



WDIV-TV Names New General Manager

May 12, 2000 at 12:00 AM EDT

DETROIT -

Joseph Berwanger has been named vice president and general manager of WDIV-TV, Channel 4. The announcement was made by Alan Frank, president of Post-Newsweek Stations Inc., WDIV's parent company. Berwanger begins Thursday, May 18.

"Joe's varied experience at the highest levels in marketing coupled with his very successful tenure running one of America's most storied television stations, makes him an ideal choice to run WDIV. We're excited to have him join Post-Newsweek," said Frank.

Berwanger comes to WDIV from CBS Television Stations where he had served as executive vice president of sales since 1997. His duties included overseeing all local and national sales efforts of the 16 CBS owned television stations, including the Detroit station. From 1993 until 1997, Berwanger was president of CBS TV Sales, CBS' in-house national sales rep firm.

Prior to his posts at CBS Stations, Berwanger was vice president and general manager at KDKA-TV in Pittsburgh (1987-1993). Before that, he held a number of sales and marketing positions within Group W. At KDKA he was vice president of marketing (1984-1987), general sales manager (1980-1984), sales account executive (1971-1978) and traffic manager (1970-1971). At KYW-TV in Philadelphia, Berwanger was sales manager (1978-1980.)

Berwanger has been honored with several industry awards, including the prestigious Peabody Award during his time as vice president and general manager at KDKA. He has a bachelor of arts in communications from Pennsylvania State University. Berwanger and his wife have three children.

WDIV-TV is a Post-Newsweek Station and the NBC affiliate in Detroit.

CONTACT: Laura Benavides (313) 222-0643