



Dennis Carter Student Athlete Scholarship

James River Media Announces Two Regional High School Recipients

May 7, 2024 – (Lynchburg, Va.) – James River Media is proud to announce that two regional student athletes are recipients of the first *Dennis Carter Student Athlete Scholarship*. In partnership with Play It Again Sports, the scholarships honor local sports broadcaster Dennis Carter. A \$1,000 each award is given to a qualified male and female high school senior who excels in the classroom and on the field. The awards also considered the students’ community service and financial need.

Erin Coates, a senior at Rustburg High School, is a 4.396 GPA student who was an All-Seminole District softball pitcher in 2023. Coates plans to attend Virginia Tech in the fall of 2024 where she will study biomedical engineering.

Luke Matthews, a senior at E.C. Glass High School, the male recipient, maintains a 4.36 GPA and participated in varsity golf, basketball and lacrosse. Matthews plans to attend Virginia Tech where he will major in business.

“We had 62 outstanding student athletes submit applications for the *Dennis Carter Student Athlete Scholarship*,” said Rich Roth, President of James River Media. “It is both a testament to the caliber of young people in the region and to the legacy Dennis Carter has created in the world of broadcasting and sports.”

“Play It Again Sports is honored to help sponsor this scholarship,” said Jeff Conner, owner of the Forest athletic store. “It was a natural fit for us, and we are pleased with the overwhelming interest it generated.”

Dennis Carter, for whom the scholarship is named, said that he is privileged to have been part of so many youths who excelled in the classroom and on the field. “It has been a highlight in my career to witness these young people make such a difference during their high school years and beyond. I’m honored to have the scholarship named after me.”

Carter, who co-hosts WLNI Radio’s *The Sportsline* with Roth, has been a staple in the sports broadcasting industry for more than four decades. Carter served behind the sports desk as director and anchor at ABC’s WSET-TV for 37 years, covering high school, collegiate, and professional sports. He has co-hosted *The Sportsline* for nearly four years and has served as the play-by-play voice for E.C. Glass Football on WLNI.

James River Media plans to celebrate the two student athletes soon on *The Sportsline*.

For more information, contact James River Media at 434.845.5463.

 434.845.5463

 www.jamesrivermedia.com

 109B Tradewynd Drive, Lynchburg, VA 24502