

tion scraps away coverage and blames club

BLUES FANS HIT BY RADIO CUTS

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RADIO station elevenSEVENTY claims Wycombe Wanderers' poor performance last season is one reason the station cannot find £13,000 sponsorship to keep up its full live match commentary service.

More than 2,000 Wycombe Wanderers' fans who regularly tune in have been let down now that the station has scrapped its live Saturday afternoon coverage of away games.

Keith Francis, chief executive and managing director of the station, believes the club's indifferent match record last season has been a contributing factor.

The station has no plans to stop coverage of home games.

He said: "I think it is to do with the fact Wycombe Wanderers have not been doing so well. I think it has affected potential sponsors' decision making."

He said staff at elevenSEVENTY regretted the move but added: "We are one of the smaller services on the network. We are not a social service. As much as I like to bring the service to the listeners of High Wycombe, I think the listeners need to know that nobody with the commercial resources in the area feels it [Wycombe Wanderers] is important enough."

He is now appealing for a local business to come forward as a sponsor to get the commentary back on air.



Regrets: Keith Francis

Mark Austin, Wycombe Wanderers' sales and marketing director, refuted claims that Blues had had a bad season.

"There is a lot more interest in the club with the new 5,000-seater stand. Any momentum which may have been lost [last season] has been more than made up for. We are currently unbeaten this season."

He also appealed for a sponsor to come forward.

"It is a tremendous opportunity for sponsors. They will be on air for an hour and three-quarters when we are playing away," he said.

Any business able to sponsor the elevenSEVENTY live match commentary should phone Keith Francis on (01494) 446611