

FOR IMMEDIATE RELEASE

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Additional management changes announced at the Richmond Times-Dispatch

Richmond, VA. - The Richmond Times-Dispatch announces a series of management changes in marketing, advertising and circulation. These changes, which include five redefined positions, advance the paper's 2007 strategic initiatives.

"These moves reflect the necessity of innovation, which also is one of our business values. Reinventing products and creating new ones to meet reader and customer needs are vitally important to our future. And these managerial moves respond to the changing multimedia world to put us in a better position to succeed as the leading provider of high-quality news, information, advertising and entertainment," said Times-Dispatch President and Publisher Thomas A. Silvestri.

Frazier Millner promoted to director of product innovation and strategic marketing



Frazier Millner was promoted to director of product innovation and strategic marketing. In this new position, Millner will lead a nine-person team with the goal of identifying and maximizing opportunities for market and audience growth. She joins Silvestri's Strategic Executive Team. The department will support advertising and circulation to grow revenue, develop new products and reach new audiences for Times-Dispatch products. In addition, Millner will direct the company's community outreach and communications programs in addition to the Newspaper in Education program.

Millner joined The Times-Dispatch as promotion manager in 2002. Before coming to The Times-Dispatch she was director of marketing at 64 Magazine. Millner has held leadership positions with several arts organizations during her career in marketing and public relations, including The Cultural Arts Center at Glen Allen, The Richmond Forum, The Arts Council of Richmond, and TheatreVirginia. She also ran her own marketing and public relations company for eight years. Clients included The Colonial Williamsburg Foundation and the Richmond Symphony.

A graduate of the School of Mass Communications at Virginia Commonwealth University, Millner is a native of Chatham, Va., and a graduate of Chatham Hall. Millner serves on the Richmond Symphony Board of Directors, the Virginia Museum Business Council, and the steering committee of the Richmond History Center's Richmond History Makers. She is a graduate of Leadership Metro Richmond, Class of 2006.

Floyd Spencer named market growth manager



Floyd Spencer was named market growth manager in the marketing department. In this new position Spencer will lead an effort to identify market opportunities for new and existing print products and for online ventures. He will work closely with advertising and direct marketing research, with the goal of extending the reach of Times-Dispatch media.

After working at a weekly newspaper and a radio station, Spencer began his career at The Times-Dispatch in 1976 as a retail advertising representative. He subsequently moved to general advertising where he handled co-op and national advertising accounts until being named advertising research manager. He was promoted to marketing services manager in 1995, and then to marketing manager in 1998.

Spencer, a native of Hampton, is a graduate of Virginia Commonwealth University with a degree in mass communications - advertising.

Terri Edwards promoted to audience growth manager



Terri Edwards was promoted to audience growth manager from promotion coordinator. In this new position, Edwards will direct strategies and projects to grow readership for Times-Dispatch print and online products. She will work closely with news and circulation, as well as direct sponsorships and partnerships, with the goal of generating audience and circulation growth.

Edwards joined The Times-Dispatch in 1997 as assistant to the news ombudsman. She moved to the marketing department to become promotion coordinator in 2002. Prior to joining The Times-Dispatch she worked in the fund-raising industry and as a location analysis consultant.

Edwards holds a bachelor's in history and geography from Virginia Tech, where she was elected to Phi Beta Kappa. She is an active member of the steering committee of Go Read.

Scott Christino promoted to retail and national sales manager



In advertising, T. Scott Christino has been named retail and national sales manager. Christino will lead the local, major accounts and national sales teams. Christino was classified advertising manager, a position he has held since 2002.

Christino joined The Times-Dispatch in 1988 as an assistant account executive. He was subsequently promoted to account executive, senior account executive and real estate sales manager.

Christino holds a bachelor's in communications media from Indiana University of Pennsylvania. He is on the board of the Southern Classified Advertising Managers Association and has served on the board of the Home Building Association of Richmond.

“Scott has proven to be a very effective sales leader. His focus on our customers and innovation are valued assets on our team,” said Paula Downey, vice president of advertising.

Terry Hall promoted to regional call center manager



Terry Hall has been named regional call center manager in advertising. Hall has been inside sales manager since 1994. In addition to the classified inside sales staff, Hall's responsibilities will expand to assume responsibility for retail inside sales efforts.

Hall joined The Times-Dispatch in 1976 as a proof messenger. She served as a call center representative, special projects manager and telephone sales manager before becoming inside sales manager.

Active in the Southern Classified Advertising Managers Association, Hall has served on the board of that organization. She also has served several terms as the classified committee chair for the Virginia Press Association and on several committees for the Newspaper Association of America.

“Terry and her team successfully sell advertising across multiple properties and platforms. We are pleased to bring her expertise into new efforts to increase revenue and bring in additional customers,” Downey said.

Scott Payne promoted to single-copy manager



Scott Payne has been promoted to single-copy manager in the circulation department. Payne has been serving as the interim single-copy manager. Payne will be responsible for all sales and distribution of newsstand copies of The Times-Dispatch, through both vending racks and retail locations.

Payne joined The Times-Dispatch in 1980 as a customer service representative in circulation while attending Virginia Commonwealth University. He was the south regional circulation manager before he was tapped for the interim single-copy manager position. As the interim manager, Payne was the driving force behind a delivery restructure designed to better serve readers and advertisers and capitalize on opportunities for retail merchandising of the paper.

“Scott’s years of experience and his marketing savvy are vital skills needed to take advantage of the tremendous opportunities available in retail sales,” said Vice President of Circulation David Kirkman.

About the Richmond Times-Dispatch

The Richmond Times-Dispatch (www.TimesDispatch.com) serves its customers as the leading provider of high-quality news, commentary, information and entertainment in central Virginia. The newspaper is owned by Media General, a multimedia corporation based in Richmond with newspapers, television stations and Web sites throughout the Southeast.

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