



GOOD KARMA BRANDS

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ESPN Madison Welcomes New Leadership to Take on Programming in 2020

MADISON, WIS. (January 6, 2020) – ESPN Madison and Good Karma Brands is proud to announce and welcome to the team new program director, Mike Jacobsen. Beginning on January 13th, 2020, Mike will oversee and manage all sports content strategy, programming, and implementation for ESPN Madison (100.5 ESPN).

"I couldn't be more excited to help lead such an incredibly talented lineup and teammates in one of the best sports towns in the country," said Mike. "It's truly an honor to be a part of the innovative and ambitious Good Karma Brands team as we continue to grow the ESPN Wisconsin brand."

Mike has built his career in radio, working at multiple radio stations around the country in various roles, including as a reporter, anchor, programming coordinator and executive producer. Most recently, Mike was the Director of Education at Illinois Media School.

"We're excited to have Mike Jacobsen join the ESPN Madison team to lend his expertise and ear to an already exciting and growing lineup. His previous leadership roles and passion for the radio industry make him a perfect fit to lead the team to new heights," said Keith Williams, Good Karma Brands' vice president and ESPN Madison 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. Radio assets include 100.5 ESPN in Madison, along with six additional ESPN affiliated radio stations, Newsradio 620 WTMJ and WXRO and WBEV 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.

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