

*"Hanover's Own"*



## PRESS RELEASE

For Immediate Release  
November 3, 2009

Contact: Bill Roberts  
Bill@whan1430.com  
804-798-1010

### **WHAN Radio Becomes Richmond Home of UNC Basketball**

WHAN-AM (1430) in Ashland announced today they have reached an agreement with Learfield Sports to be the exclusive radio home of the 2009 NCAA Men's Basketball Champions, The University of North Carolina Tar Heels. The station will air 23 regular season games and the ACC Tournament.

WHAN is locally owned and operated, and serves Richmond, plus the counties of Henrico, Hanover, Caroline and Goochland. General Manager Bill Roberts said, "We are thrilled to bring the best in ACC Basketball to fans across Central Virginia with the University of North Carolina. This is the perfect compliment to our other local basketball coverage, a schedule of Randolph-Macon College Men's and Women's Basketball, plus, for the first time, selected Boys and Girls High School Basketball featuring all four Hanover County High Schools."

WHAN features a variety of sports programming as part of its "lifestyle talk and information" format, including the NFL's Pittsburgh Steelers, College Football from Compass Media Networks, Randolph-Macon College Football, and High School Football featuring Patrick Henry and The Collegiate School.

XXX

**WHAN Radio**  
P.O. Box 148  
Ashland, VA 23005

804.798.1010  
804.798.7933 fax