



500 South Phillips Avenue  
Sioux Falls, SD 57104  
Phone (605) 331-5350  
Fax (605) 336-0415

# Media Alert

Contact: Craig Mattick  
Phone: (605) 271-5873

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## KWSN ANNOUNCES NEW NETWORK AFFILIATION WITH FOX SPORTS RADIO

Backyard Broadcasting's "Sioux Falls Sports Radio, AM 1230, KWSN" announced today that KWSN is not renewing its affiliation with ESPN Radio, after 17 years. KWSN will become an affiliate of the FOX Sports Radio Network and various other network program suppliers bringing The Dan Patrick Show, The Jim Rome Show and The Tony Bruno Show, back to Sioux Falls with multi-year contracts.

Program Director, Craig Mattick hailed the move as a statement of KWSN's continuing commitment to local programming. "ESPN Radio is requiring its affiliates to carry more live national sporting events, such as the NBA and Major League Baseball, which would limit KWSN's ability to continue to air local sporting events" Mattick said. "FOX Sports Radio offers us the flexibility to provide Sioux Falls with the play by play and sports talk shows of local interest" Mattick said.

For more than a decade, KWSN has been the home of Sioux Falls Canaries Baseball, High School football and basketball, University of Sioux Falls football and basketball, NCAA football

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and basketball plus, KWSN is the home of the Minnesota Vikings and Minnesota Wild.” KWSN also airs the only local daily sports talk show that Mattick and partner John Gaskins host each afternoon from 3-5pm.

“We have been disappointed in the direction ESPN Radio has been going, taking more time away from its affiliates for local programming, Mattick added. “Plus, the network programs on ESPN Radio have not met our expectations” Mattick said.

Backyard Broadcasting VP/Market Manager Craig Hodgson said, “ we began looking at this months ago when Dan Patrick left ESPN Radio. Our new affiliation with FOX Sports Radio will bring the Dan Patrick show back to KWSN and Sioux Falls along with the biggest names in sports talk radio such as Jim Rome and Tony Bruno.”

The new KWSN line up will be announced soon along with dates for the switch.

For more information contact Craig Mattick 605-271-5873.