

Mr. Hedges graduated from MHS in 1965. He attended Shepherd College, graduating with a BA in Speech & Drama and a minor in English.

At age 16 he started his first job in radio was at WEPM here in Martinsburg. By his sophomore year at Shepherd, he was working full-time at WXVA in Charles Town. Upon graduation, he taught English at North Junior High for three years before going to WEEO in Waynesboro.

What Mr. Hedges describes as his "Cinderella-break" came in 1975 when he was recruited by NBC in Washington to be Local Sales Manager for WRC and WKYS. 90 days into the position, he was made General Sales Manager of both NBC owned and operated stations in the #8 market in America and was NBC's youngest GSM at age 27.

Three years later, a partnership was formed to purchase and run WAVA in Washington and Mr. Hedges was recruited to be station manager. When the station was eventually sold, he joined DC101 as VP and Station Manager and was there for fifteen years.

In 1997, CBS came calling with an opportunity as VP Sales for all ten CBS stations in Washington and Baltimore. In 2000, while still in that role Mr. Hedges was asked to go to New York for two years to turn around WNEW there. In 2011, he joined the CBS Corporate staff as Sr. VP Sales with offices in McLean Virginia.

Mr. Hedges and his wife, Jamie live in Orlean at "Glencloy" their horse farm in the Piedmont section of Fauquier County, Virginia. Jamie and Jeff founded the Amelia and Ward Hedges Scholarship awarding four year scholarships to Shepherd. They are on their third Berkeley County student, two of whom are MHS graduates.