



<b>CALL LETTERS</b>	<b>WDTX</b>	<b>FORMAT</b>	Sports Talk
<b>DIAL POSITION</b>	100.5	<b>BROADCAST HOURS</b>	24
<b>WATTAGE</b>	25000	<b>PRIMARY DEMO</b>	25-60 male
<b>NEWS NETWORK</b>	CBS	<b>SPORTS NETWORK</b>	NBC, ESPN

**SportsFan 100.5** is North Central Wisconsin’s only “full-power all-Sports” FM station ...and we talk Wisconsin Sports, with seven hours devoted to the Packers, Badgers, Brewers and Bucks every day! High profile sports entertainers deliver the latest sporting news, scores, compelling insight, and dynamic guests twenty four hours a day. WDTX is locally owned by Sunrise Broadcasting, LLC.

**Mike & Mike in the Morning, 5am-9am:** A fun-filled, fast paced morning drive show, hosted by ESPN favorites Mike Golic and Mike Greenberg. The show mixes sports, analysis, big-name interviews and listener calls. Segments include “Predictions Sure To Go Wrong” and “Ask The Mikes”.

**Voices Of The Game with Newy Scruggs, 9am-11pm:** Each day Newy is joined by a different major guest host, including Chipper Jones (MLB), Stan Van Gundy (NBA Coach) Chris Mannix (Sports Illustrated) and MLB analyst Bobby Valentine for outspoken candor and insight into the big stories.

**ProFootballTalk with Mike Florio 11am-12pm:** Mike Florio, creator of ProFootballTalk.com delivers all-encompassing coverage of the league with current news, analysis, and debate with a variety of experts, players and coaches.

**The Talking Cheeseheads, 12pm-2pm:** Ben Larson, Justin Hull and Reed Roberts talk about all the things Wisconsin sports fans care about.

**Mike Heller Show, 2pm-5pm:** Mike Heller and Ted Davis (the voice of the “Bucks”) team up for the best Badger, Packer and Brewers sports talk, with great guests and listener phone calls, too. Live from “Big 1070” in Madison, Milwaukee and Green Bay.

**The Sports Den, 5pm-7pm:** “Downtown” Ollie Burrows is “live and loud” from the SportsFan 100.5 studios, opening the phone lines for Central Wisconsin’s only local daily sports call-in show.

**Jon Stashower Show, 7pm-9pm:** Each night, Jon fill the air with a thought provoking program as he goes behind all of the water-cooler topics, featuring audio from all the top story-makers.

**Going Deep with Amani & Dan , 9pm-12am:** Former New York Giants wide receiver Amani Toomer and sports talk host Dan Schwartzman hold court each weeknight go deep into the sports stories of the day and leave no topic untouched!

**Up Late with Jason Page:** Jason brings a contemporary approach to sports talk with contagious energy and social media interaction.

**News** headlines are aired once an hour from the CBS Radio Network. Breaking, extended and crisis news coverage airs as needed.

**Weather** information provided by *WeatherEye*, the Midwest’s leading weather service. Weather broadcasts are aired twice per hour and extended weather coverage is aired during any serious weather condition.

**Monday Night End Zone / TV 9 “Pack Attack”** Live local sports show on location.

**NFL Football** Sunday afternoon “double-header”; Sun., Mon., Thu, & Sat. Night, playoffs and Super Bowl

**NCAA Football** game of the week

**Major League Baseball** game of the week, MLB championships and World Series

**NCAA Basketball** regular season games and NCAA “March Madness” Basketball Tournament

**NBA Basketball** regular season games, playoffs and NBA finals

**UWSP Men’s Hockey** Live play by play of all Pointers regular and post-season games

**In Fisherman** latest tips and information to help you “catch the big one” Mon-Sat 3x per day



**Sunrise Broadcasting, LLC**

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