

Boston, as are three key station administrators, part of the transition for the Oakland Fox affiliate as it officially changed hands Oct. 8, ending 51 years as a Cox Media Group-owned station to become Fox Television Stations' owned-and-operated outlet in the Bay Area.



**Lee Rosenthal**  
*Heading for Boston*

Also heading from KTVU to WXFT-TV are **Eric Casella**, program director; **Tamara Voremberg**, general sales manager; and **Adina Pasto**, director of business operations.

All four are following **Tom Raponi**, KTVU's vice president and general manager, to the Boston Fox affiliate.

Additionally, **Michelle Woods** is leaving KTVU as local sales manager to become general sales manager at WHBQ-TV in Memphis.

Fox Television Stations' chief executive officer, **Jack Abernethy**, says **Gregg Kelley** will be named vice president and general manager of KTVU and KICU. Kelley has been general manager at WXFT-TV.

Abernethy adds that **Dana Hahn** will become KTVU's vice president and news director. Hahn leaves WTTG in Washington, D.C., where she has served as news director. **Mellynda Hartel** will become KTVU's vice president and general sales manager.

The reorganization is part of an agreement between Fox Television Stations and Cox Media Group, announced in June, to swap television stations. KTVU and duopoly KICU-TV in San Jose, both Cox Media Group stations, are now owned by Fox. In exchange, the Fox affiliates in Boston and Memphis are now owned by Cox Media Group.

For years, Fox Television Stations was interested in owning a station in the San Francisco-Oakland-San Jose television market, the nation's sixth-largest. KTVU was owned by Atlanta-based Cox since 1963.

The Boston and Memphis stations will remain Fox affiliates.

## George Reading, 84

*Legendary News Anchor In Bay Area, Monterey; Silver Circle Icon*

**By Kevin Wing**  
**Chapter Vice President, San Francisco**

**George Reading**, who was a legendary news anchor and reporter during an illustrious career that spanned decades in the San Francisco and Monterey bay areas, died Oct. 8 at his home in Monterey.

Reading would have been 85 years old on Oct. 31. He passed away at home early on the morning of Oct. 8. His wife, **Sarah**, was at his side when he died.

An anchor mainstay in the Bay Area in the 1970s, Reading was already in the business nearly 20 years when he came to work in the Bay Area, first anchoring at KTVU in 1971. Three years later, he went across the Bay to KRON.

Before working in northern California, Reading worked in New York City, Washington, D.C., Chicago and Los Angeles.

Reading began his journalism career in 1953, working in radio in Winston-Salem, North Carolina, where he also staffed a United Press newsroom.

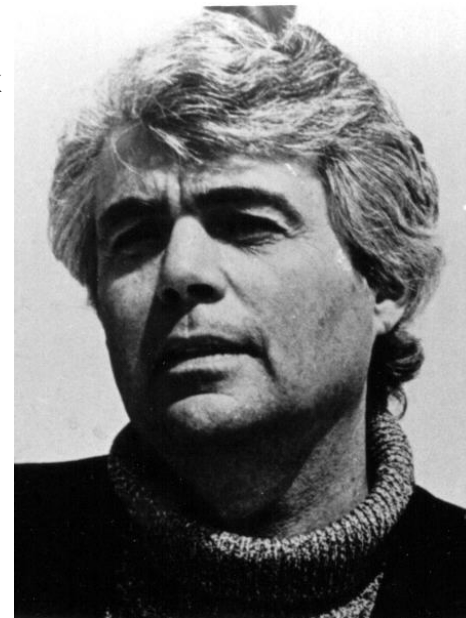
He also had short stints at stations in Sacramento and San Diego. Then, as Reading put in an *Off Camera* interview in November 2009, he joined KMST (now KCCN) in Monterey as anchor in "a sort of semi-retirement."

In 2003, after 50 years in the business, he retired from television.

For a brief time, he was hosted, reported and produced *California Heartland* on PBS.

In 1998, Reading was inducted into the distinguished *Silver Circle* of the San Francisco/Northern California Chapter of the National Academy of Television Arts and Sciences for his many years of contributions to the television industry.

"Nothing in those 50 years was more of an honor than in 1998, when I was inducted into the *Silver Circle*," Reading said in 2009. "There is no finer honor in the end than the recognition of your colleagues."



**George Reading**  
*Bay Area, Monterey TV Legend*

**LOMA PRIETA: 25 YEARS LATER**

## **Journalists, Broadcasters Recall 1989 Earthquake**

***Oct. 17, 1989, Was A Pivotal Day In Bay Area History***