



GOOD KARMA BRANDS

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## **ESPN Cleveland Adds a Director of Content to Their Coaching Staff**

*CLEVELAND, OH.* (January 21, 2020) – ESPN Cleveland and Good Karma Brands is excited to announce the addition of Matt Fishman, who begins today as a Director of Content. Fishman will oversee all content and programming ideation, strategy and execution for 850 ESPN Cleveland, leading the team toward continued success.

"I'm very lucky to work with the dedicated and talented team at ESPN Cleveland. I look forward to helping each teammate reach their potential in today's dynamic audio environment," said Matt.

Matt has built a career in radio, beginning in 1994 when he started as an intern at 670 The Score in Chicago. Over the last 20 years, Matt has continued to work for other sports radio stations, including 610 Sports in Kansas City and SiriusXM. He has gained experience in many different sports categories, from producing the MLB Channel, to working on NASCAR specific programs with American professional stock car racing drivers, Jimmie Johnson and Dale Earnhardt, Jr., and everything in between. Most recently, Matt has spent the past two years writing about sports radio content for Barrett Sports Media.

"We are excited to welcome Matt to the team as he brings a wealth of knowledge and experience. We are anxious for him to get started and begin contributing to the sound of ESPN Cleveland's and individual teammate's growth," said Sam Pines, Good Karma Brands' vice president and ESPN Cleveland market manager.

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### **About Good Karma Brands**

Good Karma Brands, LLC (GKB) is a sports media and entertainment company with expertise in local sports marketing activation. In addition to 850 ESPN Cleveland, radio assets include Newsradio WTMJ in Milwaukee, five additional ESPN affiliated radio stations and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB can also offer local marketing partners geo-targeted advertising on ESPN's digital platforms. In addition to its radio assets, GKB boasts a number of premium brands, including an events division that produces the Wisconsin Sports Awards, Tundra Trio hospitality houses in Green Bay, Wis., and the Cheribundi Boca Raton Bowl. For more information, please visit [www.goodkarmabrands.com](http://www.goodkarmabrands.com).

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