

TV sales guys tune up distrib Northstar

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Catalog of 100 hours has been licensed to cabling

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HOLLYWOOD — Program sales vets F. Patrick McDonald and Andrew Weir have set up New York-based distribution company Northstar Media to exploit musical talents as diverse as Beyonce Knowles and Chick Corea.

A startup catalog of 100 hours, with titles like “Hip Hop Immortals” and “Urban Latino TV,” is already being licensed to various cable outlets Stateside and abroad.

“We formed Northstar Media with the belief that there are great sources of programming which have untapped sales and revenue-generating potential,” McDonald said.

Shaping Image

Before forming Northstar, McDonald ran broadcast sales for Image Entertainment, a homevideo and DVD distributor for music-related content. Prior to that, McDonald was VP of sales for MCY.com, a digital entertainment company specializing in music. He also did stints in sales at CBS and Warner Bros.

Weir left his post as senior VP of Eastern sales for Warner Bros. Domestic TV to co-found Northstar Media. For the last five of his 15-year tenure with Warner Bros., Weir ran the New York sales operation. He began his career selling ad time for KCBS Los Angeles.

McDonald and Weir are co-owners of the new privately held company.