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BAYLOR LONG NAMED NEWS DIRECTOR AT WTAE CHANNEL 4

Succeeds Jim Parsons, Who is Retiring

Move Marks Return for Long to WTAE and Pennsylvania Roots

(Pittsburgh, PA. February 5, 2024) – Baylor Long has been named news director at Hearst Television’s WTAE Channel 4 in Pittsburgh, the ABC affiliate in the nation’s 26th largest television market.

Long, currently the news director at Hearst Television’s WVTM in Birmingham, Alabama, will oversee the news operation of *Pittsburgh’s Action News 4*, WTAE.com, and WTAE mobile applications. His appointment, announced today by WTAE President and General Manager Charles W. Wolfertz III, is effective March 4th.

Long succeeds Jim Parsons who is retiring at the end of this month after 28 years with WTAE Channel 4.

“We are happy to welcome Baylor back to the WTAE Channel 4 family. His strong news instincts, passion for innovation, and knowledge of Pittsburgh make him uniquely prepared to excel in this important role,” Wolfertz said. “He understands what it takes to deliver the quality news coverage our viewers deserve.”

Prior to his time at WVTM, Long was the assistant news director at WTAE for more than four years. Among other projects, he oversaw major Pittsburgh events such as the *Project CommUNITY Town Hall: From Parkland to Pittsburgh*, which brought together survivors of the Tree of Life shooting along with the Marjory Stoneman Douglas High School shooting in Parkland, Florida. During his tenure the *Pittsburgh’s Action News 4* team was honored with multiple awards including the regional RTDNA Edward R. Murrow for Overall Excellence.

“Pittsburgh is a special city, so is WTAE and the Pittsburgh’s Action News 4 newsroom,” said Long. “It’s an honor to return to Pittsburgh and lead this team of journalists as we continue the mission to connect viewers across Western Pennsylvania with content that matters to them.”

Long, whose first television news position was as a producer at Altoona’s WTAJ-TV, holds a bachelor’s degree in broadcast journalism from Penn State University.

If you would like more information on this topic, please call Stacey Reibach, Director of Community Affairs, at 412-244-4427 or email Stacey.Reibach@hearst.com. If you would like to schedule an interview with Charles W. Wolfertz III, please call Carrie Trisch at 412-244-4669 or email Carrie.Trisch@hearst.com.

ABOUT WTAE CHANNEL 4

WTAE is a digital multi-media company providing news, weather, sports, information and entertainment content on WTAE Channel 4, WTAE.com, and Cozi TV. Pittsburgh’s Action News 4 is honored with prestigious broadcast journalism awards including the Peabody and Edward R. Murrow Award. Pittsburgh’s Action Weather 4 is western Pennsylvania’s most recognized weather forecast provider and is available on air, online, and on smart phones. WTAE Channel 4, the ABC station in Pittsburgh, the nation’s 26th largest media market, is owned by Hearst Television.

About Hearst Television

[Hearst Television](http://HearstTelevision.com) 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](http://Hearst.com).