



## **Pat LaPlatney**

**Vice President, Digital Media/Business Development**

Pat LaPlatney joined Raycom Media in August 2007. He oversees the digital media business with responsibilities for the TV websites, digital spectrum opportunities, and other emerging-market platforms. LaPlatney also has management oversight of Raycom Sports.

This is LaPlatney's second tour with Raycom, having spent eight years with Raycom Sports, departing there as Senior Vice-President of Programming and Distribution in 1997. While at Raycom Sports he had oversight responsibility for distribution, programming, the events group and business development.

In 1997 LaPlatney joined Metro Networks as an Officer and Senior Vice-President of Television and New Media, charged with re-launching Metro's Television traffic business. Within three years, Metro-TV was an eight-figure (cash flow) business and had launched the first Traffic website. In 2000 Westwood One acquired Metro Networks. LaPlatney eventually left Westwood as Executive Vice-President for TV and Digital Media in 2006.

LaPlatney spent the early part of his career with Blair Television as an Account Executive and Sales Manager in the Atlanta office. He is a graduate of the University of Notre Dame with a degree in Accounting. He and his wife, Karen, have four sons, and reside in Montgomery AL.