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Kansas Athletics Expands Radio Coverage to Liberal as KSCB AM Joins Jayhawk Radio Network
Kansas football and men's basketball has expanded its radio coverage, as KSCB AM radio (1270) in Liberal, Kan., will now carry KU events, Jayhawk Sports Marketing announced Tuesday.

Beginning this fall and running through the 2010-11 seasons, Kansas fans can listen to KSCB, which covers portions of a five-state region including Southwest Kansas, Southeast Colorado, Northeast New Mexico and the panhandles of Oklahoma and Texas.

The Jayhawk football team is coming off consecutive bowl victories, as KU won the Orange Bowl and the Insight Bowl to cap the 2007 and 2008 seasons respectively. The Kansas basketball team won the school's fifth national championship in 2008 and claimed its fifth straight Big 12 regular season championship and advanced to the NCAA Tournament Sweet 16 this past spring.

"We are proud and excited to be a part of the Jayhawk Radio Network in a year that might become one of the best sports seasons ever," said Tracy Utz, KSCB Business Manager. "It is exciting to once again be a part of the network and we look forward to another long relationship with the crimson and blue family."

In addition to live football and men's basketball games, KSCB will air the weekly coaches' shows for Jayhawk football coach Mark Mangino and KU basketball coach Bill Self and will include the weekly Rock Chalk Sports Talk show.

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