

**From:** Michael Crute

**Subject:** Press release NewsTalk 1510 am

Independent and Progressive Voices to Return to Wisconsin Radio Airwaves [Feb 1](#).

Michael Crute, co-host of the nationally syndicated, Wisconsin-based, Devil's Advocates Radio Show, announces the acquisition of WRRD 1510 AM Milwaukee/Waukesha. Crute and current licensee, Good Karma Brands, have agreed to terms of sale, with an operating agreement permitting the immediate format change while application for licensing transfer is processed by the FCC. The station has a strong, clear 25,000 watt daytime signal which covers the entire Milwaukee metro and travels West as far as Madison. WRRD 1510 AM will simulcast to livestream and provide a 24 hour, seven day a week format effective [February 1, 2017](#).

"This is not simply a business deal, my mission is to offer Milwaukee and Wisconsin a new voice and change our political dialogue. Our state and our nation need more fact-based political conversations, more speaking truth to power, more inclusive voices, and less partisan rhetoric," Crute says. "Wisconsin needs a dynamic, commercial alternative to the right and far-right voices that peddle propaganda and alternative facts"

The Devil's Advocates Radio Show, featuring Crute and Dominic Salvia, will anchor afternoon drive. The Devil's will return to their show's successful formula of leading Wisconsin politics [at 2 pm](#) weekdays, before welcoming their national audience 3-5, and replaying the Wisconsin guests and headlines [5-6 pm](#).

The Bill Press Show, the [Stephanie Miller](#) Show, the Thom Hartman Show, and Free Talk Live will join the Devil's Advocates in providing a live daily weekday line-up [between 6 am and 9 pm CT](#). Westwood One will provide National news, daily features like Dr. Sanjay Gupta, and weekend national programming like Meet The Press. WRRD 1510 AM will welcome Milwaukee's own Earl Ingram Show back to the Wisconsin airwaves Saturdays [12-3 pm](#).

"This is not about me. This didn't happen without monetary and banking partnerships, a fair seller, sponsors taking a leap of faith, support from my family, my radio partner and syndication partners, and most importantly the good people of Wisconsin that have embraced the Devil's Advocates and our sponsors. We look forward to bringing the best local and National hosts, offering diverse voices on the New WRRD News/Talk 1510 AM line-up," Crute says.

Contact Mike Crute

[608-824-2260](tel:608-824-2260) Office direct

[crute@newstalk1510am.com](mailto:crute@newstalk1510am.com)