

Harrisonburg's WSIG-FM Joins Virginia Tech ISP Sports Network

Real Country 96.9 FM to carry all Hokies football and basketball broadcasts

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ISP – America's Home for College Sports and Vox Communications announced today that WSIG-FM, Real Country 96.9, in Harrisonburg, Virginia has joined the Virginia Tech ISP Sports Network.



Real Country 96.9 will carry all Virginia Tech football and basketball game broadcasts, as well as *Tech Talk LIVE!*, the weekly radio shows featuring Hokies head football coach Frank Beamer and head basketball coach Seth Greenberg.

"We are elated to be entering a long-term partnership with ISP and Virginia Tech," said Mike Progin of Vox Communications. "People in the Valley are passionate about two things: the Virginia Tech Hokies and country music, so we jumped at the opportunity to add such a quality product to our airwaves. The big winners are Hokie fans up and down the Valley who will get to hear the incredible ISP play-by-play broadcasts and feel the excitement through their speakers."

WSIG-FM's powerful 25,000 watt signal reaches nine counties in the Shenandoah Valley region of Virginia. Real Country 96.9 consistently ranks among the highest-rated stations in the Harrisonburg market.

"This is a very proud and exciting day for all of us at ISP and Virginia Tech," said Bill Roth, ISP Assistant Vice President and *Voice of the Hokies*. "WSIG is one of the most tradition-rich radio stations in the Commonwealth of Virginia. Its legacy of serving generations of Virginians throughout the Shenandoah Valley dates back to the 1950's and we're delighted that Real Country 96.9 is now a part of our Virginia Tech family."

"This gives us a real force up and down the Valley," said Harrisonburg Hokie Club President Bill Groseclose. "I remember listening to Tech games in the 1960's on WSIG-AM, back when Coach Beamer was playing. Now to have the games on WSIG-FM is really something special. It's really super."

Real Country 96.9 WSIG is the leading country station in the Shenandoah Valley and prides itself on being live and local. Along with its sister-station in Harrisonburg, My 95.5, Vox Communications, LLC owns radio stations in several small markets from Burlington, Vermont to the Florida Keys.

ISP is the country's largest and fastest growing collegiate multimedia rights holder, with partnerships involving more than 60 NCAA member institutions, conferences, bowl games and venues. The ISP family of leading universities and conferences reaches into 34 states from the Northeast through the mid-Atlantic and Southeast, while extending across the Southwest and most of the West coast as well. The company, which is based in Winston-Salem, NC, produces a variety of sponsorship opportunities and services for its partner schools and corporate clients, including publications, radio/TV networks, internet sites, game event promotions and stadium/arena signage.