



# Kentucky High School Athletic Association

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## **KHSAA ANNOUNCES FOOTBALL RADIO NETWORK & LIVE TELECASTS OF STATE BASKETBALL TOURNAMENT CHAMPIONSHIP GAMES**

**LEXINGTON, Ky.** – Kentucky High School Athletic Association Commissioner Brigid DeVries announced Thursday that the KHSAA will be working with Clear Channel Radio in the formation of a State Football Finals Radio Network and working with Insight Communications with regard to live television coverage of the Championship game of both the Boys' and Girls' State Basketball Tournaments.

Rawlings Sporting Goods has signed to be title sponsor of the Football Radio Network. Clear Channel Lexington station WXRA-AM 1580 XTRA Sports will serve as the flagship. Also on board is WMJR-AM 1380 from Winchester and WHOP 1230 AM in Hopkinsville.

Games will be distributed through the Kentucky News Network.

"We are thrilled with the fact that a football radio network will become a reality thanks to the folks at Rawlings Sporting Goods and Clear Channel," DeVries said. "We have had a very successful basketball radio network for six years and hope to get football to that level. We hope to continue to add stations and continue the growth of our State Football Finals."

The Championship game of the National City/KHSAA Boys' State Basketball Tournament as well as the final game of the Houchens Industries/KHSAA Girls' State Basketball Tournament will air throughout the state thanks to a partnership with Insight Communications.

Systems across the state that have agreed to carry the telecasts include Insight Systems (Lexington, Louisville, Northern Ky., Bowling Green); Access Cable (Casey, Green Harlan, McCreary and Whitley Counties); Adelpia Communications (Paris, Georgetown, Millersburg, Carlyle, Mt. Sterling, North Middletown, Morehead, Richmond, Versailles); Big Sandy Cable TV; Charter Communications (Madisonville, Beaver Dam, Murray and Mayfield); Comcast-Central Kentucky (Elizabethtown/Hardin County, Taylor County, Greenville, Muhlenberg County, Drakesboro, South Carrollton, Powderly, Leitchfield, Clarkson, Paducah); Irvine Community TV; McKee Television Enterprises; Mediacom; Perfect TV; TV Service; Charter Communications (Somerset).

"We are excited about the opportunity for exposure and higher visibility for both our boys' and girls' championship games," said DeVries. "We intend to use the telecasts to market not only the events, but the overall Association and its programs."

In addition, Insight of Louisville will air on a tape-delayed basis the 2004 Dawahares/KHSAA Hall of Fame banquet set for Tuesday, March 16 in Lexington.

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