



Mel Stebbins
General Manager
WIS-TV, Columbia

- ❖ Graduate, Michigan State University
- ❖ Officer, US Navy and US Naval Reserve
- ❖ Began television career in sales and sales management in Lansing, Michigan
- ❖ Served as General Manager at WTOL Television in Toledo, OH and WSFA Television, Montgomery, AL
- ❖ Recognized as a superb business leader and manager
- ❖ Exceptional financial and ratings success at each station he managed
- ❖ Joined WIS as Senior Vice President and General Manager in 2001
- ❖ His WIS team has won multiple EMMY awards and was recognized as SC Television Station of the Year, an unprecedented four years in a row.
- ❖ State Broadcast Association leader in Ohio, Alabama and South Carolina
- ❖ Past President, SCBA
- ❖ Dedicated civic leader - Red Cross, Boys and Girls Club, United Way, Girl Scouts, Palmetto Health Foundation, Chamber of Commerce