



Press Release – October 30, 2017

MILWAUKEE - Wisconsin Assembly Representatives and occasional legislative partners, Joel Kleefisch R-Oconomowoc and JoCasta Zamarripa D-Milwaukee, announce the launch of a new, bi-partisan political talk radio show featuring the Wisconsin political odd couple.

“The Joel and JoCasta Show” will air Saturdays, launching November 11th at 3-4 pm. The live broadcast, originating from the WRRD-1510 AM “Wisconsin Resistance Radio” Studio at 1224 E. Brady Street, Milwaukee, will allow for caller participation in Milwaukee, Southeastern Wisconsin, and from across the state.

WRRD-1510 has a strong, 23,000 watt, daytime AM signal, with transmitter in Waukesha, and simulcasts Live to stream at www.NewsTalk1510AM.com

Kleefisch said, “This is a fantastic chance to show people what's behind the philosophies, liberal and conservative. Debate, discussion, and even disagreement can be the impetus for understanding.”

Zamarripa said, “In this divisive political climate, I appreciate my colleague Joel taking the time to speak with someone across the aisle. I look forward to discussing our differences, our commonalities and what we believe can make Wisconsin better for all of us.”

WRRD-1510 AM also announces the addition of a new 9-11 am, weekday mid-morning political news/talk show, “414 Wisconsin”, beginning today.

“414 Wisconsin” will be hosted by Bryan Kelly and WRRD News Director Stu Daniels, with inaugural guest actor/activist Bradley Whitford at 10:45 am.

Daniels will continue in his news role on the daily “Earl Ingram Show”, between 7-9 am. The popular “Devil’s Advocates Show” will move the program forward from 2-5 pm.

“We are thrilled to pair Kleefisch and Zamarripa, and add the “Joel and JoCasta Show” to WRRD’s Saturday line-up. Joel is a likable guy, with a strong media background and a history of bi-partisanship. JoCasta is a passionate Progressive with a unique, diverse perspective. And I know they have a history. The only directive, make good radio,” WRRD Owner Mike Crute said.

With the addition of “414 Wisconsin”, WRRD-1510 AM is now offering seven hours of live, local Wisconsin and Milwaukee directed, non-conservative political talk each weekday. Additionally, WRRD-1510 AM is programming weekends local with “Busted Pencil’s, Fully Leaded Education Talk” 11-12 am Saturday, “Earl Ingram Show - Saturday Edition 12-3 pm leading in to the “Joel and JoCasta Show” 3–4 pm.