

PROPERTY *Profile*

KNXV in Phoenix

Energized station serves one of nation's fastest-growing markets with news that 'won't waste your time.'

KNXV/ CHANNEL 15
Phoenix, Arizona

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Brad Nilsen, vice president and general manager at KNXV, has only to point to the station's new 70,000-square-foot home to explain the ABC affiliate's dedication to news, education and entertainment in Greater Phoenix.

The new facility, which became operational February 1999, is equipped for digital transmission

and offers state-of-the-art technology throughout.

Among its feature are two studios - 60 feet wide and 80 feet long - each with a 22-foot high grid clearance; and a three-story parking garage for nearly 200 automobiles and the station's helicopter.

Centrally located near Loop 202 and State Route 143, reporters can readily cover news assignments in any part of the valley, either from the air or on the ground.

"Location is critical because breaking news is a top priority and the strategic placement of the new facility allows quicker access to every corner of the coverage area," Nilsen explains.



The new KNXV facility offers 70,000 square feet of space and the latest in broadcast technology.

AT A GLANCE

Brand Name: ABC 15

Slogan: "We Won't Waste Your Time"

One word to describe KNXV?
ENERGIZED

Personnel: 155 full-time and 10 part-time employees

Famous former staffers: Bob Woodruff, ABC Network; Inga Hammond, CNN; and Virginia Silva, Extra.

News Format: The news department produces five daily newscasts and four weekend newscasts. KNXV is the only station in the market with an exclusive bird's-eye camera located atop the tallest building in Arizona, the Bank One building in downtown Phoenix. From this vantage point, the News 15 Ultracam has a 360-degree view of the entire valley, giving viewers a closer look at events and news occurring around the valley 24-hours a day regardless of weather conditions.

Competition: The Phoenix market is extremely competitive with eight full-power commercial

English stations and two full-power Spanish stations. Few markets in America are home to five full-service television news operations.

The Market: Phoenix is the 17th largest television market in the United States and has been the fastest growing top 20 TV market in the country for four years in a row. The Nielsen DMA (or geographic market area) has 1,390,750 TV households.

Penetration: KNXV's reach into market households averages 80 to 85 percent per week, and 89 percent to 93 percent per month. KNXV is carried into 99.1 percent of the cable households in the market, or 855,599 KNXV cable households. KNXV is currently carried on both the DISH network and DirecTV satellite systems.

Major Employers: Motorola, Wal-Mart, AlliedSignal, American Express Co., Bank One, Samaritan Health Systems, America West Holdings, Intel, Raytheon Missile and Wells Fargo.

Community: Phoenix is a diverse community with a rich heritage.

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The KNXV management team: left to right - Bob Morford, news director; Janice Todd, general sales manager; Don Thomas, engineering manager; Lorraine Murrietta, business manager; Brad Nilsen, vice president and general manager; Colleen Herman, public affairs director; Paul Hallowell, production manager; and Jeff Harrelson, programming manager. Nancy Dudenhofer is the promotions manager.

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There are approximately 2,593,565 people living in the valley, and 20.3 percent of these people are between 25-34 years old and 21.4 percent of the people are between 35-44.

Eighteen percent of the population has a four-year degree. Fifty six percent of the population has attended some kind of higher education for at least one year and 33.4 percent have attended a technical/vocational school.

Higher Education: Arizona State University, University of Arizona at Tucson and Northern Arizona University at Flagstaff

Area Attractions: Lifestyle is the major attraction to the valley. The weather is typically warm and the coolest times of the year are considered "sweater weather." Location is another big appeal. Los Angeles, San Diego and Las Vegas are only an hour away by airplane. Just a two-hour drive north to Flagstaff offers a much cooler climate. Four hours north of the valley is the Grand Canyon and four hours south of the valley is the border town of Nogalas, Mexico. The valley is home to major league sports including the NFL's Cardinals, MLB's Arizona Diamond Backs, the NBA's Phoenix Suns and the NHL's Coyotes. The arts are an important part of life in Phoenix. With world-class museums and its own symphony orchestra, the arts community is strong and flourishing.

BACKGROUND

Signing on as an independent station in Phoenix on Sept. 9, 1979, KNXV-TV was owned by New Television Corporation and originally broadcast from a 3,500-square-foot facility in south Phoenix. The call letters KNXV were

chosen to stand for "News 15" (the "n" is for news; the XV are Roman numerals). The station adopted the slogan, "We're # Fun," and leased its prime-time hours to national Subscription Television, which featured first-run films, Arizona State University sporting events, National Hockey League games and boxing matches. In 1984, a banner year for Channel 15, the station was sold to Scripps Howard Broadcasting for \$30 million.



Anchor Kris Long is on the set and ready to go live with the 10 p.m. newscast.

The station became one of the first affiliates of the fledgling FOX network in 1986 and made history on April 5 the following year as it helped launch FOX's first prime-time lineup. Toward the end of its eight-year association with FOX, the station was leaning toward creating an innovative local-news format and began in 1994 to prepare for the presentation of its first news program.

Shortly before the newscast was to launch, the station learned it would be changing affiliations from FOX to ABC. At 10 p.m. on Aug. 1, 1994, the fast-paced "No Chit Chat, More News" newscast hit the air. News programs at 5 and 6 p.m. and

11 a.m. soon followed. On Jan. 9, 1995, the day ABC was officially on board, the fifth daily newscast (6-7 a.m.) was added. Within six months, KNXV had gone from no news to five newscasts per day competing head to head with four other news operations in Phoenix.

RECOGNITION

KNXV has been recognized many times over the years by the

other educational topics. KNXV is known in the market as the "educational station."

LOCAL PROGRAMMING

■ "What's Up" is an educational program designed to appeal to children from eight to 12 years of age. The station visits Greater Phoenix schools, museums, the zoo, sports organizations, businesses and community activities in an effort to enlighten and educate young viewers in a presentation style that appeals to kids. KNXV also has the exclusive broadcast rights to the Arizona State Spelling Bee, which sends its winner to the Scripps Howard national competition in Washington D.C.

■ "Arizona Short Stories" is a series of three-minute vignettes that offer viewers a look at the people, places and history surrounding the beautiful state of Arizona. These segments follow the morning, noon and evening newscasts. Arizona Short Stories highlights heritage, history, personal achievements, cultural diversity and much more.

■ KNXV offers viewers "Fouhy on Sports," a unique perspective on sports not found on other local television stations. Former high school and college coach Craig Fouhy (pronounced phooey) offers one-minute commentaries on topical contemporary issues and news affecting the world of sports.

■ Even with its dedication to reporting local issues, KNXV still knows how to have fun. In addition to ABC's comedy and drama lineup, KNXV offers its own locally-produced brand of entertainment. Sonoran Grill, a weekly cooking See 'Property Profile' on page 28