



JOHN W. MORRIS

General Manager, 6ABC/WPVI-TV

John W. Morris is the general manager of WPVI-TV Philadelphia, the top-rated news and entertainment television station in the Delaware and Lehigh Valley. In this role, he has overall management responsibility for the station, shaping its editorial vision and managing the strategies and teams that drive audience and growth across platforms.

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.