



## **MSC Radio Group's Justin Fluke Named 2025 Media Person of the Year by the Kansas Basketball Coaches Association**

The Kansas Basketball Coaches Association (KBCA) has named Justin Fluke, President and Owner of MSC Radio Group, as its 2025 Media Person of the Year.

Fluke developed a passion for broadcasting at a young age while growing up in Medicine Lodge, Kansas. After graduating from Fort Hays State University, he began his professional career as Sports Director at KNZA Radio Group in June 2001. Over the years, his role evolved to include sales, management, and eventually ownership, becoming President of KNZA Radio Group in 2022.

In the last three years, Fluke has transitioned and expanded the MSC Radio Group into a network of six radio stations with diverse formats, four online sports video streaming channels, as well as news and sports websites. Under his leadership, MSC broadcasts as many as 10 live high school games any night and provides coverage for more than 50 local teams. The group also produces weekly coaches shows, preview magazines, sports talk and area-wide preview and scoreboard shows, plus schedules, scores and stories on the MSC Sports website.

Today, MSC Radio Group stands as a leading source for high school sports in Northeast Kansas, with over 30 of its 40 employees (including part-time and seasonal staff) directly involved in live sports coverage.

"I'm incredibly honored to receive this recognition from the KBCA," said Fluke. "Promoting student-athletes and coaches has always been a passion of mine, and I'm grateful for the opportunity to help tell their stories—especially in a part of the state known for its successful athletic programs and passionate community support."

Fluke has broadcasted an average of more than 50 live sporting events each of the past 24 years, including dozens of state championships. He has earned multiple honors from the Kansas Association of Broadcasters (KAB), was named KIAAA Sportscaster of the Year in 2006, and received the Hod Humiston Sports Award in 2023. He has served on the KAB Board of Directors since 2019, was Chairman in 2023, and currently serves on the Nebraska Broadcasters Association board.

