

John W. Madigan



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- President and C.E.O of the Tribune Company
- Has been with the company for over 25 years

Chronology

- Graduated from the University of Michigan with a Bachelor's Degree and a Masters in business
- 1960-financial analyst with Duff and Phelps Inc in Chicago
- 1962-Audit Manager for Arthur Andersen and Co.
- 1968-Vice President in investment banking division of Paine, Webber, Jackson, and Curtis
- 1969-Vice President on corporate finance at Salomon Brothers

Chronology at Tribune

- 1975-Vice President and Chief financial officer
- 1981-Named Executive Vice President with responsibility of corporate staff functions
- 1991-Executive Vice President of Tribune and President and C.E.O of Tribune Publishing Company
- 1995-Named Chief Executive Officer of the Tribune Company

The Tribune Company

- Owns 11 daily newspapers, 22 television stations, and 4 radio stations
- Also owns 25% of the WB network, 29% of the TV Food Network, and 25% of iBlast
- Chicago Cubs are property of the Tribune too

Future Goals in Broadcasting

- Create a leading distribution network in the consolidating television industry by acquiring stations in the nation's top 40 markets
- Continue track record of exceeding industry averages for revenue growth and margin expansion
- Expand local news programming

Broadcasting Cont.

- Achieve operating efficiencies in two-station markets and capitalize on further opportunities for dual ownership
- Exploit cross-media opportunities in top three markets to better serve consumers and advertisers
- Enhance ad revenue stream by expanding cable coverage of WGN superstation

Goals for Publishing

- Build out digital broadcast capacity and focus on maximizing the future revenue potential of digital TV spectrum
- Support the growing WB Television Network
- Increase Tribune-branded programming through Tribune Entertainment

Publishing Cont.

- Increase Tribune's share of the fast-growing national advertising category
- Build readership and circulation through innovative marketing and product enhancements that respond to customer needs
- Sustain operating excellence

Interactive Goals

- Be the leading provider of online news and information in our markets
- Be the first place that advertisers and consumers go to for online classified services
- Be the nation's No. 1 network of major-market Web sites

Interactive Cont.

- Develop multiple revenue streams that lead our Internet activities to long-term profitability
- Create and strengthen content partnerships with providers of emerging wireless and broadband platforms
- Invest in leading-edge Internet technology, ensuring that our Web sites have the features and speed that consumers and advertisers value