



ESPN Madison Revamps Radio Lineup

MADISON, WIS. (August 12, 2020) - ESPN Madison is excited to introduce a new programming lineup, which will begin on Monday, August 17, 2020. Fans will continue to hear from their favorite local hosts and shows. The lineup also incorporates the new ESPN Network shows, beginning the day with Keyshawn Johnson, Jay Williams and Zubin Mehenti, and hearing from Mike Greenberg and Max Kellerman midday, bringing new voices to the Madison market.

“It is an exciting time to be an ESPN radio sports fan, with the opportunity to listen to ESPN Network’s new national shows that will provide incredible energy and varying perspectives. Fans will continue to hear from the locally produced and informative Wilde and Tausch, 12-year radio host veteran Jim Rutledge, and then complete their day with the fast-paced entertainment of Greg Scalzo and Ben Brust,” said Keith Williams, vice president and market manager, ESPN Madison.

The new lineup on 100.5 ESPN, effective August 17:

- 5 – 9 a.m. Keyshawn, JWill & Zubin (ESPN Network)
- 9 – Noon Wilde and Tausch
- Noon – 1 p.m. Greeny, hosted by Mike Greenberg (ESPN Network)
- 1 – 3 p.m. The Max Kellerman Show (ESPN Network)
- 3 – 4 p.m. The Jump Around with Jim Rutledge
- 4 – 6 p.m. Scalzo and Brust

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About Good Karma Brands

Good Karma Brands, LLC (GKB) is a sports media and entertainment company with expertise in local sports marketing activation. In addition to 100.5 ESPN, radio assets include Newsradio WTMJ in Milwaukee, six ESPN affiliated radio stations, including ESPN 1000 AM in Chicago and 94.5 ESPN FM in Milwaukee, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB can also offer 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. GKB also owns two Wisconsin-based Verizon Premium Wireless retail stores specializing in concierge service, and a home furnishings and design business called the Home Market. For more information, please visit www.goodkarmabrands.com.

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