

For Immediate Release
July 1, 2013



Richmond, VA –

Scott Hawthorne has been named Sales Manager at **WXGI/ESPN 950**. Hawthorne has been with the sports radio station since 2004, and previously employed as an Account Executive with RightMinds Advertising in Richmond, and Hill, Holliday, Connors, Cosmopolos Advertising in Boston.

WXGI General Sales Manager Buck Albritton "*Scott brings leadership, in addition to his advertising skills to the position of Sales Manager, while continuing to generate sales for the station*".

Scott will manage the sales department, and create effective marketing plans to incorporate the two local sports radio shows ("*Sportsphone w/Big Al, M-F, 8a to 10a*", and "*Hardly Workin w/Greg Burton, M-F, 3p to 6p*"), as well as station's seasonal play-by-play broadcasts. Scott notes "*We have a great team here at ESPN 950, as our station promotes local businesses on our local sports shows with Al and Greg, our ESPN Network programming and play-by-play broadcasts of the Richmond Spiders, Washington Nationals, and of course, the Washington Redskins to increase sales for our advertisers. As Richmond's flagship station for the Redskins, we are all looking forward to bringing our listeners comprehensive coverage of training camp coverage this summer, as well as every regular season broadcast with Sonny, Sam, and Larry on the Redskins Radio Network*".

ESPN 950 will be broadcast live programming from the Redskins Bon Secours Training Center every day of training camp July 25th to August 16th from 7am to 7pm, including weekends.

ESPN 950 is part of Red Zebra Broadcasting, with sister stations in Washington DC (WTEM/ESPN 980) and Virginia Beach (WXTG "102.1/1490 The Game")

