

ASU Athletics Increases Radio Presence in Triangle

Written by Mike Flynn
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Appalachian State University athletics will have a full-time radio presence in the Raleigh-Durham market in 2012-13 with all Mountaineer football and men's basketball games carried on WCNC-HD3 99.9-3 FM, ASU

associate athletics director David Jackson announced on Friday.

"HD radio continues to emerge as a viable delivery method for sports radio," Jackson said.

"Most new automobiles feature compatible devices that are factory installed and HD receivers can be found in homes and businesses around the country. This new approach allows fans in the Triangle to hear each and every Appalachian football and men's basketball game while we continue to enjoy the placement we have received on WDNC-AM and WCMC-FM for the last several years."

In addition to the full-time presence on HD radio in the Triangle, any Appalachian football and men's basketball games not played at the same time as Duke will continue to be carried on 620 WDNC-AM. Any time the Mountaineers match up with a Triangle-area team, the game will receive priority scheduling on 99.9 WCMC-FM.

The agreement also includes a new "Mountaineers in the Triangle" show to air weekly on 620 WDNC-AM. "Mountaineers in the Triangle" will highlight Appalachian student-athletes, coaches and storylines with Raleigh-Durham ties. Dates and times for the weekly show, which will begin airing in the fall, will be announced in the coming months.

Jackson announced last month that 100,000-watt 97.3 WKBC-FM (Noth Wilkesboro, Charlotte, Hickory, Statesville, High Country) will serve as the Appalachian IMG Sports Network's flagship station for the 13th-straight year in 2012-13. Additional network affiliates will be announced throughout the summer.