

FOR IMMEDIATE RELEASE:

FM Sports *Talk* Hitz Chicago Radio Dial

Chicago, Illinois – April 23, 2018 – After operating as a time-brokered radio station for the better part of the last 20 years, AM 1530 is officially throwing its hat in the ring as a commercial broadcaster.

Beginning Monday April 23, 2018 WCKG flips to **Sports Talk** on AM 1530 and 102.3 FM with an all-star line up of national and local talent broadcasting from the Hitz Boxing Studios in suburban Chicago.



Pictured R-L: Anthony Damato, Hitz Boxing Ring Announcer, Sal Amato, Bobby Hitz

WCKG's weekday lineup of Sports Talk talent is being hailed as the Mount Rushmore of professional sports talkers.



Clay Travis 5a-8a (Fox Sports Radio)
Dan Patrick 8a-11a (DirectTV/AT&T NBCSports)
Colin Cowherd 11a-2p (FS1)
Rich Eisen 4p-7p (NFL Network)

With the exception of Rich Eisen who's program is relatively new on the national landscape, each of WCKG's Sports Talk hosts hold a respectable position on Talkers Magazine's "Sports Talk Heavy 100" with Cowherd ranked highest as #3, Dan Patrick #5 and Clay Travis (also a relatively new host) ranked #29.

"The two questions I'm hearing most are "What play-by-play will you broadcast?" and "Why are you putting a bunch of national guys on instead of local Chicago talent?". I'm personally going to dive DEEP into those questions during our live video press conference. Anyone can ask questions, not just press. If you miss it live, it will be available on all the WCKG social media channels, and WCKG.com.", WCKG Station Manager Matt Dubiel.

While WCKG has cherry picked their weekday Sports Talk programs from DirectTV, NFL Network, and Fox Sports Radio, supplementary night and weekend programming will be provided by Fox Sports Radio.

WCKG management is expected to announce plans for local programming (perhaps a local talent for the obvious hole in afternoons from 2p-4p) and answer questions in a live video press conference at 11a central today - to be broadcast across all of WCKG's social media channels, and WCKG.com.

WCKG broadcasts on AM 1530 and online at WCKG.com. WCKG is licensed to the City of Elmhurst in Chicago. WCKG also simulcasts on a low power FM translator broadcasting from Elmhurst on 102.3 FM. The FCC recently granted WCKG a construction permit to move their 102.3 FM to the top of Trump Tower in downtown Chicago. WCKG also recently received approval to increase power of AM 1530 from 760 watts to 4,000 watts. WCKG can be found on Twitter @WCKGChicago and on Facebook.com/WCKGChicago

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