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ESPN RADIO 1510 DAYS 1290 NIGHTS IS THE NEW HOME FOR MARQUETTE MEN'S BASKETBALL
Affiliates in Rockford, Ill. and Marshfield, Wis. also added to network

MILWAUKEE, August 10 – Marquette men's basketball has a new home for radio in Milwaukee.

Marquette University athletics and its marketing partner Nelligan Sports have reached a multi-year agreement with ESPN Radio 1510 Days/1290 Nights to serve as the flagship station for Marquette men's basketball beginning this season.

"Our new partnership with ESPN Radio will substantially strengthen the promotion and programming of our men's basketball program within the Milwaukee market and fits with our step up to the Big East Conference," said Marquette Athletic Director Bill Cords.

ESPN Radio Milwaukee will broadcast all of the Golden Eagles' preseason, regular season and postseason games, including a 30 minute pregame show and a 45 minute postgame show. Steve "The Homer" True, the station's afternoon host, will continue to serve as the voice of Marquette and the station will also be the radio home of "The Tom Crean Show".

"We are ecstatic to partner with Marquette University which boasts the rare combination of championship heritage with a program that is rising to new heights with an exciting young team in the Big East. We are committed to bringing our listeners the best in sports and Marquette University's fan base is loyal, knowledgeable and passionate," said Milwaukee's ESPN Radio Owner Craig Karmazin.

In addition to broadcasts, Milwaukee's ESPN Radio will fully integrate Marquette men's basketball into programming and promotion of the station including: on-air/on-line imaging, on-site events, enhanced coverage of games and practices, and multi-media advertising to promote its association. Production initiatives will include live coverage of Marquette Madness and other Marquette men's basketball events, with the opportunity to promote and highlight Marquette ticketing and marketing initiatives.

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Under the agreement, ESPN Radio Milwaukee will provide enhanced streaming and podcasting of programming to be co-hosted on gomarquette.com, espnmilwaukee.com and onmilwaukee.com at no cost to users, making free content available to Marquette fans worldwide.

Additional components of the partnership include weekly Marquette Athletics updates to occur during daily programming, a minimum of five women's basketball games and airing of a weekly women's basketball coach's show.

"Increasing visibility for our entire athletics program, particularly women's basketball, is a significant step in our growth as a member of the Big East Conference," said Cords.

Along with its new local flagship, Marquette University athletics and Nelligan Sports reached agreements with two new affiliates – ESPN Radio 1380 AM (Rockford, Ill.) and WDLB 1450 AM (Marshfield, Wis.) – to carry Marquette men's basketball game broadcasts. Rockford's ESPN Radio 1380 AM is the state line's only 24/7 sports talk station and serves Winnebago, Rock, Boone and eastern Stephenson county. It is the first time Marquette men's basketball has had a full time radio affiliate in Illinois.

"We are pleased to be expanding our radio broadcast reach for men's basketball. With the addition of three new affiliates, our alumni and fans throughout Wisconsin and northern Illinois will be able to better access game coverage," said Cords.

The Marquette Basketball Radio Network consists of 10 affiliates in three states: ESPN Radio 1510 AM/1290 AM (Milwaukee); WSCO 1570 AM (Appleton, Wis.); WDUZ 107.5 FM (Green Bay, Wis.); WOMT 1240 AM (Manitowoc, Wis.); WXCO 1230 AM (Wausau, Wis.); WPRN 1600 AM (Ripon, Wis.); WCLO 1230 AM (Janesville, Wis.); WDLB 1450 AM (Marshfield, Wis.); WKBV 1490 AM (Richmond, Ind.); ESPN Radio 1380 AM (Rockford, Ill.).