

Lou Castriota, Jr.

Director of Sales

Comcast Spotlight Baltimore



Lou Castriota, Jr. currently holds the position of Director of Sales, overseeing a team of more than thirty people in four sales offices in the nation's 26th largest television market. Before joining Comcast, Mr. Castriota was General Sales Manager for Sinclair Broadcast Group's flagship station WBFF FOX 45 in Baltimore where he managed the sales and traffic departments in a \$250 million television market.

Castriota began his broadcasting career at WPMT FOX 43 in 1989 in the operations department and was promoted to Account Executive in 1991. Since that time, he has held management positions in Washington, DC as Director of Sales at Comcast Spotlight, in Baltimore as both General Sales Manager and National Sales Manager at WBFF FOX 45, and in the York-Harrisburg-Lancaster-Lebanon market as Local Sales Manager of WLYH UPN 15.

A native of York, Pennsylvania, Mr. Castriota is married with four children and resides at Chestnut Hill Farm in York County. He stays very active in a leadership role in both the business and non-profit communities. He began his public service in 1988 by raising the most money to date in the history of Athletes vs. Multiple Sclerosis in the York area. He was a Big Brother for ten years and is a past board member of the Margaret E. Moul Home, which serves disabled adults. While serving at the Margaret E. Moul Home, he held the position of committee chair for radio and television. He is currently founder and Chairman of the Board of Leg Up Farm, a non-profit organization which will build a first-of-its kind therapy center for children with special needs.