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For Immediate Release

WISN 12 LAUNCHES DISTINCTIVE NEW LIVE SPORTS SHOW ON AUG. 20

“Big 12 Sports Saturday with 540 ESPN” is a Collaboration between Stations

MILWAUKEE, (August 4, 2011) – WISN is premiering a new, live sports show on Saturday, Aug. 20, at 6:30 p.m. WISN’s “Big 12 Sports Saturday with 540 ESPN” is collaborative effort between the two stations. Hosted by Sports Director Dan Needles, “Big 12 Sports Saturday” will regularly feature longtime [“D List”](#) radio partner Drew Olson at an in-studio roundtable with weekly special guests. The half-hour program will also include a trivia segment showcasing Needles’ extraordinary sports knowledge, Dan and Drew’s picks for the Sunday football games, and a “Hey Wilde” segment with Packers Sportswriter Jason Wilde.. The show hosts will also use social media, email and text messaging to answer questions from viewers.

“We’re very excited about the depth of experience this show has to offer,” says Dan Needles, sports director at WISN 12. “We want to use that experience to get the discussion going among sports fans in a forum we hope is entertaining and informative.”

Collectively, Needles and Olson have been covering Wisconsin sports for nearly 50 years. Characterized by some as “The Odd Couple,” the two sports minds share different views, but are also considered a great team who enjoy a genuine friendship on and off the air.

“There is tremendous synergy between Dan and Drew and we are thrilled to have this association with the sports journalists at 540 ESPN,” adds Jan Wade, president and general manager at WISN 12. “*Big 12 Sports* is about leading the way with Wisconsin sports coverage and this show was developed with that mission in mind. We are pleased to be able to bring this kind of distinctive, high quality sports programming to our viewers.”

“This is certainly an exciting time for area sports fans and we are proud to be part of WISN’s expanded commitment to serving these fans,” says Shane Blackman, general manager of 540 ESPN.

“Big 12 Sports Saturday” will focus on the 2011/12 football season for the Green Bay Packers, Wisconsin Badgers and local Prep schools, but will also follow the Milwaukee Brewers and other Wisconsin sports franchises when they are making headlines. Through the use of social media platforms like Facebook, Twitter, email and text messaging, the

LEADING THE WAY WITH IMPORTANT LOCAL COVERAGE

show will be presented largely unfiltered. WISN 12 is also creating a special website for the program so viewers can stay connected from week to week. While the program is scheduled to run through Super Bowl Sunday, no ending date is currently planned.

WISN 12, the ABC station in Milwaukee, is owned by Hearst Television Inc, a wholly-owned subsidiary of Hearst Corporation. Hearst owns 29 television stations and two radio stations in geographically diverse U.S. markets. The Company's television stations reach approximately 18 percent of U.S. TV households, making it one of America's largest television station groups. It also owns more than three dozen websites and multicasts more than two dozen digital channels providing news, weather and entertainment programming. The Company's Web address is www.hearsttelevision.com. WISN 12's Web address is www.wisn.com.

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