

WKBC to Serve as Flagship for 13th-Straight Year

Written by Mike Flynn
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For the 13th-consecutive year, WKBC-FM 97.3 (North Wilkesboro, Charlotte, Hickory, Statesville, High Country) will serve as the flagship station of the Appalachian IMG Sports Network in 2012-13,

Appalachian State University associate athletics director David Jackson announced on Friday. With the announcement, Appalachian athletics will maintain its strong radio presence throughout the region, as WKBC's 100,000-watt FM signal reaches much of western North Carolina and stretches into parts of five states in all (North Carolina, South Carolina, Virginia, Tennessee and West Virginia).

WKBC will carry all Mountaineer football and men's basketball game broadcasts, as well as ASU's weekly Mountaineer Talk coaches' call-in show, the Countdown to a Championship football preview and NCAA Division I Football Championship selection shows and other speciality programming. In addition, Appalachian's Around The Mountain daily recaps can be heard from August 1, 2012-April 30, 2013 on 97.3 FM's sister station, WKBC-AM 800.

As part of the agreement, WKBC will continue ticket giveaways to Mountaineer football and men's basketball games for its listeners throughout the year.

"The Appalachian IMG Sports Network is honored and privileged to call WKBC-FM 97.3 our flagship station for the 13th-straight year," Jackson said. "Bob Brown and his staff continue to be great partners and share our desire to seek out innovative ways to promote Appalachian athletics throughout the region. WKBC's 100,000-watt signal allows a huge portion of our fan base to follow the Mountaineers not only on gamedays but through specialty programming throughout the year."

More exciting announcements regarding 2012-13 Appalachian IMG Sports Network affiliates will be made in the near future.