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MARSHFIELD'S ESPN SPORTS STATION! | 92.3 FM | WOSQ

overview

about 92.3 FM

Sports radio 92.3 FM features top ESPN personalities and national sports updates. WOSQ also features highly rated national talk from the Dan Patrick Show, and then gives Wisconsin fanatics their daily fill of Packers, Brewers, Badgers and Bucks news and talk with The Bill Michaels Show. What makes WOSQ unique is the local sports coverage which includes high school sports coverage of 16 area high schools, including more than 60 high school play-by-play broadcasts each year, from Sports Director Gene Delisio and Mike Warren.



Online stream & website: www.wosqfm.com

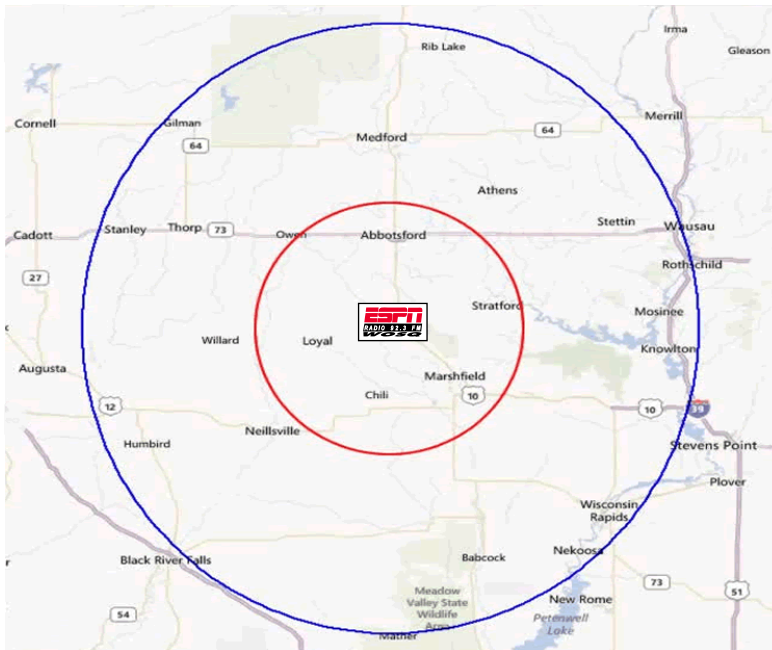


www.facebook.com/SportsRadio-923-FM-WOSQ

target audience

- Target Audience: Men 18-54
- "All Sports" Radio attracts a younger, upscale audience
- 72% of "All Sports" audience falls within the prime Adult 25-54 demographic
- 84% Sports Radio listeners are men, the highest concentration of all radio formats
- 47% of all Sports Radio listeners have College Degrees
- The Sports radio listener is nearly twice as likely as the average Adult to have an Annual Household Income of \$100,000+ (35%)
- Sports Listeners:
 - Are Avid Athletes
 - Are "Out and About"
 - Are "Financially Sound"
 - Are Frequent Travelers
 - Make Business Decisions
 - Improve Their Homes
 - Are Auto Enthusiasts
 - Are PC Consumers

coverage map



area at a glance

- Wood County
Population – 73,435
Median Age – 43
Median Household Income – \$48,961
- Clark County
Population – 34,445
Median Age – 37
Median Household Income – \$45,048
- Marathon County
Population – 135,868
Median Age – 40
Median Household Income – \$54,083

on-air personalities

Daily local Sports and News updates with Gene Delisio and Mike Warren. WOSQ delivers high school play-by-play coverage of football, basketball, baseball and softball, for 16 area Marawood and Cloverbelt conference schools.



Gene Delisio is a native of Rockland County, New York, and a graduate of Spring Valley Senior High School. He came to the Midwest to attend UW-Milwaukee, where he earned his B.A. in Mass Communication, and he also has a Masters Degree in Communication from UW-Stevens Point. Gene worked as the Sports Director at WCBY in Cheboygan, Michigan, WIVQ in Lasalle-Peru, Illinois and WRHL in Rochelle, Illinois before joining the staff of WDLB in 1985.

Gene and his wife Pat, and their Shih-tzu Paddy live in Stratford, and both are active in St. Patrick's Church in Halder. Gene is a member of the Society of American Baseball Research, and part of the Marshfield Tiger Athletic Hall of Fame selection committee. He is also a member of the Tiger Hall of Fame, as well as the Marshfield Softball and Baseball Association Hall of Fame, and the Wisconsin Basketball Coaches Association Hall of Fame. In his spare time, Gene enjoys researching central Wisconsin sports history, and watching his large collection of silent films.



Mike Warren serves as News Director for WDLB/WOSQ/WFHR/MLJY, and has been employed with the Marshfield stations since the fall of 1992, after graduating from the National Broadcast Institute in Las Vegas, NV.

Besides covering and gathering local news and events, and anchoring daily newscasts, Mike also serves as a play-by-play announcer for local sporting events from throughout central Wisconsin, covering primarily the Cloverbelt and Marawood Conferences.

Mike is also a member of the Marshfield Area Chamber of Commerce and Industry's Ambassador Club known as the "Red-coats", and serves on MACCI's Crystal Apple Awards Selection Committee, recognizing outstanding teachers in central Wisconsin. He also donates his time serving as emcee for many local community events and banquets throughout the year, and enjoys volunteering at many of those same events. Mike is also a regular volunteer for the Home-delivered Meals program at the hospital in Marshfield.

Mike is a native of Spencer, WI and is a 1991 graduate of Marshfield Senior High School, and resides in Marshfield. He is an avid fan of the Green Bay Packers, and enjoys traveling to many of their games.

Mike & Mike in the Morning 5am-9am



Mike Golic, half of ESPN Radio's weekday morning Mike & Mike, plays the role of ex-jock, former NFLer to Mike Greenberg. The show (6 – 10 a.m. ET), simulcast on TV since 2004, is available on ESPN Radio and ESPN affiliates across the country.

"Golic," as he is referred to, joined ESPN in 1995 as an NFL studio analyst on NFL 2Night and later on NFL Live and also worked as color commentator for the Arena Football League (1996-98, 2007-08) and ESPN/ABC college football games until the mid-nineties.

Golic is a nine-year NFL veteran, playing defensive tackle for the Houston Oilers, Philadelphia Eagles and Miami Dolphins. During his seven years in Philadelphia, he began his television career with a weekly segment on the Randall Cunningham Show. He received a Mid-Atlantic Region Emmy Award for his feature "Golic's Got It."



Mike Greenberg For more than 16 years, sports fans have been waking up with Mike Greenberg – half of ESPN Radio's weekday morning Mike & Mike, the perfect sports fan complement to his ex-jock co-host former NFLer Mike Golic. The show (6 – 10 a.m. ET), simulcast on ESPN2 since 2005, is available on ESPN Radio, ESPNradio.com, ESPN app, SiriusXM and ESPN affiliates across the country.

In April 2016, Greenberg and Golic were inducted into the National Association of Broadcasters Broadcasting Hall of Fame and are now among an esteemed group that includes Paul Harvey, Vin Scully, Harry Caray and Orson Welles.

"Greeny," as he is called, joined ESPN in September 1996 as an anchor for the November launch of ESPNEWS. He later anchored SportsCenter for many years, even long after Mike & Mike launched on January 3, 2000.

on-air personalities

Dan Le Batard 9am-10am



Dan Le Batard Leading sports columnist Dan Le Batard is the host of ESPN Radio's The Dan Le Batard Show, weekdays from 10 a.m. – 1 p.m. ET (simulcast on ESPNU and tape-delayed on FUSION) and ESPN2's Highly Questionable on weekday afternoons at 4:30 p.m. Both shows are produced out of ESPN's studios in Miami Beach's Clevelander Hotel.

The Dan Le Batard Show made its national ESPN Radio debut on September 30, 2015. Alongside co-host Jon "Stugotz" Weiner, the duo brings their unique blend of self-deprecating humor, insightful guests, and thoughtful conversation to a national audience every weekday. Rotating guest co-hosts, including Bomani Jones and Miami Herald writer Greg Cote, often join to provide listeners with a slightly different experience every day.

Bill Michaels Show 10am-2pm

Bill Michaels Replay 5pm-6pm



Bill Michaels Now Central Wisconsin "Sport Talk" listeners can get their daily dose of Packers, Brewers, Badgers and Bucks news, notes and talk on the Bill Michaels Show, heard on 92.3 FM WOSQ.

Bill Michaels is a 12-year vet of The Packers Radio Network and Sports Central on WTMJ. He now broadcasts his daily syndicated show from Sports Talk 1250 WSSP in Milwaukee, and can be heard on radio stations throughout the Badger state. Listeners may best know Bill from his days hosting "Packers Post Game" while with WTMJ. The Bill Michaels Show adds a "Wisconsin Sports Talk" element to WOSQ's national and local sports talk, news and play-by-play platforms.

The Dan Patrick Show 2pm-5pm



Dan Patrick Legendary multi-platform sports host Dan Patrick entertains America every weekday morning on The Dan Patrick Show. The program is simulcast live on TV on DIRECTV's Audience Channel and on Fox Sports Radio Network. Dan is seen by over 1 million viewers weekly and is heard on 287 radio stations nationwide. The Dan Patrick Show features the most extensive A-list interviews from the world of sports and offers Dan's unique perspective and dry sense of humor on the top stories and personalities of the day.

Dan is a senior writer for Sports Illustrated and hosts Football Night in America (on NBC). He also hosts Sports Jeopardy!, distributed by Crackle. Dan may be best known as an anchor on ESPN's SportsCenter, where he hosted the show with Keith Olberman, Stuart Scott and Rich Eisen from 1989-2006. He hosted The Dan Patrick Show on ESPN Radio from 1999-2007. The Dan Patrick Show also airs on NBCSN and AT&T's Regional ROOT SPORTS channels.

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