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ESPN CHICAGO AND CHICAGO WHITE SOX ANNOUNCE MULTIYEAR BROADCAST RIGHTS AGREEMENT

CHICAGO – ESPN Chicago and the Chicago White Sox jointly announced today a multiyear agreement naming ESPN 1000 as the team’s flagship radio station. White Sox games will air on ESPN 1000 beginning with the broadcast of the team’s first game of the 2021 Cactus League season on Saturday, February 27 vs. Milwaukee.

The agreement includes all White Sox regular season and postseason games, as well as select spring training games.

“The White Sox are an extremely entertaining, talented baseball team with an incredibly bright future, and we’re thrilled to partner with them to bring the White Sox to ESPN 1000 fans,” said Mike Thomas, ESPN Chicago market manager. “We’re dedicated to bringing the best content in Chicago sports to ESPN 1000, and having the Sox back on our airwaves just ensures that we’re making good on that promise.”

“The White Sox have shared incredible moments with ESPN 1000, remembering the memorable voices of Ed Farmer and John Rooney on their airwaves making the final call in Game 4 of the 2005 World Series,” said Brooks Boyer, White Sox chief revenue and marketing officer. “As we prepare for an exciting era in White Sox baseball on the field, we are equally excited to partner with an all sports format radio flagship station whose brand resonates with Chicago sports fans.”

This agreement also includes White Sox Weekly, a two-hour show in season and one-hour show off season, plus pregame and postgame shows. Fans can turn to ESPN 1000 all year to hear from the front office, coaches and players.

This is the second time ESPN 1000 has been the team’s flagship radio station. ESPN 1000 was the exclusive radio partner of the White Sox from 1999-2005 with iconic radio personalities Ed Farmer and John Rooney in the booth.

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ABOUT GOOD KARMA BRANDS

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. In addition to ESPN 1000, radio assets include six additional ESPN affiliated radio stations in Milwaukee and Madison, WI, Cleveland, OH and West Palm Beach, FL and two stations in Beaver Dam, WI. In partnership with ESPN, GKB also offers local marketing partners geo-targeted advertising on ESPN's digital platforms. In addition to its radio assets, GKB boasts a number of premium brands, including an events division that produces the Wisconsin Sports Awards, Tundra Trio hospitality houses in Green Bay, Wis., and the Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.