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Good Karma Brands Announces Company’s Heritage Sports-Talk Station, ESPN Madison, as Home for UW Women’s Volleyball

All home games to air on 100.5 ESPN in Madison and 620 WTMJ in Milwaukee

Madison, WI (May 2, 2024) – Good Karma Brands (GKB) proudly announces 100.5 ESPN Madison and 620 WTMJ in Milwaukee will serve as the new home for University of Wisconsin women’s volleyball, beginning in the 2024-2025 season. UW Women’s Volleyball completed the 2023 season at No. 3 in the AVCA Poll after a trip to the semifinals in the NCAA Tournament.

“We are proud to introduce broader coverage of Badgers Volleyball and to create additional avenues for audience expansion,” said Craig Karmazin, founder and CEO for Good Karma Brands, which owns 100.5 ESPN Madison and 620 WTMJ. He continued, “It is an exciting time, and our partnership with UW Athletics will present opportunities for a team that is proven to be best in class both on and off the court.”

Established in 1997, GKB took root when Karmazin visited the University of Wisconsin and determined Madison was an ideal city to begin his sports media enterprise. After 26 years, UW Athletics and GKB have agreed to a partnership during a particularly exciting time in women’s sports.

Greg Scalzo, market manager for Good Karma Brands said, “We are excited to build off of the already established UW Women’s Volleyball brand and enthusiasm surrounding women’s sports to deliver the ultimate listening experience for fans.”

In addition to broadcasting all Badger Volleyball games, GKB is excited to embrace other local opportunities on-air, digitally, and within the community. The stations will activate around select matches in Madison and Milwaukee, including a “Lead Her Forward” initiative during the National Girls & Women in Sports Day celebration.

GKB owns and operates ESPN-affiliated radio stations nationwide, while also representing the ESPN Radio Network and Podcasts, the full portfolio of ESPN Digital Products and ESPN Events.

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ABOUT GOOD KARMA BRANDS

As a proud partner of ESPN, GKB represents the ESPN Radio Network and Podcasts, the full portfolio of ESPN Digital Products, ESPN Events and local ESPN affiliated radio stations in eight markets including Beaver Dam, Cleveland, Chicago, Madison, Milwaukee, New York, Los Angeles, and West Palm Beach. GKB's other audio assets include Newsradio 620 WTMJ and 101.7 The Truth in Milwaukee, and 95.3 WBEV in Beaver Dam, WI. With offices throughout the country and our home office in Milwaukee, Wisconsin, GKB's team includes over 550 teammates and was recognized as a "Best Place to Work" by multiple organizations, including Front Office Sports and Sports Business Journal.

For a full list of assets and more information, please visit www.goodkarmabrands.com.

ABOUT NEWSRADIO 620 WTMJ

For nearly 100 years, 620 WTMJ has operated as Wisconsin's Radio Station, connecting communities across the state sharing trusted, timely, and accurate information through compelling stories. The station leads with curiosity, mindfully engages the community, and shares what matters most within and around Wisconsin. For more information, please visit www.wtmj.com.