

Campus broadcasting complex named for entrepreneur

Written by

Wednesday, 10 October 2007 20:31

Appalachian State University's new radio and television complex has been named for broadcasting entrepreneur George G. Beasley of Naples, Florida. The action was taken by the Appalachian State University Board of Trustees during its September meeting. The complex is expected to open in 2010 on the corner of Depot and Rivers streets. Beasley, founder of Beasley Broadcast Group Inc., graduated ASU with a masters in business education in 1959. Beasley now owns 44 AM and FM radio stations in 11 markets nationwide.