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Tom Scott to lead Monticello Media Interactive Efforts

Monticello Media has hired Tom Scott for the position of Director of Interactive Media for their six Charlottesville stations. "Tom's diverse radio experience will allow him to contribute to our company in a variety of ways from interactive to air work and more. We're very pleased to have someone of his caliber and experience on the Monticello Media team," said Vinnie Kice, Operations Manager of Monticello Media. "His background in programming, promotions, sales and non-traditional revenue coupled with his web experience give him the tools needed to capitalize on quickly growing interactive opportunities," added Kice.

"I'm eager to get started on the process of expanding the interactive offerings for Monticello Media's listeners and clients in central Virginia," said Scott. "The combination of excellent programming, on-air advertising and on-line opportunities is very powerful and we'll be doing more to meet people where they're at," Scott commented.

Scott, a 28-year radio veteran, was most recently operations manager and program director at a cluster of stations in Williamsport, Pennsylvania. He and his wife Karen live in Greene County with two of their six children.

Monticello Media is a locally-based company that owns and operates NewsTalk 1260 AM & 94.1 FM WCHV, Your Country 99.7 WCYK, Hot 101.9 WHITE, SportsRadio 1400 WKAV, Tom @ 107.5 WWTJ and Generations 102.3 WZGN.



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