll officially start here July 26.

Chuck Samuels • Vice President & General Manager
WUHF & WHAM-TV
4225 W. Henrietta Road • Rochester, NY 14623 •



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