



ESPN Milwaukee Announces New Lineup

MILWAUKEE, WIS. (August 17, 2020) – ESPN Milwaukee is excited to announce a new programming lineup on 94.5 ESPN, which will begin on Monday, August 31, 2020. Notable local lineup changes are the addition of ESPN National host, Jen Lada to the ESPN Milwaukee team, long-time radio host Steve the ‘Homer’ True paired with Marquette and NBA basketball star Tony Smith, and ESPN Madison’s Greg Scalzo and Ben Brust becoming a dual market show. The lineup also includes ESPN Network’s new national show with Keyshawn Johnson, Jay Williams and Zubin Mehenti, as well as a familiar voice, Dan LeBatard midday.

ESPN National host and reporter, Jen Lada, will join Gabe Neitzel and Mark Chmura every weekday morning. Lada has seen great success in the sports industry, appearing on *College GameDay* and *College Football Live*, and has made guest appearances on a variety of ESPN Radio and television shows, including *Baseball Tonight*, *First Take* and *SportsCenter*. She also contributes to ESPN’s storytelling brand *SC Featured*, *Outside the Lines*, and *E:60*.

“We’re excited to add Jen Lada to our lineup and offer our fans and advertising partners a great way to engage with us every day,” said Steve Wexler, Good Karma Brands Vice President and Milwaukee Market Manager.

The new lineup on 94.5 ESPN, effective August 31:

5 – 7 a.m.	Keyshawn, J-Will & Zubin (ESPN Network)
7 – 9 a.m.	Jen Lada, Gabe Neitzel & Mark Chmura
9 – Noon	Wilde and Tausch
Noon – 2 p.m.	Dan LeBatard Show (ESPN Network)
2 – 4 p.m.	Steve “The Homer” True & Tony Smith
4 – 6 p.m.	Scalzo and Brust

“Our lineup gets an infusion of fun-loving, smart and mischievous personalities with the addition of Jen Lada to the morning show, the pairing of Tony Smith and Steve the ‘Homer’ True, and Greg Scalzo and Ben Brust in afternoon drive. Combined with the established, compelling tag-team of Wilde and Tausch, the new lineup positions 94.5 ESPN for engaging content no matter the season,” said Brad Lane, Director of Content, Good Karma Brands Milwaukee.

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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 94.5 ESPN in Milwaukee, radio assets include Newsradio WTMJ, six other ESPN affiliated radio stations 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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