

ELLIOTT WISER CV

Elliott Wiser spent nearly 40 years in the media business, much of it in Tampa Bay where he revolutionized news and weather coverage.

In 1997 Elliott created Bay News 9, the popular 24-hour news channel based in Tampa Bay, which launched on September 24, 1997. He spent 11 years as Vice President and General Manager of the channel. Elliott was creative force behind the channel's popular news and weather programming that includes "Weather on the 9's", "Klystron 9", extensive political coverage, community bureaus, an award-winning website, and constant breaking news coverage.

Bay News 9 was profitable by its third year, unheard of in the local 24-hour local news business. Over the years, the channel grew from just 80 employees to more than 150. It won numerous awards including the prestigious Edward R. Murrow national award for best local web site in 2010.

Elliott created *Bay News 9 en Espanol*, which was the country's first 24-hour Spanish local news channel. He also developed *Bay News 9's Travel Weather Now, Tampa Bay on Demand, and Info Mas*-a regional Spanish language network. In 2008, he launched Florida's first 24-hour local sports channel, *Bright House Sports Network*. In 2012 that channel won rights to all Florida high school playoff games.

For eight years Elliott served as Corporate Vice President of News and Local Programming for Bright House Networks with 350 employees. Previously, Elliott served as a corporate Vice President for Time Warner Cable and was responsible for 12 news channels nationwide. He has consulted for news channels around the world including projects in China and Sweden. In 2011, *Broadcasting and Cable Magazine* named Elliott the "Next Wave of Leaders" in the media business.

Elliott moved to Tampa from Seattle where, as News Director, he helped create another 24-hour news channel- *Northwest Cable News*. Previously, Elliott was news director at WTVR-TV in Richmond, Virginia. He has worked as a producer at WSB-TV in Atlanta, as well as a producer/reporter at *CNN Headline News*. He also spent three years as President and General Manager of WTSP in Tampa.

In addition to his management experience, Elliott spent 12 years as a television anchor and business reporter. He won more than a half dozen awards for his business reporting. While in Richmond, he hosted a top-rated radio business call-in show. Elliott was more than a television reporter; he was also a licensed financial planner.

Elliott graduated from The George Washington University in Washington D.C. with a special honors degree in Broadcasting. While in college, he spent a year at the White House reporting on the activities of President Jimmy Carter. Elliott was also a news writer for National Public Radio. He earned his master's degree from the Journalism School at the University of Missouri.

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The Radio Television Digital News Association published his thesis on the early history of 24-hour local news. He also was a contributing author to "*Broadcasting Through Crisis*" and "*Journalism and the Pandemic*".

Elliott is involved the Tampa Bay community. He is Chairman of the Board at HCA's Pasadena Hospital. He is a former Trustee at the Florida Holocaust Museum, the Dali Museum, and the Tampa Bay Sports Commission; former Chairman of the President's Advisory Council at Eckerd College; former Chairman of the Board at St. Pete General Hospital; former Vice Chairman at Largo Medical Center; and former board member for the Tampa Bay Red Cross.

Presently he is a journalism professor at the University of South Florida in Saint Petersburg. He teaches graduate classes on the media business and an undergraduate senior seminar.

Elliott is married to Barbara and the proud father of a 29-year-old Ashley, who works for Paramount Corporation in New York City.