Telemundo Station Group Names Liliet Heredero VP of News and Content for Miami Station



Liliet Heredero has been named vice president of news & content for Telemundo 51 Miami (WSCV), part of NBCUniversal's Telemundo Station Group.

She has been the director of multi platform content & streaming for Telemundo 51 and NBC6 South Florida (WTVJ) since 2022.

Heredero takes over for **Helga Silva**, who is retiring after 14 years as Telemundo 51's vp of news and a 50-plus year career in media.

"Liliet is an experienced and passionate news leader who has successfully guided the growth of our streaming and digital media platforms, and made considerable contributions to Telemundo 51's service to our South Florida audiences and communities," said **Jorge Carballo**, president and general manager of Telemundo 51 and NBC 6. "We're excited for her to continue to build on the tremendous success Helga achieved during her remarkable tenure as our newsroom leader for the last 14 years. I want to congratulate Liliet on her promotion and wish Helga the best on her well-deserved next chapter."

Before working at Telemundo 51, Heredero spent more than 13 years with the British Broadcasting Corporation (BBC), most recently as senior editor and Miami Bureau Chief for BBC Mundo for more than eight years where she oversaw a team of journalists and correspondents covering the U.S. and Latin America for the BBC's 24/7 Spanish-language digital service, as well as BBC World News and BBC World Service.

Before joining the BBC in 2009, where she also held a variety of production, editorial, journalist positions, Heredero spent time as a press officer for London's Royal Academy of Arts. She began her career with Cuban National Television as an anchor and host for more than two years after earning a journalism degree from the University of Havana's School of Communications, where she graduated with honors.

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