

talent bios

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Eric Lerner

President and General Manager, "NBC 4 New York / WNBC"

Eric Lerner is President and General Manager of NBC 4 New York / WNBC, NBCUniversal's flagship East Coast station serving the New York Tri-State area. In this role, Lerner is responsible for the overall management of the station, which includes the primary broadcast channel in addition to the online and digital platforms, including www.nbcnewyork.com.

Lerner brings nearly 30 years of local broadcast experience to his role, most recently serving as President and General Manager of NBC10 / WCAU and Telemundo62 / WWSI, the NBCUniversal-owned stations that serve the Greater Philadelphia area. At NBC10, which he led for three years, Lerner implemented a strategic plan to re-invigorate the station and strengthen its position in the market. The effort included redirecting station resources to prioritize local news, breaking news and weather. Additionally, the station made key new investments, including adding a helicopter, SKYFORCE10, upgrading its news gathering technology and expanding news coverage. Under his leadership, the NBC10 Sales Department also developed strong relationships with the advertising community.

When NBCUniversal acquired Telemundo62 in July 2013, Lerner was tapped to assume leadership responsibility of both stations. During his tenure, the station launched its first-ever local newscast, delivering Spanish-speaking viewers across the Philadelphia market with the most relevant local news, weather and information.

Prior to joining NBC10, Lerner served as Vice President and General Manager of KIRO, the CBS affiliate in Seattle, from 2006 to early 2012. During his tenure at KIRO, the station strengthened its position in the market and increased ratings. It also received an Edward R. Murrow Award for Overall Excellence in 2008.

Before working at KIRO, Lerner was President and General Manager of KFSN in Fresno from 2001 to 2006. Previously, he worked as News Director at WLS in Chicago from 1998 to 2001, KING in Seattle from 1995 to 1998 and KWCH in Wichita from 1992 to 1995. Earlier in his career, Lerner held news management and production positions at stations in Rochester, Buffalo, Greensboro and Des Moines. He started his career as an Assistant News Consultant for Frank N. Magid Associates.

Lerner graduated from Macalester College in St. Paul, Minn., with a B.A. in broadcast communications and sociology. He, his wife, Amy, and their two children are in the process of relocating to the New York area.