



April 30, 2026

## **JOHN W. MORRIS NAMED STATION PRESIDENT AND GENERAL MANAGER OF 6ABC/WPVI-TV PHILADELPHIA**



John W. Morris has been named station president and general manager of 6abc/WPVI-TV Philadelphia, as announced today by Chad Matthews, president, ABC Owned Television Stations. In this role, he will have overall management responsibility for the station, shaping its editorial vision and managing the strategies and teams that drive audience and growth across platforms.

“John brings more than three decades of experience, deep institutional knowledge, and a proven track record of multiplatform leadership to the role,” said Matthews. “He understands what makes WPVI so trusted and successful, and he’s exactly the right leader to strengthen that foundation and expand the station’s impact across platforms.”

“I’m proud and humbled to lead an outstanding team that makes such a powerful and positive impact on Philadelphia every day, while consistently leading the market in ratings and growing new audiences across our digital platforms,” said Morris. “I’m energized by the opportunity to build on this legacy of impactful local journalism and to keep finding new ways to serve our audiences on every platform.”

Morris most recently served as vice president of Multiplatform Programming at 6abc/WPVI-TV, where he oversaw the station’s digital platforms and some of its most popular programming. His appointment to that position in 2017 coincided with the merger of WPVI’s Digital Operations and Programming departments, a pivotal step in the station’s evolution into a fully integrated multiplatform organization.

In his programming leadership role, Morris guided a wide range of signature content, including the weekly lifestyle program “FYI Philly,” the long-running community affairs program “Visions” and numerous local specials produced throughout the year, including “The 6abc Thanksgiving Day Parade” — the nation’s oldest Thanksgiving Day parade at more than 100 years old and one of the city’s most visible and beloved annual events.

Morris began his career at WPVI-TV in 1993 as a news writer for Action News. Over 23 years in the news department, he served as a newscast producer and executive producer for Philadelphia's top-rated newscasts, while also overseeing news productions for out-of-market events across the country and on five continents.

A Philadelphia native with lifelong ties to the community, Morris developed an early passion for local news and journalism. He is a graduate of Ohio Wesleyan University, where he earned degrees in Journalism and Politics and Government before beginning his professional career at WSYX-TV, the ABC affiliate in Columbus, Ohio.

Morris lives in Center City, Philadelphia, with his wife, Beth, and their son, William.

### **About 6abc/WPVI-TV Philadelphia**

For more than half a century, 6abc/WPVI-TV Philadelphia has been broadcasting to viewers in the Delaware and Lehigh Valleys, an area covering southeastern Pennsylvania, northern and central Delaware and southern New Jersey. As the No. 1 station in Philadelphia for almost 45 years, 6abc Action News delivers local news, information, traffic and weather to more than 3 million homes. Action News captures over half of all Adult 25-54 news viewers on an average day. In the past year, Action News has won 2,737 out of 2,779 newscasts in Adults 18+ for a winning percentage of 98.5%.

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