

WKBC Returns As Flagship For 14th-Straight Year

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WKBC-FM 97.3 (North Wilkesboro, Charlotte, Hickory, Statesville, High Country) will serve as the flagship station of the Appalachian IMG Sports Network for the 14th-consecutive year in 2013-14, Appalachian State University associate athletics director David Jackson announced on Tuesday.

With the announcement, Appalachian State 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 Appalachian's weekly Mountaineer Talk coaches' call-in show and other speciality programming. In addition, The Appalachian IMG Sports Network's "Around The Mountain" daily recaps can be heard from August 1, 2013-April 30, 2014 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 to continue our terrific relationship with our longtime flagship station, WKBC-FM 97.3," Jackson said. "It is a pleasure to work with Bob Brown and his staff to seek out innovative ways to promote Appalachian State 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."

Additional Appalachian IMG Sports Network 2013-14 affiliates will be announced in the coming weeks.