



# Sports Radio 850 The Buzz and 620 The Bull ESPN Radio Secure NCAA Tournament Rights With Westwood One Radio Networks

919 Marketing Co., March 14, 2008

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*WRBZ/WDNC hold exclusive radio rights to NCAA Men's Tournament with coverage begins Tuesday, March 18th.*

PR9.NET March 14, 2008 - Raleigh, NC - McClatchey Broadcastings' Sports Radio 850 The Buzz (WRBZ), and Sports Radio 620 The Bull – ESPN (WDNC) the leading sports-talk radio stations in the Raleigh-Durham area, announced today they have secured the exclusive radio broadcasting rights to the NCAA Men's Basketball Tournament

Coverage of the tournament will begin on Tuesday, March 20th with the "play – in" game at 7:15pm and resume on Thursday, March 22nd. Coverage of the tournament will continue through the National Championship game taking place on Monday, April 7th, 2008.

For the most part, the tournament will be carried on 620 The Bull – ESPN Radio (WDNC) – exact station and broadcast times will be released on a weekly basis throughout the tournament. In addition to play-by-play coverage of the tournament, 850 The Buzz and 620 The Bull on-air talent will be covering the local teams throughout the tournament with exclusive interviews and on-site broadcasts.

850 The Buzz/620 The Bull NCAA Men's Tournament Schedule (subject to change):

Sunday, March 16th-Selection Sunday Special-6:00pm-WRBZ - 850 The Buzz

Tuesday, March 18th-Opening Round – Single Game-7:15pm-WDNC – 620 The Bull

Thurs-Sun March 20th- 23rd-Rounds One & Two-Times Vary-WDNC - 620 The Bull

Thurs-Sun March 27th – 30th-Sweet Sixteen/Elite Eight-Times Vary-WDNC – 620 The Bull

Saturday, April 5th-Final Four Show-3:30pm-WDNC – 620 The Bull

Saturday, April 5th-Final Four Games 1 & 2 -5:00pm -WRBZ – 850 The Buzz

Monday, April 7th-Championship Preview-7:00pm -WDNC – 620 The Bull

Monday, April 7th-Championship Game-8:00pm- 850 The Buzz & 620 The Bull

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## **About WRBZ/WDNC**

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 Cowherd 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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