

CONTACT:
Nick Stavrianoudakis
Tel. (209) 575-6959
stavrianoudakisn@yosemite.edu

MJC Pirates Football to be Broadcast on ESPN

August 23, 2005

MODESTO, CA – The Modesto Junior College and ESPN Radio 970 entered into an agreement to broadcast 2005 MJC football games and an MJC football segment every Friday morning featuring MJC Head Coach Sam Young, live in ESPN Radio 970 studios.

MJC opens the 2005 season at home against San Joaquin Delta College on September 3rd at 7:00pm. Select MJC games will be broadcast by ESPN Radio 970. Another game to be highlighted is the September 17 contest against Merced College, where the 1980 MJC National Championship team will be honored.

In addition, MJC is teaming with ESPN Radio 970 to broadcast the 2005 Graffiti Bowl. Currently the MJC Athletic Department is seeking title sponsorship for the Graffiti Bowl, to be played at MJC Stadium on November 19. The title sponsorship is \$10,000, and will include over \$90,000 of radio mentions and recorded announcements to be aired on the following Citadel Broadcasting stations: ESPN Radio 970, 104.1 The Hawk, KHOP 95.1 The Pop Music Channel, KAT Country 103.3, and 97.7 and 98.3 KWIN. Local businesses interested in becoming a title sponsor for the Graffiti Bowl can contact Bill Kaiser, MJC Athletic Director at 575-6835.

“This is the first year we’ve had a major radio station broadcast our football games for the entire season and we look forward to an exciting year, in general, for MJC athletics,” said Dr. Kaiser. ESPN Radio 970’s Program Director, Geoff Silvius added, “our listeners have made it clear that local sports coverage is important to them, so the addition of Pirates football was a no-brainer. We are very pleased to broadcast MJC on our station.”

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