

BIOGRAPHY



ROB ELMORE

General Manager, ABC11/WTVD-TV Raleigh-Durham

Rob Elmore is the general manager of ABC11/WTVD-TV Raleigh-Durham, where he has overall management responsibility for the station's operations and its ancillary businesses.

An award-winning local news executive, Elmore has extensive experience leading multiplatform teams. Under his leadership, ABC11/WTVD-TV earned the Radio Television Digital News Association of the Carolinas' Best Newscast award in 2024 and 2025 and the North Carolina Association

of Broadcasters' Outstanding Newscast award in 2023.

Before becoming general manager of ABC11, he spent more than five years as vice president and news director of ABC7/KABC-TV Los Angeles, serving the nation's second-largest media market. During his tenure, ABC7 earned the 2020 National Edward R. Murrow Award for Breaking News Coverage, along with Regional Edward R. Murrow Awards for Overall Excellence, Breaking News and Best Newscast. He also strengthened the station's position as Southern California's leading source for local news and information by expanding its broadcast, digital and social coverage. Earlier, Elmore spent 17 years at WTVD, including serving as news director and delivering trusted news, engaging content and compelling storytelling to audiences across Durham, Raleigh, Chapel Hill and Fayetteville.

As news director of WTVD, Elmore spearheaded the opening of the first and only downtown Raleigh street-level studio, The Raleigh Eyewitness News Center, in 2005. In 2008, his team was the first in the country to deploy a live broadband mobile unit, Breaking News 1, for spot news and severe weather coverage. In 2011, he and the team created the Happening Now at 5 p.m. format, which has been replicated at local stations across the country.

Before joining ABC Owned Television Stations, Elmore was news director and assistant news director at News 10 NBC in Rochester, New York. Earlier in his career, he was a news producer at WSMV in Nashville, Tennessee, where he produced the 6 p.m. and 10 p.m. newscasts, and at WHAM-TV in Rochester, New York, where he produced the 6 p.m. and 11 p.m. newscasts. He began his television career as a reporter at WWNJ-TV in Watertown, New York, during summer and college breaks.

Elmore graduated magna cum laude from SUNY Geneseo with a Bachelor of Arts in speech communication.