



Mike Hayes **SCBA President, 2007-2009**

“Significant work was done from 2007 through 2009 on the SCBA Educational Foundation’s quest to top the \$1 million dollar threshold. In accomplishing this in January of 2009, the Foundation was able to become self-sustaining in the quest to award scholarship grants to students in the Palmetto state studying broadcasting. To accomplish this, an emphasis on the Fellows campaign was instituted and 19 broadcasters and individuals became Fellows of the Foundation while a dozen Fellows renewed their support of this initiative with additional donations. This is important because today’s broadcasters are invested financially in the future of our business, today’s youth. Additionally, we had a strong state coalition led by an engaged board which fought hard on important issues in Congress related to carriage, spectrum and of course, the transition to digital over-the-air transmission for the television industry. It was an honor to be the first president to serve two one-year terms leading our organization. The SCBA staff of Shani White and Karen Nettles, in conjunction with the great broadcasters across the state, made this experience one of the highlights of my career.”

- Currently senior vice president and group head of Hearst Television, Inc. in New York.
- Serves as a member of the ABC Affiliates Board of Governors.
- Served as president and general manager of WYFF 4 from 2003-2011 where the station garnered several national awards including The Peabody for the public service documentary *Chronicle: Paul’s Gift*, the NAB Service to America Award for television, the Edward R. Murrow Award for reporting and two National Press Photographers Association medium market television station of year awards for photojournalism.
- During his tenure, WYFF 4 was the recipient of 44 Emmys and multiple honors as station of the year from SCBA and from the South Carolina Associated Press. Hayes was the first person to serve two one-year terms (2007-2009) as president of SCBA. He also served as president of the SCBA Educational Foundation.
- While in Greenville, Hayes served in numerous community leadership roles including chairman of the Greater Greenville Chamber of Commerce, vice chair for both the Greenville County United Way Campaign and The Urban League of the Upstate.
- Before taking his current position, Hayes was president and general manager of WTAE, Hearst Television’s ABC affiliate in Pittsburgh, PA.
- Held sales management positions at KTBC/KVC in Austin, TX, WZZM in Grand Rapids, MI and WLWT in Cincinnati, OH.
- Began his broadcast career as sportscaster and producer at WISH-TV in Indianapolis, IN and started his sales career at WMBD in Peoria, IL while serving as sports anchor.
- Graduate of Indiana University Bloomington and the Hearst Management Institute facilitated by Northwestern University.