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THE SCORE SHUFFLES MID-DAY LINEUP: DOUG GOTTLIEB, MIKE HELLER, AND BALKY TAKE CENTER STAGE

October 15th, 2024, Appleton, Wis. – 95.3/99.1 The Score is excited to announce a mid-day programming shuffle coming this fall. ‘The Doug Gottlieb Show’ will debut on Northeast Wisconsin airwaves, alongside the return of ‘The Mike Heller Show’ to WSCO, while ‘The Show’ continues with host Eric Balkman.

Starting October 28, ‘The Doug Gottlieb Show,’ a Fox Sports Radio nationally syndicated program, will air weekdays from 2-4 p.m. “Our show is so excited to expand our footprint in Wisconsin!” said Doug Gottlieb. “Everywhere I go, people ask where they can hear us...now the answer is WSCO! Let’s go!” Woodward Community Media’s Talk Brand Manager, B.J. DeGroot, shared, “With Doug now serving as head coach for UW-Green Bay Men’s Basketball and continuing his national show, it was essential to bring his voice to sports fans in Northeast Wisconsin.”

Additionally, WSCO will welcome back the statewide syndicated ‘Mike Heller Show,’ which will air weekdays from noon-2 p.m. Heller, a local favorite and graduate of Appleton East High School and UW-Oshkosh, previously hosted the show on WSCO from 2016 to 2019.

The Show with Leo and Balky’ will now be rebranded as ‘The Show with Balky’ following John Leopold’s decision to step back to focus on his sales executive role. Balky will continue as the solo host from 11 a.m. to noon.

DeGroot added, “We are thrilled to enhance our local and regional sports coverage by bringing Doug’s show to our audience and welcoming Mike back to Northeast Wisconsin.”

Woodward Community Media (WCM) is an employee-owned company that informs, entertains and connects our communities through audio, video, digital, print and event content for our audiences and customers. Good People. Real Solutions. Shared Results. WCM operates six media brands in the Oshkosh, Appleton, and Green Bay, Wisconsin markets, including 103.5|1150AM|106.3 WHBY, 105.7 WAPL, Razor 94.7|104.7, 92.9|95.9 KISS FM, 104.3 The Fuse and 99.1|1570AM| 95.3 The Score.

