

PHILADELPHIA TELEVISION DMA



WPVI-TV 6abc
Affiliate: ABC
4100 City Avenue
Philadelphia, PA 19131
215-878-9700
6abc.com
Group Owner:
ABC Owned Television Stations
Station Rep:
WBC National Television Sales, Inc
President/GM:
Bernie Prazenica, 215-581-4584
VP/Director of Sales:
James Aronow, 215-581-4526
VP/National Sales Mgr:
Tim Gianettino, 215 581-4406
VP/National Sales Mgr:
Dirk Ohley, 215-581-4482
VP/Local Sales Mgr:
Bob Liga, 215-581-4569
VP/Dir. of Mktg:
Paula McDermott, 215-581-4570
VP/Director of Creative Services:
Mike Monsell
HR Director: Brigid Byrnes
VP of Programming: Caroline Welch
VP/Director of Public Affairs:
Linda Munich



KYW-TV CBS 3
Affiliate: CBS
1555 Hamilton Street
Philadelphia, PA 19130
cbs3.com
President & GM:
John Hitchcock, 215-977-5301
VP & Station Mgr:
Robin Magyar, 215-977-5302
Director of Sales:
Karen Gilligan, 215-977-5840
Nat'l Sales Mgr:
Roy Coddington, 215-977-5841
New Business Development Mgr:
Bruce Peltzer, 215-977-5741
Sales Mktg Mgr:
Sophia Sosangelis, 215-977-5846
Sales Mktg Mgr:
Fran McElwee, 215-977-5845
Creative Services Dir:
Dominick Nardo, 215-977-5801
Programming Dir:
Perry Casciato, 215-977-5320
Research Dir:
Sharon Walz-Zelley, 215-977-5847
VP, Public Affairs & Communications:
Joanne Calabria, 215-977-5610
VP/News Director:
Susan Schiller, 215-977-5420



WPSG-TV CW Philly
Same address as CBS3
President & GM:
Jon Hitchcock, 215-977-5301
VP & Station Mgr:
Robin Magyar, 215-977-5302
Dir of Sales: John Braun, 215-977-5743
Local Sales Mgr:
Mitch Klein, 215-977-5745
Local Sales Mgr:
Lillie Roberts, 215-977-5746
Sales Marketing Mgr:
Ed Marshall, 215-977-5746
Creative Services Dir:
Dominick Nardo, 215-977-5801
Promotion Mgr:
Leanne Hinkle, 215-977-5802
Programming Dir:
Perry Casciato, 215-977-5320
Research Dir:
Sharon Walz-Zelley, 215-977-5847
VP/Public Affairs & Communications:
Joanne Calabria, 215-977-5610



WTXF-TV Fox 29
Affiliate: Fox
330 Market Street
Philadelphia, PA 19106
215-925-2929
MyFOXPhilly.com
Group Owner:
Fox Television Stations, Inc.
Station Rep: Fox Stations Sales, Inc.
VP/GM: Mike Renda, 215-982-5220
VP/General Sales Mgr: Patrick Loftus
National Sales Mgr:
Glenn Berk, 215-982-5244
National Sales Mgr:
Joseph Rooney, 215-982-5245
Local Sales Mgr:
Lisa Oswald, 215-982-5250
Web Sales Mgr:
Larry Ferenchick, 215-982-5243
VP/Creative Services:
Audrey Fish, 215-982-5270
Promotion Manager:
Mike Murphy, 215-982-5272
Cmty Affairs Director:
Jennifer Best, 215-982-5290
PR/Press Contact:
Jennifer Best, 215-982-5290



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Contact Steve Priolo for media buy/sponsorship opportunities 609.777.4020 or spriolo@njn.org



WPHL-TV myPHL 17
Affiliate: MY Network TV
5001 Wynnefield Ave
Philadelphia, PA 19131
215-878-1700 - myphl17.com
Group Owner: Tribune Brdctg Co, Inc.
Station Rep: Telerep, Inc.
VP/GM: Vince Giannini, 215-883-3301
National/Local Sales Mgr:
Dave Yost, 215-883-3313
Regional Sales Mgr:
Rich Hammond 215 883-3326
GSM: Kristin Long, 215-883-3314
Manager, Interactive Sales
Paul Zetlmeisl, 215-883-3316
Creative Services Dir:
Wendy Kaiser, 215-883-3355
PR/Press Contact:
Sabrina Andrews, 215-883-3334



WWSI Telemundo Philadelphia
1341 North Delaware Ave. Suite 408
Philadelphia, PA 19125
215-634-8862
Group Owner:
ZGS Communications, Inc.
Gen Mgr: Clara Rivas ext 222
Mktg Dir: Gabriela Eburne ext 224



WCAU-TV NBC 10
Affiliate: NBC
10 Monument Road
Bala Cynwyd, PA 19004
610-668-5510
nbc10.com
Group Owner:
National Broadcasting Company
Station Rep: NBC Television Station
President/GM:
Dennis Bianchi, 610-668-5607
VP/Sales: Kevin Hungate, 610-668-5511
Sales Mgrs:
Tim Cabrey, 610/668-5505
Judith LaFontaine, 610/668-5522
Maggie Kelly, 601-668-5786
Dir/Digital Sales:
James Huth, 610/668-5558
VP/Creative Services:
Lauren Bacigalupi, 610/668-5788
Publicist: Eva Blackwell, 610/668-5790
Director/Community Affairs/PR:
JoAnne Wilder, 610/668-5793



WUVP-TV Univision 65/WFPA-CA
Telefutura 28
1700 Market Street, Suite 1550
Philadelphia, PA 19103 - 215-568-2800
National Sales Mgr:
John Duffin, 215-564-7935
Local Sales Mgr:
Raul De La Rosa, 215-564-7112
Production/Promos Mgr:
Josue Duarte, 856-690-3725
Cmty Relations/News Mgr:
Jose Irizarry,
856-690-3726
Mktg/Research Mgr:
Milady Nazir, 215-564-7784

WHYY-TV

Affiliate: PBS
150 North 6th Street
Philadelphia, PA 19106
(215) 351-1200
whyy.org



WMGM-TV NBC40 Channel 4/36
Affiliate: NBC
1601 New Road
Linwood, NJ 08221
609-927-4440
nbc40.net
General Mgr
Ron Smith x138
General Sales Mgr:
J. Roger Powe III - Ext 137
roger@nbc40.net
Local Sales Mgr:
Robin Stoloff x131
Creative Services Mgr:
Willie Munns x126
Programming/Promotions:
Julie Mulhall x127
Traffic: Kathi Bauder x129

MiND: Media Independence

Channel: 34 (digital)
8200 Ridge Avenue
Philadelphia, PA 19128
mindtv.org
independencemedia.org
CEO: Howard Blumenthal: 215-483-3900x220
hblumenthal@mindtv.org
Watch MiND on 4 channels in 17 counties in PA, NJ, DE, MD- and 24/7 on the web at .mindtv.org



166 E. Levering Mill Road
 Bala Cynwyd, PA 19004
 610-668-2020
 comcastspotlight.com
 Group Owner: Comcast Corporation
 Station Rep: National Cable
 Communications (NCC)
 VP/GM: Jim Gallagher, 610-784-2512
 Sr. Dir. Of Sales Philadelphia Local: Ted
 Pacitti, 610-784-2566
 DOS Philadelphia Interconnect: John
 Iannuzzi, 610-784-2530
 NSM/RSM: Doug Mendel, 610-784-2546
 RSM/NSM: Bernadette Braun, 610-784-
 2518
 DOM: Christina Katsapis, 610-784-2513
 DFM: Steve Rogers, 610-784-2520
 Research Dir: Tom Scott, 610-784-2523
 Traffic/Operations Mgr: Gwen Sutton,
 610-784-2526
 Regional Director of Finance: Craig
 Mueller, 610-668-2020
 OM: Dianne Florek, 610-784-2511



3601 S. Broad S, Philadelphia, PA
 19148 - 215-336-3500 - csnp Philly.com
 Owner: Comcast
 SVO/GM: Brian Monihan, 215-952-5338
 National Sales Manager:
 John Braun, 215-952-5635
 Local Sales Manager
 Bo Koelle, 215-952-5487
 VP, Mktng: Cynthia Weiss, 215-952-5991
 Director of Communications:
 Maureen Quilter 215-952-5944
 National Sales Manager:
 Lou Harmelin 215-952-5635
 Director of Digital Advertising Sales:
 David Freed 215-952-5237

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