

Michael FelicettiVP, News

As the Vice President of the (new) New York Interconnect’s News division, Michael oversees all local news sales business from agencies, brands and ad-buying services. His main responsibilities include the implementation of strategies that drive the News 12, NY1 and Fios 1 portion of NYI’s revenue, while overseeing inventory management, sales training and on-air sponsorships. He also serves as the main point of contact for News 12 and NY1 station management.

Before being named to his current position, Michael served as Vice President of New Sales at the former New York Interconnect, where he led the migration of News 12 Networks’ regional and national revenues into the NYI sales organization, which totaled $29 million.

From 2008-2016, Michael was the Vice President of Regional Sales for News 12,where he developed strategic sales plans and led a team of six account executives to 100% growth over eight years—ultimately resulting in $20M in revenue.

Prior to joining News 12, he held senior positions at 1010 WINS. As the General Sales Manager from 2003-2008, he was responsible for the development and implementation of overall strategic plans designed to achieve annual sales budgets of $60M.

He is also credited with helping to generate new direct-to-client revenue for 1010 WINS by buildinga new sales division from the ground up, overseeing all recruitment, training and sales initiatives. During this time, revenue grew to $5 million in 3 years.

Michael began his career as a Promotion Director for WFAN Radio.

He holds a B.S. from Syracuse University.