

BIOGRAPHY OF MICHAEL WARD
(General Manager of NBC-Owned & Operated WNCN, Channel 17)

Michael Ward, President and General Manager of NBC 17, WNCN, Goldsboro, North Carolina, has been a broadcaster for 28 years. Ward joined NBC 17 in April of 1998 and has led the station through a period of strong revenue growth and ratings improvement following NBC's purchase of the station in 1996. He currently serves on the Board of Directors of Easter Seals North Carolina and their Government Relations and Lobbying Committee as well as the Secretary of the Board. Elected to the Board of Directors of the North Carolina Association of Broadcasters for 2003 – 2005 term Ward also serves on the Raleigh Chamber of Commerce International Business Development Committee. His personal support of the Wake Wendell Branch of the NAACP won him their Award of Distinction in 2002. He also belongs to the Triangle Area Hispanic Chamber of Commerce, Triangle Association of Black Journalists and the Raleigh Chamber of Commerce.

Prior to his assignment in Raleigh, Michael was Vice President of Creative Services and Programming at NBC 10 WCAU in Philadelphia. Joining the station in December of 1995, Ward led the development of the NBC brand on the then newly purchased station winning awards for his creative work from the Philadelphia Ad Club. In November of 1997, Ward joined the newly formed Six Sigma Team for the Television Station Division and led the team assigned to News Improvement until his appointment in Raleigh.

Ward started his NBC career at NBC 5 WMAQ Chicago in June of 1985 serving as the Executive Producer of NBC 5 News at 10PM. He was promoted to Assistant News Director in 1987 following significant improvement in the ratings performance of the late news show. In 1991 he was named News Director and led his team to a win in the Late News rating in the Fall of 1992 for the first time in over 20 years.

Ward started his career in broadcasting at KSFY-TV in his hometown Sioux Falls, South Dakota, in 1975 as a news and production Photographer. In 1978, he moved to Cleveland, Ohio and joined Scripps Howard Broadcasting's WEWS-TV as a News Photographer. He won four Regional Emmy Awards for his work on News and Documentary projects. In 1993 he was promoted to Assistant News Director before joining NBC in 1985.