



Press Release

For Immediate Release

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GSB Media Radio Stations support Delmarva Discovery Museum with Radiothon on September 15, 2026

GSB Media radio stations will be broadcasting a Radiothon to support the Delmarva Discovery Museum on September 15, 2026 from 6 a.m. until 6 p.m. The Radiothon will be broadcast on GSB Media's WOW That's Country format on WOWZ 99.3 FM and WICO 101.1 FM and Bay Country, WBEY 97.9 FM, as well as online at WOWthatsCountry.com and BayCountry979.com

Earlier in the year, the museum faced serious financial challenges forcing it to close its doors. Businesses, foundations and individuals rallied around the Delmarva Discovery Museum, raising enough funds to reopen in May.

Although tremendous progress has been made, the museum still faces a long road ahead to strengthen its finances, improve the exhibits and facility, expand educational programming, and rebuild its membership, ensuring the Delmarva Discovery Museum is here for generations to come.

In April, GSB Media's management team met with Christy Gordon, Executive Director of the Delmarva Discovery Museum to propose the radiothon as the next phase of fundraising and to create awareness in the community of the museum's growth initiatives.

Bay Country's Program Director, and morning DJ, Adam Riggin said "Our stations reach from Sussex County, Delaware all the way down to Cape Charles, Virginia, so it made sense for us to step up to help the Delmarva Discovery Museum, especially since our studios and the museum are both located in Pocomoke!" Doc Holloway, WOW's Program Director, and afternoon DJ shared, "for 12 hours on September 15th, our DJs will be live with various guests, challenging the community to pledge their financial support for the museum. Every hour will be different, but I can guarantee that everybody is going to have fun throughout the day, while we all do some good!"

Wray and Betsy Fitch owners of GSB Media said, "We are happy to help support the Delmarva Discovery Museum and hope to do more of the same in the future."

Christy Gordon of the Delmarva Discovery Museum said, “Earlier in the year, people believed in us and gave the museum another chance. That is something I will never take for granted. Now we have to finish what we started. We didn’t fight this hard just to reopen the doors... we want to build a stronger, healthier museum that will be here 10, 20 and 50 years from now, Every dollar raised during the radiothon helps us move closer to that goal.”

About GSB Media, LLC – GSB Media operates six radio stations on Delmarva, including, WCTG 96.5 FM, WVES 101.5 FM, WOWZ 99.3 FM, WICO 101.1 FM, WBEY 97.9 FM and WCCZ 96.9 FM and their corresponding websites: CTGVariety.com, WOWthatsCountry.com, BayCountry979.com and 969TheCape.com

About the Delmarva Discovery Museum – Located at 2 Market Street, Pocomoke City, MD 21851, The 16,000 square-foot facility features local history, Native American artifacts, decoys, the Pocomoke River steamship history, hands on exhibits and beloved river otters Mac & Tuck. Families, schoolchildren and thousands of visitors from the across the Delmarva Peninsula and beyond have been visiting the Delmarva Discovery Museum since its opening in 2009. For more information: www.delmarvadiscoverycenter.org or call 410-957-9933.

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