



## MICHAEL J. HAYES

Senior Vice President, Hearst  
President, Hearst Television

**Michael J. Hayes** was promoted to senior vice president of Hearst and president of Hearst Television in May 2023. He came to the New York corporate office in 2013 after two decades of success in numerous station leadership positions as a senior vice president and group head with operational oversight over a portfolio of Hearst Television markets. Subsequently he moved into the role of executive vice president in 2017 and deputy group head and chief operating officer in January 2022.

As a Hearst Television station executive, Hayes served as president and general manager at WTAE-TV, the ABC affiliate in Pittsburgh, beginning in March 2011. During his tenure at WTAE, Hayes led a rejuvenation of the station in all areas of operation, enhancing sales and community service initiatives while launching the newsmagazine Chronicle and expanding newscasts — returning Channel 4 Action News to first place in morning and late news time periods.

Prior to moving to WTAE, for eight years, Hayes was president and general manager of Hearst's WYFF-TV, the NBC affiliate in the Greenville-Spartanburg, South Carolina, television market, and one of the leading stations in the Southeast. During his tenure there, the station was honored with a Peabody Award, as well as a National Association of Broadcasters (NAB) Service to America Award; a Radio Television Digital News Association (RTDNA) National Edward R. Murrow Award; 44 Southeast Regional Emmy awards, including two for Overall Excellence and three for Best Newscast; and four consecutive South Carolina Station of the Year awards from the South Carolina Broadcasters Association.

Hayes spent seven years as general sales manager of WLWT-TV, Hearst's NBC affiliate in Cincinnati, after serving in several sales and management positions across the country, including St. Louis, Grand Rapids, Austin and Peoria. He began his broadcast television career as a sportscaster and producer at WISH-TV — at the time, the CBS affiliate in Indianapolis.

A graduate of Indiana University Bloomington, Hayes holds a bachelor's degree in telecommunications. Named a Distinguished Alumni in 2022, he serves as a board member of the Indiana University Media School. Additionally, he participated in two executive-development programs facilitated by Northwestern University's Kellogg School of Management: Hayes is a graduate of the Hearst Management Institute and, separately, was selected as an NAB Professional to train at Kellogg; he also has participated in NAB's Broadcast Leadership Training program.

Among various industry and civic activities, Hayes is a past chairman of the ABC Television Affiliates board of governors. He previously served as a director of the Pennsylvania Association of Broadcasters and was the first chairman asked and elected to a second term of the South Carolina Broadcasters Association, which in 2022 inducted him into its Hall of Fame. Hayes is also a past chairman of the Greater Greenville Chamber of Commerce

and served as vice chairman of the United Way of Greenville County and the Urban League of the Upstate before departing for Pittsburgh.