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ESPN LA Names Industry Veteran Justin Schaflander, as Director of Sales

Los Angeles, CA (April 12, 2022) – Good Karma Brands and ESPN LA 710 AM are excited to announce industry-veteran Justin Schaflander, has joined the team as Director of Sales, overseeing all sales operations and management of sales teammates. Justin spent 25 years in Los Angeles and is looking forward to returning to Southern California.

Justin, who has worked in the radio industry for over 20 years said: “I’m thrilled to join ESPN LA and Good Karma Brands. To return to LA, work with some of the most iconic brands in sports and have it wrapped up in Good Karma Brands culture makes this a bucket list experience!” He continued, “I would like to thank the team for making this process and transition seamless and fun, and I can’t wait to start learning and working with this special group of teammates.”

Most recently, Justin spent 14 years with iHeart Media. In his last role, he was a Region President and prior to that, Vice President of Sales. In the early 2000s, Justin was a Director of Sports for CBS, running the Dodgers Radio Network.

Sam Pines, ESPN Los Angeles market manager, said: “I’m excited to add Justin to the growing ESPN LA team. His success in the sports media industry is incredible, and it’s a perfect match for him to return to LA so he can talk LA sports every day! Justin will help us grow in many ways, and I’m looking forward to working with him and learning from him.”

Earlier this year, sports media and marketing company Good Karma Brands acquired ESPN LA 710 AM and ESPN 1050 AM in New York, as well as the agreement to perform ESPN’s obligations under the Local Marketing Agreement for 98.7 ESPN in New York.

Good Karma Brands is hiring for a plethora of roles, including two Account Executives in the Los Angeles market. Visit the link [here](#) to learn more about the roles and how to apply.

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About Good Karma Brands

Good Karma Brands (GKB) is primarily a media and marketing company with an expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. In addition to ESPN LA 710 AM, radio assets include seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee, New York City, and West Palm Beach. For more information, please visit www.goodkarmabrands.com. Media Contact: Liz Staed | lstaed@goodkarmabrands.com