



## **RAYCOM MEDIA ANNOUNCES THE PROMOTION OF SENIOR MANAGERS, DON RICHARDS AND KYM GRINNAGE**

*Richmond VA (March 18, 2011); Contact Paula Hersh, Marketing Director 804.230.2726 or  
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The Raycom Media family of stations, announce the promotion of two of its Senior Management Team in Richmond. Regional Vice President and General Manager, Don Richards has been promoted to Group Vice President, Raycom Media. In his new corporate role, Mr. Richards will now have responsibilities for 8 Raycom stations. In addition to his current stations: WWBT & WUPV Richmond; WMBF-TV Myrtle Beach; WECT-TV & WFSX-TV Wilmington NC; he will now also work with WBTV Charlotte; WCSC Charleston SC and WIS Columbia SC. Mr. Richards will be based in Richmond.



With Mr. Richards' promotion, Mr. Kym Grinnage was named VP and General Manager of



WWBT/NBC12. Grinnage will now lead the day to day operation of WWBT. Mr. Grinnage joined WWBT in 1990 first as National Sales Manager and was most recently Station Manager and General Sales Manager. Mr. Grinnage also is active in the community, serving on the board of the Virginia Mentoring Partnership and The Salvation Army.

I will miss the day to day operations of WWBT but know that the station is in great hands with Kym Grinnage,” explains Richards.

“I look forward to continuing the legacy of excellence at NBC12” shared Grinnage, when announced to the staff.

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Raycom, an employee-owned company, is one of the nation's largest broadcasters and owns and operates 46 television stations in 18 states. Raycom stations cover more than 12 percent of U.S. television households and employ 3,760 individuals in full and part-time positions. In addition to television stations, Raycom owns Raycom Sports (a marketing, production and events management and distribution company in Charlotte); Raycom Post (a post production facility in Burbank, California), Broadview Media (a post production/telecommunications company based in Montgomery), and CableVantage (a cable advertising sales group based in Columbia, South Carolina).

Further information about Raycom can be found at the corporate website, <http://www.raycommedia.com>.