



season 2009 **MEDIA RELEASE**

Monday March 16, 2009
FOR IMMEDIATE RELEASE

Big V Radio Show Returns

With a new season about to tip-off, the Big V radio show is also set to hit the airwaves for the first time in 2009, starting from this Saturday (March 21) at 8am.

This week's show will be a 30-minute snapshot of the coming season and a rundown of all the opening round games. From the following week (March 28) the show will move to its usual timeslot of 9am to 10am, where it will remain throughout the season.

The show, which can be heard on 98.1 Eastern FM, will again be hosted by Justin Nelson, while this year's co-host will be Big V media manager Laura Banks.

Nelson, who has been involved in the media for nearly two decades is looking forward to talking basketball each week and says the expansive structure of the Big V makes for great radio.

"It's not often you can talk about a sport with teams competing from most metropolitan regions mixed together with the likes of Latrobe City, Warrnambool, Warragul, Horsham and Mildura.

"The Big V show was a popular part of our three-hour Saturday morning sports show last year and I'm looking forward to doing it all again," added Nelson.

The show will have guests each week, wrap up the previous week's results and promote the current round's games, hoping to provide listeners with an insight into their favourite teams and players.

"One of the keys to this year's show will be talking with players and coaches. We did it a bit last year and the feedback has been that listeners want even more of it this year, so we're going to have plenty of interviews each week."

Mixing his media commitments with coaching duties at Warrandyte Venom, Nelson is quick to point out that the Big V show is about every team at every club.

"I think because I'm a little conscious of my involvement at Warrandyte I actually spend less time talking about them, I try not to give too much away. I'd rather talk about all the other clubs and help them get some promotion.

"Every team in each division is recognised on the show," says Nelson, adding, "It's important to promote the championship divisions, but it's also vital that each division has a show where they can showcase their news, players and sponsors as well.

Big V Basketball
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"We want to promote games, functions, events, sponsors, milestones, the lot, but that's up to the clubs. Radio is a great place to promote your club and we're willing to do that and help basketball grow as a result."

Asked about his new co-host, Nelson said he was looking forward to working with Banks and believed her experience as a journalist and time spent at the Big V will make for good listening.

"Laura has a very bubbly personality, she knows the ins and outs when it comes to reporting on things in the media and she has spent enough time in the league now to know a fair bit about what's going on."

"We get along well and I think that will come through on the show. We're both passionate about the game and have a background in the media, so it should be fun."

Any club wanting to send through news, events or milestones for the show can email Justin at j.nelson@sportingpulse.com or Laura at media@bigv.com.au

The Big V Radio show can be heard on 98.1 Eastern FM at 8am this Saturday, and then between 9am and 10am every week after.

For more information or to schedule an interview, please contact:

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