



Students Anchor Triangle's Leading Sports Talk Program

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Sports Radio 850 The Buzz announces "On Deck," a student hosted, sports talk show debuting March 9th, featuring students from Middle Creek High School in Apex.

PR9.NET March 06, 2008 - Raleigh, NC – McClatchey Broadcastings' Sports Radio 850 The Buzz (WRBZ), the leading sports talk radio station in Raleigh-Durham, announced today the launch of "On Deck," a monthly sports talk show program, which will be hosted by students in the Triangle community.

On Deck will air live once per month, beginning on Sunday, March 9, 2008 at 7:00am. The program will also be streamed via the internet at www.850thebuzz.com. The time slot, normally reserved for off-air station personnel who wish to gain on-air exposure, has now been expanded to include local college and high school students wanting to experience hosting the Triangle's leading sports talk radio station.

"On Deck' is a great opportunity for students within our community to try their hand at Sports Talk radio," stated WRBZ General Manager, Brian Maloney. "Most students don't have the opportunity to work at a commercial radio station, so we are thrilled to be able to provide that opportunity to them at 850 The Buzz," Maloney added.

Schools and students who are interested in participating in "On Deck" should contact station programming consultant, Joe Wade Formicola, who is coordinating the project. Joe can be contacted at 919-875-9100 or joewade@850thebuzz.com.

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About WRBZ/WDNC

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McClatchey Broadcasting is privately owned and operates Sports Talk stations WRBZ - "850 The Buzz", and WDNC "620 The Bull". The McClatchey stations offer the latest sports information, breaking news, local coverage, and nationally syndicated sports talk programming. Some of the local show McClatchey Broadcasting produces include: "The Adam Gold Show", "The Sports Pig – with Morgan Patrick, "The Dave Glenn Show" and "The Show" with Chris Clark. The McClatchey stations are also home to some of the nation's top syndicated shows such as Jim Rome, Mike & Mike, Colin Cowerd and others. WRBZ/WDNC are ESPN and Fox Sports Radio affiliates. The company maintains sports affiliations and relationships with Duke, UNC, NCSU, ECU, ASU, the Carolina Panthers, the Carolina Hurricanes and the Charlotte Bobcats.

About 919 Marketing Co.

919 Marketing is a marketing consulting firm and a public relations firm with a proven track record of helping underdog companies of all sizes increase revenue, create a competitive advantage and improve marketing efficiencies.

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