

Good Karma Broadcasting, LLC
301 W Wisconsin Avenue Suite 200
Milwaukee, WI 53203

June 8, 2023

VIA UPLOAD TO PUBLIC INSPECTION FILES

Elizabeth E. Goldin
Assistant Chief, Investigations & Hearings Division
Enforcement Bureau
Federal Communications Commission
45 L Street NE
Washington, DC 20554

**RE: Response to Station WGKB(AM), Waukesha, Wisconsin (Facility Id No. 70771)
EEO Audit Letter**

Dear Ms. Goldin:

Good Karma Broadcasting, LLC (“*Good Karma*” or “*Licensee*”), licensee of broadcast station WGKB(AM), Waukesha, Wisconsin (“*WGKB*” or the “*Station*”), hereby submits the information and materials concerning the Station’s EEO program requested by the Federal Communications Commission (“*Commission*”) in its letter dated April 24, 2023, from the Enforcement Bureau to the Station (“*EEO Audit Letter*”). In addition to the Station, Licensee hereby provides information for its Station Employment Unit comprised of the following stations, which together with the Station are the “*Employment Unit*”:¹

WBEV-FM, Beaver Dam, Wisconsin (Facility Id No. 4474) (formerly WXRO)
WBEV(AM), Beaver Dam, Wisconsin (Facility Id No. 4475)
WTLX(FM), Monona, Wisconsin (Facility Id No. 4477)
WKTJ(FM), Milwaukee, Wisconsin (Facility ID No. 74095)
WTMJ(AM), Milwaukee, Wisconsin (Facility ID No. 74096)
WMVP(AM), Chicago, Illinois (Facility ID No. 73303)²

In compiling the requested information and materials, Licensee relied upon an examination of its files and records, and due inquiry of current employees who are knowledgeable of employment

¹ Stations WAUK(AM), Jackson, WI (FCC Facility ID No. 10824) and WTTN(AM), Columbus, WI (FCC Facility ID No. 71092) are listed on the EEO Public File Reports but were sold on December 30, 2022 (WAUK) and February 21, 2023 (WTTN), respectively, and are no longer part of the Employment Unit.

² Station WMVP(AM), Chicago, IL (FCC Facility ID No. 73303) appeared on the July 23, 2020-July 22, 2021 EEO Public File Report because it was previously operated by Good Karma pursuant to an LMA. Good Karma acquired WMVP(AM), effective January 20, 2023, and WMVP(AM) is now reported as a separate Employment Unit.

related issues at the Employment Unit. The responses below correspond to paragraphs as they are set forth in the EEO Audit Letter.

Paragraph 3:

Paragraph 2(b)(i): EEO Public File Reports

Copies of the Employment Unit’s two most recent EEO public file reports, covering the periods July 23, 2020, through July 22, 2021, and July 23, 2021, through July 22, 2022, are attached hereto as Exhibit A.

Paragraph 2(b)(ii): Websites

The Employment Unit’s most recent EEO public file report is linked to each Station’s website pursuant to Section 73.2080(c)(6). The Stations’ websites are:

- WGKB(AM): <https://goodkarmabrands.com/101-7-the-truth/>
- WBEV-FM: <https://goodkarmabrands.com/wbev-fm/>
- WBEV(AM): <https://goodkarmabrands.com/espn-beaver-dam/>
- WTLX(FM): <https://goodkarmabrands.com/espn-madison/>
- WKTJ(FM): <https://goodkarmabrands.com/espn-milwaukee/>
- WTMJ(AM): <https://goodkarmabrands.com/wtmj/>
- WMVP(AM): <https://goodkarmabrands.com/espn-chicago/>

Paragraph 2(b)(iii): Positions Filled

The dates of hire for the full-time positions listed on the two most recent EEO public file reports are as follows:

2020–2021 EEO Hire Dates		
#	Vacancy	Hire Date
1	101.7 The Truth General Manager	9/14/2020
2	101.7 The Truth Director of Content	12/21/2020
3	Marketing Facilitator/Partnership Coordinator	12/21/2020
4	Partnership Coordinator	10/5/2020
5	Marketing Facilitator	11/2/2020
6	Producer	11/23/2020
7	Producer	1/18/2021
8	Producer	1/18/2021
9	On-Air Host	11/23/2020
10	On-Air Host	12/07/2020
11	On-Air Host	12/07/2020
12	Sales Manager	12/21/2020
13	Director of Marketing	1/4/2021

14	Executive Producer	1/4/2021
15	On-Air Host	1/16/2021
16	Marketing Consultant	2/01/2021
17	Marketing Consultant	2/1/2021
18	Marketing Consultant	3/1/2021
19	Marketing Consultant	2/15/2021
20	Marketing Consultant	4/12/2021
21	Marketing Consultant	3/9/2021
22	Marketing Consultant	3/15/2021
23	Partnership Coordinator	3/15/2021
24	Partnership Coordinator	3/15/2021
25	Content Manager	6/14/2021
26	Marketing Facilitator/Partnership Coordinator	7/19/2021

2021–2022 EEO Hire Dates		
#	Vacancy	Hire Date
1	Marketing Facilitator	8/2/2021
2	Marketing Consultant	2/21/2022
3	On Air Host	2/28/2022
4	Marketing Consultant	4/18/2022
5	Marketing Consultant	5/16/2022
6	Partnership Coordinator	4/18/2022
7	Marketing Manager	5/16/2022
8	Marketing Consultant	6/13/2022
9	Partnership Coordinator	6/27/2022
10	News Reporter/Anchor	11/24/2021
11	Marketing Facilitator/Partnership Coordinator	2/24/2022

Exhibit B hereto contains copies of job postings and communications announcing the full-time job vacancies filled during the reporting periods. Good Karma’s payroll service – ADP – distributes all job postings to Indeed.com and ZipRecruiter.com. Also, certain job vacancies were filled using the same candidate pool, as noted on the EEO Public File Reports attached as Exhibit A.

Paragraph 2(b)(iv): Interviewees

The total number of interviewees for each vacancy and the referral source for each interviewee for all full-time Employment Unit vacancies filled during the period covered by the above-noted EEO public file reports are as follows:

2020–2021 EEO Report			
#	Vacancy	Total No. of Interviewees	Referral Source for Each Interviewee
1	101.7 The Truth General Manager	1	Exigent Hire
2	101.7 The Trust Director of Content	1	Exigent Hire
3	Marketing Facilitator/Partnership Coordinator	15	Job Search Websites ³ - 6 GKB Websites, Internal Referrals, Former Interns – 4 GKB Career Fair – 1 Social Media ⁴ - 2 Industry Sources ⁵ - 2
4	Partnership Coordinator	1	Internal Referral (candidate from different company Employment Unit)
5	Marketing Facilitator	3	Job Search Websites – 1 Social Media - 1 Community Advertising ⁶ - 1
6, 7, 8	Producer (3 positions)	20	Job Search Websites – 5 GKB Websites, Internal Referrals, Former Interns – 6 Industry Sources – 5 Community Advertising - 4
9, 10, 11	On-Air Host (3 positions)	27	Job Search Websites – 2 GKB Websites, Internal Referrals, Former Interns – 22 Community Advertising - 3
12	Sales Manager	6	Job Search Websites – 2 GKB Websites, Internal Referrals, Former Interns – 1 Industry Sources – 3
13	Director of Marketing	37	Job Search Websites – 11 GKB Websites, Internal Referrals, Former Interns – 8 Social Media - 11 Industry Sources – 7
14	Executive Producer	7	Job Search Websites – 2 GKB Websites, Internal Referrals, Former Interns – 3 Social Media – 1 Industry Sources – 1

³ Job Search Websites include Indeed.com, Glassdoor, ZipRecruiter, ihireHR.com, ihireaccounting.com.

⁴ Social Media includes LinkedIn, Twitter, Instagram, Facebook.

⁵ Industry Sources include AMFMJobs.com, Inside Radio, Barrett Sports Media, National Alliance of State Broadcasters Association, Illinois Broadcasters Association, Industry Referrals.

⁶ Community Advertising includes media, press releases, radio ads, promotions.

2020–2021 EEO Report (continued)			
#	Vacancy	Total No. of Interviewees	Referral Source for Each Interviewee
15	On-Air Host	5	GKB Websites, Internal Referrals, Former Interns – 3 Industry Sources – 2
16, 17	Marketing Consultant (2 positions)	16	Job Search Websites – 1 GKB Websites, Internal Referrals, Former Interns – 7 Social Media – 4 Industry Sources - 4
18, 19	Marketing Consultant (2 positions)	8	Job Search Websites – 2 GKB Websites, Internal Referrals, Former Interns – 1 Social Media – 5
20	Marketing Consultant	13	Job Search Websites – 2 GKB Websites, Internal Referrals, Former Interns – 2 Social Media – 3 Industry Sources – 5 Community Advertising - 1
21, 22	Marketing Consultant (2 positions)	11	Job Search Websites – 2 GKB Websites, Internal Referrals, Former Interns – 5 Industry Sources – 3 Community Advertising – 1
23, 24	Partnership Coordinator (2 positions)	13	Job Search Websites – 2 GKB Websites, Internal Referrals, Former Interns – 5 Social Media – 4 Industry Sources - 2
25	Content Manager	10	Job Search Websites – 1 GKB Websites, Internal Referrals, Former Interns – 7 Industry Sources – 2
26	Marketing Facilitator/Partnership Coordinator	42	Job Search Websites – 4 GKB Websites, Internal Referrals, Former Interns – 12 Social Media - 26

2022–2023 EEO Report			
#	Vacancy	Total No. of Interviewees	Referral Source for Each Interviewee
1	Marketing Facilitator	16	Employment Unit Employee Referral – 1 Indeed.com – 2 LinkedIn – 13
2	Marketing Consultant	3	Employment Unit Employee Referral – 1 LinkedIn – 2
3	On Air Host	1	Exigent Hire
4, 5	Marketing Consultant (2 positions)	16	Indeed.com – 3 LinkedIn - 13
6	Partnership Coordinator	4	Indeed.com – 1 LinkedIn – 3
7	Marketing Manager	3	Employment Unit’s Internal Job Posting Email – 1 LinkedIn – 2
8	Marketing Consultant	1	Employment Unit Employee Referral – 1
9	Partnership Coordinator	6	Indeed.com – 2 LinkedIn – 4
10	News Reporter/Anchor	2	Employment Unit Employee Referral – 1 LinkedIn – 1
11	Marketing Facilitator/Partnership Coordinator	20	Indeed.com – 6 ZipRecruiter – 2 LinkedIn - 12

No organizations contacted the Employment Unit directly requesting to be notified of job openings pursuant to 47 C.F.R. § 73.2080 (c)(1)(ii).

Paragraph 2(b)(v): Recruitment Initiatives

Documentation demonstrating performance of the completed initiatives pursuant to Section 73.2080(c)(2), including Employment Unit personnel involved in the recruitment initiatives, is included at Exhibit C. The Employment Unit has 77 full-time employees. The Employment Unit is located in a metropolitan area, as defined by the Office of Management and Budget, with more than 250,000 persons. The Employment Unit is required to perform four initiatives within each two-year period.

Paragraph 2(b)(vi): Discrimination Complaints

To the Good Karma's knowledge, there have been no complaints, pending or resolved, filed during the current license term before any body having competent jurisdiction under federal, state, territorial, or local law, alleging unlawful discrimination in the employment practices of the Employment Unit on the basis of race, color, religion, national origin or sex.

Paragraphs 2(b)(vii) and (viii): Description of Responsibilities of Each Level of Management and Program Analysis

The Employment Unit actively works to ensure effective implementation and enforcement of the Employment Unit's equal opportunity and nondiscrimination practices and policies (the "*EEO Policy*"). The Employment Unit's Market Manager has ultimate responsibility for ensuring that the EEO Policy is followed for each vacancy.

Pursuant to 47 C.F.R. § 73.2080(b), the Employment Unit uses a variety of methods to inform both current employees and job applicants of its EEO Policy. The Employment Unit informs applicants of its EEO Policy immediately by including on every job posting, on-air announcement, career fair and job application that "Good Karma is an Equal Opportunity Employer." Employees receive a copy of the EEO Policy at the time of hire or at the time the policies were written, if already employed by the Employment Unit. Station management informs employees of its EEO Policy through several methods, including discussing the EEO Policy in staff and management meetings, and during performance meetings. A copy of the Employment Unit's most recent EEO Public File Report is available in each station's online public inspection file and on each station's web site, where applicable.

In addition, on an on-going basis the Employment Unit's Human Resources Director instructs and coaches hiring managers on fair interviewing and hiring methods and policies. On a semi-monthly basis, the President and General Manager review promotions, salaries and terminations to ensure that employment actions have been handled in an equitable manner. Quarterly, General Managers report to the President the percentages of the market's women and minority employees to assist in determining any hiring deficiencies.

The Employment Unit conducts ongoing evaluations of its EEO recruitment program, pursuant to 47 C.F.R. § 73.2080(c)(3), in an effort to ensure its efforts achieve broad outreach to potential applicants. The Market Manager performs such analyses, including ongoing review of

recruitment data and the recruitment source list to assess the effectiveness of the Employment Unit's recruitment sources. In order to improve the pool of applicants for vacancies at the Employment Unit, in addition to distributing notice of vacancies to the organizations listed on its recruitment sources list, the Employment Unit recruits at job fairs (as health and safety conditions permit). Additionally, through participation in job fairs, career days, and other activities (as health and safety conditions permit), personnel from the Employment Unit interact with personnel from local organizations and potential recruitment sources in the community.

When this assessment indicates that modifications may be appropriate to ensure broad outreach, the Employment Unit works to add new recruitment sources and delete inactive recruitment sources. The Employment Unit also increases its efforts to advise community organizations involved in assisting job applicants about the Employment Unit's job vacancies, EEO policy and the FCC's outreach requirements.

Paragraph 2(b)(ix): Internal Policies

In addition to assessing its outreach efforts, the Employment Unit analyzes the effectiveness of its EEO practices and policies regularly to ensure that its EEO practices and policies do not have a discriminatory effect, pursuant to 47 C.F.R. § 73.2080(c)(4). During Department Head Meetings, the President, General Managers and Station managers examine employee pay rates, fringe benefits, seniority practices and promotions to ensure that employment actions have been undertaken in an equitable manner.

The Employment Unit makes all promotion decisions based solely on the skills, ability and experience of the employee - seniority, race, gender and national origin are not considered. Additionally, interview and termination procedures dictated by Good Karma's employee handbook and managing procedures require adherence to behavioral interviewing and progressive discipline processes to ensure that hiring, disciplinary and termination decisions are fair and that all employees are treated equitably.

Good Karma has not entered into an agreement with a union with respect to Stations in this Employment Unit, and therefore the requirement to periodically review cooperation with the union is not applicable.

Paragraph 2(b)(x): Religious Broadcaster

Not applicable. Good Karma is not a religious broadcaster.

Paragraphs 3 & 4: Time Brokerage Agreements

Not applicable. No station in the Employment Unit is currently subject to a time brokerage agreement. As previously noted, Station WMVP(AM), Chicago, Illinois, was included in the Employment Unit's 2021-2022 EEO Public File Report because it was previously operated by Good Karma pursuant to a time brokerage agreement. WMVP(AM) was acquired by Good Karma effective January 20, 2023 and is now reported as a separate Employment Unit.

Should any question arise regarding this information, please contact the undersigned's counsel, Nancy Ory, at (202) 416-6791 and nory@lermansenter.com.

Respectfully submitted,

/s/

Craig Karmazin, President
Good Karma Broadcasting, LLC

Exhibits

A – 2020-21 and 2021-2022 EEO Public File Reports

B – Job Postings

C – Supplemental Recruitment Initiative Documentation

Exhibit A – EEO Public File Reports

7/23/2020 – 7/22/2021 Report

7/23/2021 – 7/22/2022 Report

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2020 to July 22, 2021.

1) **Employment Unit:** Good Karma Broadcasting, LLC
Good Karma Brands Milwaukee, LLC

2) **Unit Members (Stations and Communities of License):**

WTLX(FM)	FCC Facility ID No. 4477	Monona, WI
WTTN(AM)	FCC Facility ID No. 71092	Columbus, WI
WBEV(AM)	FCC Facility ID No. 4475	Beaver Dam, WI
WXRO(FM)	FCC Facility ID No. 4474	Beaver Dam, WI
WAUK(AM)	FCC Facility ID No. 10824	Jackson, WI
WTMJ (AM)	FCC Facility ID No. 74096	Milwaukee, WI
WKTJ (FM)	FCC Facility ID No. 74095	Milwaukee, WI
WGKB (FM)	FCC Facility ID No: 70771	Waukesha, WI
WMVP (AM)	FCC Facility ID No. 73303	Chicago, IL /*

/* Operated by the employment unit pursuant to a Local Marketing Agreement with Sports Radio Chicago, LLC

3) **EEO Contact Information for Employment Unit:**

Mailing Address: 720 E. Capitol Drive Milwaukee, WI 53212	Telephone Number: (414) 209.3100
	Contact Person/Title: Keith Williams/Vice President
	E-mail Address: kwilliams@goodkarmabrands.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hiree
1. 101.7 The Truth General Manager	Exigent hire ¹
2. 101.7 The Truth Director of Content	Exigent hire ¹
3. Marketing Facilitator/Partnership Coordinator	Internal Promotion
4. Partnership Coordinator ²	Internal Referral
5. Marketing Facilitator	LinkedIn
6. Producer ³	Internal Referral
7. Producer ²	Industry Referral
8. Producer ²	Community Advertising
9. On-Air Host ⁴	Community Advertising
10. On-Air Host ³	Community Advertising
11. On-Air Host ³	Community Advertising
12. Sales Manager	Internal Promotion

¹ The General Manager and Director of Content positions for employment unit's "The Truth" format on FM Translator W269DL were hired under exigent circumstances – no recruitment was conducted due to the need for confidentiality with respect to the launch of the new format.

² Recruitment not reflected on chart – hiree was from a candidate pool from a different company employment unit.

³ Positions 6, 7 and 8 used the same candidate pool.

⁴ Positions 9, 10 and 11 used the same candidate pool.

- | | |
|---|----------------------------------|
| 13. Director of Marketing | Job board |
| 14. Executive Producer | Internal Referral |
| 15. On-Air Host | Industry Referral |
| 16. Marketing Consultant ⁵ | LinkedIn |
| 17. Marketing Consultant ⁴ | Internal Promotion |
| 18. Marketing Consultant ⁶ | Internal Promotion |
| 19. Marketing Consultant ⁵ | Industry Referral/LinkedIn |
| 20. Marketing Consultant | Internal Referral |
| 21. Marketing Consultant ⁷ | Internal Referral |
| 22. Marketing Consultant ⁶ | Community Advertising (on radio) |
| 23. Partnership Coordinator ⁸ | Industry Referral |
| 24. Partnership Coordinator ⁷ | Former Intern |
| 25. Content Manager | Internal Promotion |
| 26. Marketing Facilitator/Partnership Coordinator | Indeed.com |

Organization/Agency	Position														
	MF/PC	MF	Prod (3)	On-Air Host (3)	Sales Mgr	Dir. Of Mkt.	EP	On-Air Host	MC (2)	MC (2)	MC	MC (2)	PC (2)	Cont. Mgr	MF/PC
Job Search Websites (Indeed.com, Glassdoor, ZipRecruiter, iHireHR.com, iHireAccounting.com)	6	1	5	2	2	11	2	0	1	2	2	2	2	1	4
Good Karma Broadcasting/Brands/Websites, Internal Referrals, Former Interns	4	0	6	22	1	8	3	3	7	1	2	5	5	7	12
Handshake	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Good Karma Brands Sponsored Career Fair	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social Media (LinkedIn, Twitter, Instagram, Facebook)	2	1	0	0	0	11	1	0	4	5	3	0	4	0	26
Industry Sources (AMFMJobs.com, Inside Radio, Barrett Sports Media, National Alliance of State Broadcasters Association, Illinois Broadcasters Association, Industry Referrals)	2	0	5	0	3	7	1	2	4	0	5	3	2	2	0
Community Advertising (media, press releases, radio ads, promotions)	0	1	4	3	0	0	0	0	0	0	1	1	0	0	0

5) Total # of Interviewees Referred: For the period from July 23, 2020 to July 22, 2021, this Employment Unit interviewed 233 interviewees for full-time job vacancies. 26 applicants were hired.

⁵ Positions 16 and 17 used the same candidate pool.

⁶ Positions 18 and 19 used the same candidate pool.

⁷ Positions 21 and 22 used the same candidate pool.

⁸ Positions 23 and 24 used the same candidate pool.

6) Supplemental Recruitment Initiatives.

(a) Initiative: Internship Program

Due do COVID-19, this Employment Unit did not have an internship program for the Summer or Fall semesters of 2020 or the Spring or Summer semesters of 2021, but are discussing timeline/next steps in reimplementing the internship program in 2021/2022.

(b) Initiative: Mentoring Program

The employment unit has implemented a mentoring program called Big Brothers/Big Sisters. It is intended to pair up Good Karma Broadcasting teammates (*i.e.* employees) across markets and encourage veteran teammates and new teammates to develop a relationship, share ideas and advice and become a resource for each other.

(c) Initiative: EEO Training Programs for Management Employees

LinkedIn Diversity, Inclusion, and Belonging for All (DIB) Training – In June and July 2020, all Division Managers participated in this video training course that engaged them in meaningful conversations about diversity, inclusion, belonging, unconscious bias, and methods to ensure equal employment opportunity and prevent discrimination in the workplace.

Diversity and Inclusion Education Sessions – In July 2020, all Teammates, including Management Teammates with hiring responsibilities, participated in Diversity and Inclusion Education Sessions that provided training to develop an environment that embraces diversity, prevents discrimination, and practices equal opportunity employment and inclusion in our workplace.

Wisconsin Broadcaster Association - On March 24, 2021, two members of the Good Karma Broadcasting, LLC team with hiring capabilities attended the WBA Assistance Action Plan for EEO Compliance. We learned how to ensure Equal Employment Opportunity and prevent unlawful discrimination.

Manager Development Training – In May 2021, all Managers were required to participate in Manager Development Training which focused on appropriateness in the year of a pandemic and covered situations ranging from responses to vacation days, to asking employees about vaccines, to when/how to alert employees when someone is out sick, etc. This is an ongoing quarterly training that is mandatory for all managers.

(d) Initiative: Job & Career Fairs

Edgewood Spring Inclusive Internship Program Virtual Fair – virtual event. On March 30, 2021 our Director of Marketing attended a virtual career fair and talked to (1) student about our internship program, how to apply, next steps, etc.

Downtown Madison Isthmus Virtual Job Fair – virtual event. On June 2, 2021 (2) members of our Sales & Marketing team attended a virtual career fair and talked to roughly 15 individuals about career opportunities.

City Conference Diversity Career Fair – virtual event. On October 2, 2020 two members of our team joined a virtual career fair event to schedule times to meet with interested applicants in the Milwaukee area. Approx. 100 attendees participated in this event. Attendees could schedule 15-minute time slots to chat with employers.

Wisconsin Broadcasters Association Spring Job Fair – virtual event. From March 1, 2021 through March 5, 2021 one member of our marketing team participated in a week-long job fair where we posted all open GKB positions for interested applicants across Wisconsin to submit a resume. Applicants could reach out and ask specific questions about open positions and learn more about GKB.

Wisconsin Broadcasters Association Student Seminar – virtual event. On March 6, 2021 seven members of our team participated in a virtual networking event with students across Wisconsin interested in radio/broadcasting. We used a virtual program where each industry professional got their own breakout room where students could join to ask questions. There were three rotations each of 30 minutes where students could join to learn more about the industry, share contact info, etc.

Wisconsin Broadcasters Association Summer Job Fair – virtual event. From June 7, 2021 through June 11, 2021 two members of our team participated in a week-long job fair where we posted all open GKB positions for interested applicants across Wisconsin to submit a resume. Applicants could reach out and ask specific questions about open positions and learn more about GKB.

(e) Initiative: Sponsoring and Organizing a Career Fair

95X South Central Wisconsin Virtual Career Expo – virtual event. Virtual career fair sponsored and organized by Good Karma Brands. Virtual career fair was featured on DailyDodge.com the entire month of April 2021. Eight Good Karma teammates participated in this career fair. We had approximately 998 page views and 20 different businesses participated.

(f) Initiative: Participation in Other Activities

UW – Madison American Marketing Association – Madison, WI. On March 16, 2021, three members of our Marketing Team talked to a group of about 55 students about who Good Karma Brands is, what we do, opportunities within the company, sports marketing industry overall, digital activations and pieces of advice for success.

UW-Parkside Intern/Employer Panel – Madison, WI. On July 23, 2020 one member of our marketing team joined a panel of 15 employers, students, and faculty at University of Wisconsin-Parkside to discuss best practices for recruiting, professional development, internships, and career advice.

UW-Milwaukee Journalism Club – Milwaukee, WI. On October 12, 2020 one member of our content team spoke to 25 students with the UW-Milwaukee Journalism Club for an hour to discuss his career path, experiences, and career tips.

Internship Consortium of Southeast Wisconsin – Milwaukee, WI. On October 29, 2020 one member of our marketing team joined a panel made up of about 20 Wisconsin schools and employers to brainstorm and share ideas about recruiting, hiring, developing interns.

Sports Promotion Class at Marquette University – Milwaukee, WI. On November 10, 2020 three members of our marketing team spoke to 35 students in a Sports Promotion class at Marquette University to discuss sports marketing and our experiences working in the industry. The presentation lasted 45 minutes with a 15-minute Q&A.

Sports Marketing Class Presentation – Milwaukee, WI. On January 6, 2021 one member of our sales team spoke to 27 students with Milton High School's Sports Marketing class about his career path and experience working in sports marketing.

Sports Marketing Class Presentation – Milwaukee, WI. On March 2, 2021 one member of our sales team spoke to a class of 40 students at University of Wisconsin-Whitewater about her career path and experience working in sports marketing.

Sports Reporting Class at Marquette University – Milwaukee, WI. On April 14, 2021 three members of our leadership team spoke to 25 students in a Sports Reporting class at Marquette University to discuss sports reporting, marketing, broadcasting, and experiences working in the industry.

Concordia University Business Scholars Club Professional Networking – Milwaukee, WI. On April 21, 2021, our Market Manager/Vice President was one of three keynote speakers at a professional networking event presented by the Business Scholars Club at Concordia University. The event lasted about three hours and included dinner, networking, and a speaking presentation with about 40 participants in attendance.

Life Academy – Beaver Dam, WI. This employment unit works with Life Academy to hire 2-3 students/year with special needs to work our Brat Fry community events where they help set up and break down the event, roll brats into wraps and hand out sodas to guests.

(g) Initiative: Job Shadow

UW-Whitewater – virtual. On October 27, 2020 four members of our team set up a 2-hour Teams call to chat with one student from University of Wisconsin-Whitewater who had interests in content/producing. The student had originally contacted us through a representative with the Department of Vocational Rehabilitation with the goal of helping students with disabilities gain career experiences and insights.

Concordia University – virtual. On November 2, 2020 two member of our team set up a 1-hour Teams call to chat with one student from Concordia University who had interests in sports marketing/journalism.

UW-Milwaukee – virtual. On January 15, 2021 two members of our team set up a 1-hour Teams call to chat with one student from University of Wisconsin-Milwaukee who had interests in content/producing.

(h) Initiative: Media Trade Group Postings

The majority of full-time positions in Wisconsin were also posted on the Wisconsin Broadcasters Association (“WBA”) website. The WBA provides a range of services to broadcasters throughout Wisconsin and has a broad-based membership that includes women and minorities.

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2021 to July 22, 2022.

1) **Employment Unit:** Good Karma Broadcasting LLC
Good Karma Brands Milwaukee, LLC

2) **Unit Members (Stations and Communities of License):**

WXRO (FM)	FCC Facility ID No. 4474	Beaver Dam, WI
WBEV (AM)	FCC Facility ID No. 4475	Beaver Dam, WI
WTLX (FM)	FCC Facility ID No. 4477	Monona, WI
WAUK (AM)	FCC Facility ID No. 10824	Jackson, WI
WGKB (AM)	FCC Facility ID No: 70771	Waukesha, WI
WTTN (AM)	FCC Facility ID No. 71092	Columbus, WI
WKTI (FM)	FCC Facility ID No. 74095	Milwaukee, WI
WTMJ (AM)	FCC Facility ID No. 74096	Milwaukee, WI

3) **EEO Contact Information for Employment Unit:**

Mailing Address: 720 E. Capitol Drive Milwaukee, WI 53212	Telephone Number: (414) 209.3100
	Contact Person/Title: Anabel Roda/Compliance Specialist
	E-mail Address: aroda@goodkarmabrands.com

4) **List of all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source of Candidate Hired
1. Marketing Facilitator	LinkedIn
2. Marketing Consultant	Employee Referral
3. On Air Host	Employee Referral
4. Marketing Consultant	LinkedIn
5. Marketing Consultant	LinkedIn
6. Partnership Coordinator	Indeed
7. Marketing Manager	LinkedIn
8. Marketing Consultant	Employee Referral
9. Partnership Coordinator	LinkedIn
10. News Reporter/Anchor	Employee Referral
11. Marketing Facilitator/Partnership Coordinator	LinkedIn

Recruitment Sources	Positions Hired and Number of Candidates Interviewed									
	Job 1	Job 2	Job 3 *	Jobs 4-5 **	Job 6	Job 7	Job 8 ***	Job 9	Job 10	Job 11
Employment Unit's Website/Career Center - goodkarmabrand.com/careers										
Employment Unit's Internal Job Posting Email						1				
Employment Unit Employee Referral	1	1	1				1		1	
Industry Referral										
Indeed.com	2			3	1			2		6
ZipRecruiter										2
LinkedIn	13	2		13	3	2		4	1	12
Handshake										
Inside Radio										
All Access										
TVandRadioJobs.com										
Barrett Sports Media										
Wisconsin Broadcasters Association Website										
Career Fairs										

* Due to the need for confidentiality, this position was not posted.

** Used same pool of candidates for both positions

*** This position was posted but there was only (1) candidate who was qualified to interview and she was ultimately hired.

5) **Total # of Interviewees Referred:** For the period from July 23, 2021 to July 22, 2022, this Employment Unit interviewed seventy-two (72) candidates for full-time job vacancies. Eleven (11) applicants were hired.

6) **Supplemental Recruitment Initiatives:**

(a) **Initiative: Internship Program**

Due to COVID-19, the Employment Unit did not have an internship program during the previous reporting period. However, as of June 2022, almost all of the Stations were able to reimplement the program and is now offering paid internships to students, providing them with a valuable learning experience, as well as the ability to earn college credits once they complete the program. Internships can prove to be instrumental in pursuing and securing careers in the broadcasting industry.

(b) **Initiative: Mentoring Program**

The Employment Unit continues to implement a mentoring program called Big Brothers/Big Sisters. The objective is to pair up employees across markets so that veteran employees can become a resource to other employees, sharing their experience, knowledge, ideas and advice so that non-veteran employees can acquire skills that will help qualify them for high-level positions during their careers at the Employment Unit.

(c) **Initiative: Participation in Career Fairs**

On September 15, 2021, the Employment Unit participated in the City Career Fair's Diversity Employment Day Career Fair in Milwaukee, Wisconsin. A General Manager and a Marketing Facilitator/Internship Coordinator spoke to approximately 50 attendees about job opportunities at the Employment Unit, answered questions about the different

positions, and referred them to the Career Center on its website so that they may submit their application, as well as see all the other available opportunities.

On October 5, 2021, the Employment unit attended the University of Wisconsin-Green Bay Virtual Job and Internship Fair. A Market Manager, Marketing Director, and Marketing Facilitator/Internship Coordinator all hosted virtual sessions during which they could meet with the students, offer career advice, talk about the Employment Unit and its job opportunities, as well as answer questions about the sports broadcasting industry.

On March 5, 2022, the Employment Unit participated in the Wisconsin Broadcasters Association Career Fair at the Madison Marriott West in Middleton, Wisconsin. A Marketing Manager, Director of Content, Marketing Facilitator and a Producer from the Employment Unit were all in attendance at the event to talk to the students and answer questions about the broadcasting industry and to share the job opportunities available in the Employment Unit.

On March 10, 2022, the Employment Unit attended, hosted and sponsored the South Central Wisconsin Career Expo at Beaver Dam High School in Beaver Dam, Wisconsin. The Station planned and executed the entire event, including booking the venue, recruiting companies to participate, promoting it on air, on social media and on the Station website. In attendance at the event were the Station's General Manager, Sales and Marketing Coordinator, Executive Assistant and Marketing Consultants who spoke with the attendees about the open positions at the Employment Unit and offered advice on how to start a career in radio.

On March 15, 2022, the Employment Unit participated in the Wisconsin Herd Career in Sports Career Fair. Addition to working the table and handling resumes, an Assistant Program Director and a Marketing Manager were also panelists at the event, during which they discussed their successes, struggles and tips for landing a job in the competitive world of sports broadcasting.

(d) Initiative: Training Programs and Career Planning Tool for Employees

Sales Management Education – A Senior Vice President of Good Karma Broadcasting sends out a weekly educational learning piece called “Time to Win” that focuses on sales strategies, leveraging the power of sports to build brands, and utilizing our partnerships to bring local advertisers customized solutions. This is shared and discussed internally with all sales and management employees as part of the Employment Unit’s ongoing goal to encourage, educate, and train its employees to develop skills that will help prepare them for advancement within the company. “Time to Win” is also posted approximately every other week on the Employment Unit’s website and 1-2 times a month on LinkedIn.

Career Planning Tool/Training – The Employment Unit created a questionnaire, accessible to all its employees, which is used as a career planning tool to help guide its employees through their career path. The responses obtained from the questionnaire will be reviewed and utilized by Human Resources and the employees’ managers so that appropriate discussions can take place and training provided to help the employees acquire the skills that could qualify them for higher level positions and/or the type of position they want to achieve at the Employment Unit.

(e) Initiative: EEO Training Programs for Management Employees

Manager Development Training – Every 2nd Thursday of the month, all managers in the Employment Unit are required to participate in Manager Development Training. Subjects covered include recruitment, training, education, Human Resource processes, project management, EEO compliance, and mitigating unconscious bias.

EEO Seminar – On August 21, 2021, a Vice President and a Director of Marketing/Chief of Staff in the Employment Unit attended an EEO seminar: “Developing Signature Traits of an Inclusive Leader” at the Blue Harbor Resort in Sheboygan, Wisconsin that was part of the Wisconsin Broadcasters Association’s EEO Assistance Action Plan. The seminar discussed how being aware of one’s own biases and considering different perspectives when making decisions and collaborating with others can help lead to more inclusive leadership and respectful work environments.

EEO Webinar – On May 19, 2022, representatives from the Employment Unit attended an online webinar “Understanding and Mitigating Unconscious Bias in Our Everyday Lives” that is part of the Wisconsin Broadcasters Association’s EEO Assistance Action Plan. The webinar discussed the origins of bias and its role in our everyday lives, how unconscious bias affects us and those around us, and strategies to mitigate unwanted effects of implicit bias. The Employment Unit shared a link to the video of the EEO webinar to all of its stations so that those who were not able to attend can view the webinar.

(f) Initiative: Participation in Educational Institutions and Community Events

Speaking to a Class - On October 19, 2021, a Market Manager and a Producer in the Employment Unit were guest speakers at a Sports Marketing Class at the University of Wisconsin-Madison in Madison, Wisconsin. They discussed their individual roles at the Station and what goes into managing a radio station and producing a successful on air show. They also answered the students' questions about sports broadcasting and offered advice on how to break into the very competitive business.

Speaking to a Class – On October 26, 2021, a Marketing Consultant in the Employment Unit was a virtual guest speaker at a Sports Marketing Class of approximately 40 students at the University of Wisconsin-Whitewater in Whitewater, Wisconsin. She discussed sports marketing in general, how she ended up in a career in broadcasting and job opportunities at the Employment Unit. Afterwards, there was a Q&A session that lasted 25 minutes during which she fielded questions from the students.

Speaking to a Class – On November 16, 2021, a Director of Marketing/Chief of Staff, Marketing Manager and a Marketing Facilitator/Internship Coordinator were all guest speakers at a Sports Promotion Class at Marquette University in Milwaukee, Wisconsin. They gave a virtual presentation to approximately 30 attending students, sharing their career experiences and then fielding questions about their respective roles at the Station. They also talked about job opportunities within sports broadcasting and explained the steps that one should take to apply for a position at the Employment Unit.

Speaking to an Organization – On December 1, 2022, a Market Manager, Marketing Design Coordinator and a Marketing Facilitator/Internship Coordinator of the Employment Unit were guest speakers at a virtual meeting of the Marquette University Marketing Club, discussing their marketing roles and sharing their experiences in the broadcast industry with the students. They also answered questions about how to pursue a career in Marketing, specifically the broadcasting industry, and the importance of a good education and networking.

Speaking to an Organization – On December 3, 2021, a Marketing Facilitator/Internship Coordinator of the Employment Unit participated in the Wisconsin Broadcaster Association's networking event for which broadcasting students signed up through the association to meet virtually with broadcasters at specific times to discuss their career aspirations, ask for advice and to find out what kind of job opportunities are available within the station(s).

Speaking to a Class – On February 10, 2022, a Market Manager and a Marketing Consultant in the Employment Unit visited the University of Wisconsin-Madison in Madison, Wisconsin where they were guest speakers at two Sports Marketing Classes (same class, different times) of approximately 30 students each. They each talked about their roles at the Station and how they ended up with a career in Radio and the different type of jobs available in the Employment Unit. Both of them emphasized the importance of education and how it will help them to become successful if they decide to pursue a career in broadcasting.

Speaking to a Community Organization – On February 16, 2022, a General Manager and a Director of Content in the Employment Unit were virtual panelists at the Junior Achievement Speaker Sessions – African American Careers. They spoke to over 300 students during an hour-long session about their backgrounds and careers in broadcasting, the different departments within a radio station, and their passion for the business which is instrumental to achieving success in the industry. They also encouraged the students to reach out to them with any additional questions that they may have about careers at the Employment Unit or in broadcasting in general.

Speaking to a Community Organization – On March 2, 2022, a Marketing Manager and a Producer in the Employment Unit were guest speakers at the Fantasy Sports and Finance Club at the University of Wisconsin-Madison in Madison, Wisconsin. They talked to an audience of approximately 20 students about the three pillars at the Employment Unit and in any radio station: Sales, Marketing and Content. Each department is integral to the others and all teams must work together to ensure the station's success. They also discussed the different employment opportunities at the Station and how one can apply for those positions on the Station's Career Page on the website.

Speaking at a Summit – On March 2, 2022, an Executive Vice President at the Employment Unit was a panelist at the "Finding Diverse Leaders and Influencers" session at the Barrett Sports Media (BSM) Summit in New York. She discussed the challenges of finding diverse leaders and influencers in sports radio and what needs to occur to create a diverse workplace. She also talked about what executives in the industry should do to find those diverse candidates since it is important to the future of brand success. The event consisted of 100-150 professionals working in radio, print, digital and advertising industries, as well as students pursuing a career in the sports media industry.

Speaking at a Broadcasting Conference/Career Session – On April 26, 2022, a Vice President/Market Manager at Good Karma Broadcasting spoke to 10 students at a student networking and careers session sponsored by the Radio Advertising Bureau at the NAB Show in Las Vegas. He spent an hour addressing students interested in a career in broadcasting, detailing his journey in Radio, talking about the different careers in broadcasting, the importance of education and internships, offering advice on how to break into a business that is so competitive, and what needs to occur in order to be successful in this business.

(g) Initiative: Job Shadowing

On October 16, 2021, a student from Edgewood College shadowed a Market Manager in the Employment Unit at one of the Station's signature events: ESPN Wisconsin College GameDay Tailgates. The student was interested in learning about the planning and execution of these type of events as he is looking to pursue a career in Promotions and Marketing.

On June 21, 2022, a student from the University of Wisconsin-Madison shadowed a Marketing Manager in the Employment Unit. The student who was interested in Marketing as a career was able to gain some insight into the workings of a radio station by watching the Marketing Manager as she flowed through her daily tasks and interacted with the other departments.

(h) Initiative: Outreach to Community Organizations

On-Air Announcements – The Station aired multiple announcements per week stating that the Station is an Equal Opportunity Employer and that any organization that maintains a job bank, provides employment information, or gives job referrals can contact the Station and request to be placed on the mailing list to learn of future job vacancies.

Internet – The Career Page on the Employment Unit's website states that we are an Equal Opportunity Employer and that we invite any organization that maintains a job bank, provides employment information, or gives job referrals to contact us if they would like to be to be placed on our mailing list for future career opportunities.

(i) Initiative: Disseminating Information About Employment Opportunities

Recruitment Show – On July 16, 2022, the Employment Unit premiered a weekly recruitment show called "Hired" hosted by a Vice President and the Senior Director of Human Resources of the Employment Unit. This show focuses on recruitment and showcases the current open positions throughout all the markets of the Employment Unit. The responsibilities of each open position is explained in detail, as well as the desired qualifications and experience that the Employment Unit is looking for when recruiting candidates for the position. The hosts of the show also explain how anyone interested in joining the Employment Unit's Team can go to the Career Center on its website and apply for any of the open positions listed there.

(j) Initiative: Media Trade Group Postings

The majority of full-time positions in the Employment Unit were posted on the Wisconsin Broadcasters Association (WBA) website. The WBA provides a range of services to broadcasters throughout Wisconsin and has a broad-based membership that includes women and minorities.

Exhibit B – Job Postings

Job Postings – 7/23/2020 – 7/22/2021 Report

Collapse

- + Post a job
- Jobs
- Campaigns
- Candidates
- Search resumes
- Interviews
- Analytics
- Tools

← Back to jobs

ESPN Madison Marketing Facilitator/Partnership Coordinator

ESPN Madison - Good Karma Brands - Madison, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.



Clicks this week ⓘ

Sponsor job for more clicks

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

27

Total (excluding rejected)

27

0 Rejected

Job description

ESPN MADISON MARKETING FACILITATOR/PARTNERSHIP COORDINATOR(MADISON, WI)

ESPN Madison and Good Karma Brands is looking for a Marketing Facilitator/Partnership Coordinator, based out of Madison, WI, to support and contribute to our continued growth. Madison, frequently named the nation's best college sports town, was Good Karma Brands' second market to launch. ESPN Madison is the best place for local and national sports talk, and features signature events such as ESPN Wisconsin College GameDay to bring fans and marketing partners together year after year, and now we are looking for a Marketing Facilitator/Partnership Coordinator to help our team to reach new heights.

The Role of a Marketing Facilitator/Partnership Coordinator:

As a Marketing Facilitator/Partnership Coordinator for Good Karma Brands, no two days will be the same. This role has a hand in all marketing initiatives including promotions, events, contests, social media and more. As the Marketing Facilitator/Partnership Coordinator, you would be the face of the team engaging with fans in the community (or virtually), interacting with loyal listeners on social media, and working with all departments to help bring advertising partners goals and initiatives to life! Marketing Facilitator/Partnership Coordinator will be a true extension of our ESPN Madison sales & marketing teams. The ideal candidate will have excellent communication skills, both written and oral, a thorough knowledge of the business, a need to be organized and pro-active, a friendly/upbeat personality, and the eagerness to wear many hats, depending on the day!

Daily Tasks of a Marketing Facilitator/Partnership Coordinator:

- Coordinate and supervise station events and remote broadcasts
- Maintain and comply with contest rules and documentation

for all contests and events

- Participate in strategic and tactical marketing meetings, both internally and externally
- Facilitate community requests and involvement
- Contribute to leading the internship program each semester
- Monitor and maintain all marketing inventory, including promotional items, signage, vehicles and remote broadcast equipment
- Maintain and develop all promotional trade partnerships
- Assist with entering sales orders and help with other internal administrative tasks that relate to corporate sales partnerships
- Design and create presentations on behalf of Marketing Consultants for prospective marketing partners
- Participate in idea brainstorming sessions for marketing campaign presentations
- Write ad & promo copy and/or procure copy from marketing partners
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications:

- Passion to be a part of a team and the ability to work independently
- Personal sense of responsibility and accountability
- Strong organizational and time management skills
- Friendly, optimistic and upbeat personality
- Ability to thrive in a fast-paced work environment – a multi-tasker
- Willingness to accept and provide feedback
- Solution oriented/ problem solver
- Ability to think outside of the box
- Excellent writing skills
- Proficiency in Microsoft Office
- Proficiency in Adobe Photoshop a plus
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits: GKB Marketing Facilitators/Partnership Coordinators are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities. The role of a GKB Marketing

Facilitator/Partnership Coordinator will require teammates to work some evenings and weekends.

Opportunity For Growth: Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

For Consideration: Please send resume and cover letter for consideration no later than 5pm on Friday, March 26, 2021.

About Good Karma Brands:

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include Newsradio 620 WTMJ & 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

*Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Job Type: Full-time

Salary: \$30,000.00 - \$35,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Employee assistance program
- Flexible schedule
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Parental leave

- Vision insurance

Schedule:

- Monday to Friday

Work Location:

- One location

Company's website:

- goodkarmabrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- Temporarily due to COVID-19

COVID-19 Precaution(s):

- Remote interview process
- Virtual meetings

Work Location: In person

Closed 

[View public job page](#)

Details

Posted: March 10, 2021

Views: 0

Candidates: 27 total

Budget

Collapse

+ Post a job

Jobs

Campaigns

Candidates

Search resumes

Interviews

Analytics

Tools

← Back to jobs

Partnership Coordinator

GKB Milwaukee - Milwaukee, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week **i**

Sponsor job for more clicks

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

5

Total (excluding rejected)

5

3 Rejected

Job description

Partnership Coordinator (Milwaukee, WI)

GKB Milwaukee is looking for a Partnership Coordinator to lead our branding & campaign process. We're looking for a teammate who thrives in a positive, fast-paced environment and is eager to assist our sales teams in coordinating relationships with our advertising partners. The ideal candidate will have an eye for design, excellent communication skills, a passion for organization & marketing, the enthusiasm to be proactive, and adaptability to handle every day being a new adventure! As a Partnership Coordinator, you will support the sales & marketing team by helping brainstorm solutions & creating marketing campaigns while continuing to enhance the GKB Milwaukee brand by designing new looks and marketing materials.

Daily Tasks of a Partnership Coordinator:

- Campaign creation for GKB Milwaukee assets - WTMJ, ESPN Milwaukee, 101.7 The Truth, Brewers Radio Network,

Home of the Packers & Bucks - Newsradio 620 WTMJ, GKB Digital, ESPN Digital, Wisconsin Sports Awards & The Tundra Trio while establishing ways for brands to build synergy and complement one another

- Ideation & creation of sales materials for GKB Milwaukee Assets including media kits, campaign videos, talent bios, informational one sheeters, etc.
- Ability to come up with creative thinking/ideas as marketing solutions for advertisers
- Ability to stay up to date and in the know on the campaign & execution process
- Create campaign recaps across GKB Milwaukee assets to

present to partners throughout the campaign

- Good writing and storytelling - can take an idea and make it come alive on paper with visuals, audio and potential video
- Create compelling and out of the box ideas on how to present new solutions for our Marketing Consultants to potential advertising partners.
- Lead Marketing Meetings with Marketing Consultants including coordination and scheduling
- Working all GKB Milwaukee signature events (WTMJ, ESPN, WSA, 101.7 The Truth)
- Event assistance when needed (working remote broadcasts/street teams/ Tundra Trio)
- Assist with the Internship program
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications

- Marketing background is a plus
- Good design skills when it comes to branding
- Experience with graphic design and video
- Extreme attention to detail
- A creative mind, a storyteller
- Passion to be a part of a team and the ability to work independently
- Strong organizational and time management skills
- Excellent communication skills, both written and verbal
- Personal sense of responsibility and accountability
- Ability to thrive in a fast-paced work environment - a multi-tasker

- Proficiency in Microsoft Office (PowerPoint, Word, Excel)
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits: Partnership Coordinators are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities.

Opportunity for Growth: Teammates have the opportunity to continuously learn and grow within Good Karma Brands. GKB has a develop from-within philosophy and encourages teammates to consider and apply for any posted career opportunities desired within any division of GKB.

Closing Date: For considerations, please send resume and cover letter no later than 5:00pm on Friday, February 12, 2021.

About Good Karma Brands: Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include Newsradio 620 WTMJ & 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

##

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Job Type: Full-time

Salary: \$32,000.00 - \$35,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Disability insurance

- Employee assistance program
- Flexible schedule
- Health insurance
- Health savings account
- Life insurance
- Paid time off
- Parental leave
- Retirement plan
- Vision insurance

Schedule:

- 8 hour shift
- Monday to Friday

Paid Training:

- Yes

Company's website:

- goodkarmbrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- Temporarily due to COVID-19

COVID-19 Precaution(s):

- Virtual meetings

Closed 

[View public job page](#)

Details

Posted: February 4, 2021

Views: 0

Candidates: 8 total

Budget

Job budget: Not sponsored

Promote this job for more candidates:



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[Contact](#)

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Marketing Coordinator

Job #4891044 • Created 6/2/2021 by Hannah Irwin • **Expired 6/25/2021**

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[Schools \(/emp/jobs/4891044/schools\)](/emp/jobs/4891044/schools)

[Matches \(/emp/jobs/4891044/matches\)](/emp/jobs/4891044/matches)



Basic Information

Employment type

Full-Time

Duration

Permanent

Location type

Onsite

Paid or unpaid

Paid

Locations

Millwaukee, Wisconsin, United States

Estimated pay

\$32,000 per year

Job Roles

[Edit](#)

Based on the text of your job description, we identified these Job Roles as most applicable. If you think they do not apply, you may edit them.

Learn more (<https://support.joinhandshake.com/hc/en-us/articles/360033423494>)

Market Research Analysts and Marketing Specialists

Job Description

Edit

[\(/emp/jobs/4891044/edit?initial_page=1\)](/emp/jobs/4891044/edit?initial_page=1)

101.7 The Truth & Good Karma Brands is looking for a Marketing Facilitator to join our team. The ideal candidate will have excellent communication skills, both written and oral, a passion to be the face of the brand and engage with the community, a need to be organized and pro-active, a friendly/upbeat personality, and the eagerness to wear many hats, depending on the day!

We are 101.7 The Truth, an audio platform that reflects Milwaukee's black community. 101.7 The Truth features local shows with authentic conversations about news and current events, a celebration of Black culture, and information created by and for the Black community with an emphasis on empowerment, family, faith, and community. This is home for Milwaukee's realest conversation, and we are looking for a Marketing Facilitator to help lead the way.

The Role of a Marketing Facilitator:

As a Marketing Facilitator for Good Karma Brands, no two days will be the same. This role has a hand in all marketing initiatives including promotions, events, contests, social media and more. As the Marketing Facilitator, you would be the face of the team engaging with fans in the community, interacting with loyal listeners on social media, and working with all departments to help bring advertising partners goals and initiatives to life!

Daily Responsibilities Include:

- Coordinate, execute, and supervise station events and remote broadcasts including scheduling teammates & interns
- Maintain and comply with contest rules and documentation for all contests and events
- Update website including contest rules, events & featured promotions
- Oversee campaign and sponsorship execution between sales, content & traffic teams
- Responsible for prizing and giveaways including contacting winners, distributing prizes, getting appropriate forms filled out, etc.
- Create event recaps for Marketing Consultants to utilize for their partners and as a sales tool
- Update the internal and Facebook event calendar
- Participate in strategic and tactical marketing meetings, both internally and externally
- Ability to create graphics for social media and event signage
- Facilitate community requests and involvement
- Monitor and maintain all marketing inventory, including promotional items, signage, vehicles and remote broadcast equipment
- Design and create presentations on behalf of Marketing Consultants for prospective marketing partners
- Participate in idea brainstorming sessions for marketing campaign presentations
- Write ad & promo copy and/or procure copy from marketing partners
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications:

- Passion to be a part of a team and the ability to work independently
- Personal sense of responsibility and accountability
- Strong organizational and time management skills
- Friendly, optimistic and upbeat personality
- Ability to thrive in a fast-paced work environment - a multi-tasker
- Willingness to accept and provide feedback
- Solution oriented/ problem solver

- Ability to think outside of the box
- Proficiency in Microsoft Office
- Proficiency in Adobe Photoshop a plus
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits:

GKB Marketing Facilitators are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities. The role of a Marketing Facilitator will require teammates to work some evenings and weekends.

Opportunity For Growth:

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

Closing Date:

Apply by submitting resume & cover letter [HERE](https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=fc5961f7-407a-4cc5-990c-a15241a03d70&ccid=19000101_000001&type=JS&lang=en_US) (https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=fc5961f7-407a-4cc5-990c-a15241a03d70&ccid=19000101_000001&type=JS&lang=en_US) no later than 5pm on Friday, June 25, 2021.

About Good Karma Brands:

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. In addition to 101.7 The Truth, radio assets include Newsradio 620 WTMJ in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrand.com (http://www.goodkarmabrand.com/).

##

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Preferences

Edit

(/emp/jobs/4891044/edit?initial_page=2)

You have no preferences set for this job.

 Preferences allow you to view and message candidates with the characteristics you're looking for. Students can see your preferences, but won't be prevented from applying.

Candidates meeting all your preferences will appear on the Matches tab.

Company Details

Industry

Journalism, Media & Publishing

Headquarters Location

310 W Wisconsin Ave, Milwaukee, Wisconsin
53203, United States

Size

100 - 250 employees

Type

Private

Website

<http://goodkarmabrand.com/careers>
(<http://goodkarmabrand.com/careers>)

Social Media

<https://www.linkedin.com/company-beta/1403725/>
(<https://www.linkedin.com/company-beta/1403725/>)
<https://www.facebook.com/pages/Good-Karma-Broadcasting/107857112570935?rf=1531955843687049>
(<https://www.facebook.com/pages/Good-Karma-Broadcasting/107857112570935?rf=1531955843687049>)

On Campus Interviews

You have no on-campus interviews scheduled for this job.

Attachments

No attachments yet

[New Attachment \(/emp/jobs/4891044/attachments/new\)](/emp/jobs/4891044/attachments/new)

Labels

[Add label](#)

[Create new label](#)

Notes

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Tracking Code

No tracking code added

Applicant Package Recipients

Will be listed as "Hiring Team" for Universities

Hannah Irwin

Collapse



Help

Notifications

Messages



+ Post a job

Jobs

Campaigns

Candidates

Search resumes

Interviews

Analytics

Tools

← Back to jobs

101.7 The Truth Marketing Facilitator

Good Karma Brands - Milwaukee, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week *i*

Sponsor job for more clicks

Improve job description

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

20

Total (excluding rejected)

20

0 Rejected



Discover your top applicants faster by sending a free assessment

Get a more complete picture of each candidate by being able to view and compare their assessment score results when you turn on the assessment of your choice.

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Job description

101.7 The Truth Marketing Facilitator (Milwaukee, WI)

101.7 The Truth & Good Karma Brands is looking for a Marketing Facilitator to join our team. The ideal candidate will have excellent communication skills, both written and oral, a passion to be the face of the brand and engage with the community, a need to be organized and pro-active, a friendly/upbeat personality, and the eagerness to wear many hats, depending on the day!

We are 101.7 The Truth, a radio platform that reflects Milwaukee's black community. 101.7 The Truth will feature local shows with authentic conversations about news and current events, a celebration of Black culture, and information created by and for the Black community with an emphasis on empowerment, family, faith, and community. This is home for Milwaukee's realest conversation, and we are looking for Marketing Facilitators to help lead the way.

The Role of a Marketing Facilitator:

As a Marketing Facilitator for Good Karma Brands, no two days will be the same. This role has a hand in all marketing initiatives including promotions, events, contests, social media and more. As the Marketing Facilitator, you would be the face of the team engaging with fans in the community, interacting with loyal listeners on social media, and working with all departments to help bring advertising partners goals

and initiatives to life!

Daily Responsibilities Include:

- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver
- Coordinate, execute, and supervise station events and remote broadcasts including scheduling teammates & interns
- Maintain and comply with contest rules and documentation for all contests and events
- Update website including contest rules, events & featured promotions
- Responsible for prizing and giveaways including contacting winners, distributing prizes, getting appropriate forms filled out, etc.
- Create event recaps for Marketing Consultants to utilize for their partners and as a sales tool
- Update the internal and Facebook event calendar
- Participate in strategic and tactical marketing meetings, both internally and externally
- Ability to create graphics for social media and event signage
- Facilitate community requests and involvement
- Monitor and maintain all marketing inventory, including promotional items, signage, vehicles and remote broadcast equipment
- Design and create presentations on behalf of Marketing Consultants for prospective marketing partners
- Participate in idea brainstorming sessions for marketing campaign presentations
- Write ad & promo copy and/or procure copy from marketing partners

Preferred knowledge, skills and qualifications:

- Passion to be a part of a team and the ability to work independently
- Personal sense of responsibility and accountability
- Strong organizational and time management skills
- Friendly, optimistic and upbeat personality
- Ability to thrive in a fast-paced work environment - a multi-tasker
- Willingness to accept and provide feedback
- Solution oriented/ problem solver
- Ability to think outside of the box
- Proficiency in Microsoft Office
- Proficiency in Adobe Photoshop a plus
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits:

GKB Marketing Facilitators are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities. The role of a Marketing Facilitator will require teammates to work some evenings and weekends.

Opportunity For Growth:

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

Closing Date:

If you want to be part of a winning team and think you have what it takes, apply by sending your resume and cover letter no later than 5pm on Tuesday, October 12, 2020.

About Good Karma Brands:

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build

brands through radio, digital, events, and TV assets. In addition to 101.7 The Truth, radio assets include Newsradio 620 WTMJ in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

##

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Job Type: Full-time

Salary: From \$30,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Employee assistance program
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Parental leave
- Vision insurance

Schedule:

- 8 hour shift

Location:

- Milwaukee, WI 53212 (Required)

Company's website:

- www.goodkarmabrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- No

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Details

Posted: September 29, 2020

Views: 0

Candidates: 20 total

[Add a candidate](#)

Budget

Job budget: Not sponsored

[Sponsor job](#)

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YourMembership.com, Inc
Tel. 727-497-6565

RECEIPT

PURCHASER INFO
Good Karma Brands
720 E. Capitol Dr.
Milwaukee, Wisconsin 53203
United States
Attn: Caleigh Fisher

ORDER #	R48643631
DATE	10/02/20
IO / PO #	-
AMOUNT PAID	USD 149.00
PURCHASED BY	
Caleigh Fisher	
8324284331	
cfisher@goodkarmabrands.com	

PRODUCT	DESCRIPTION	AMOUNT
30 Day Job Posting Job Posting - Web	The HBCU Career Center (paid - creditcard) Job ID: 54822727 Job Name: Marketing Consultant Job Title: Account Executive - 101.7 The Truth	USD 149.00

<i>SUBTOTAL</i>	USD 149.00
<i>TAXES</i>	USD 0.00
<i>TOTAL PAID</i>	USD 149.00
<i>AMOUNT DUE</i>	USD 0.00

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101.7 The Truth Producer

Good Karma Brands - Milwaukee, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week

—

[Sponsor job for more clicks](#)

[Improve job description](#)

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

11

Total (excluding rejected)

11

0 Rejected



Discover your top applicants faster by sending a free assessment

Get a more complete picture of each candidate by being able to view and compare their assessment score results when you turn on the assessment of your choice.

[Choose assessment](#)

Job description

101.7 The Truth Radio Producer (Milwaukee, WI)

101.7 The Truth & Good Karma Brands is in need of a producer – someone with experience in radio or podcasting, a great sense of creating compelling content, and high IQ when it comes to the local Milwaukee community. Top candidates for this role will demonstrate curiosity, solid production skills, creative production, and a confident voice for on-air contributions. The ideal candidate is a team-first hard-worker with skill & ability in running a board, the capacity to think on your feet, and the aptitude for problem-solving and working in a deadline-oriented environment.

We are 101.7 The Truth, a radio platform that reflects Milwaukee's black community. 101.7 The Truth will feature local shows with authentic conversations about news and current events, a celebration of Black culture, and information created by and for the Black community with an emphasis on empowerment, family, faith, and community. This is home for Milwaukee's realest conversation, and we are looking for Producers to help lead the way.

The Role of a Producer:

The primary role of a Producer will work with host(s) on content plan & execution, support the program director/operations manager on show production and log fulfillment, collaborate with other show producers

on the sharing of news, ideas, & audio, work in conjunction with marketing/promotions on contesting & sponsorships, and assist engineers on ensuring the station is operating within FCC guidelines and is on-the-air.

Daily Responsibilities Include:

- Be a Good Karma Brands ambassador by adhering to GKB's core values: Listen, Be Honest, Work Hard, Over Deliver, and Follow Through
- Generating, researching, & pitching ideas for program topics
- Creating and implementing production elements including bumpers, liners, audio drops, sound effects, etc.
- Writing material for news updates
- On-air voice & ability to deliver top-of-the hour timely, engaging, and entertaining reports
- Sourcing potential contributors and interviewees
- Social media proficiency in posting about the show, including bulletins and links
- Undertaking editing audio cuts and entire hours for podcasting
- Converting text, graphics, video and audio files for all digital platforms
- Contributing to, and making use of, archives of audio files and sources for content segments
- Responding to audience feedback, referring on to other departments as necessary
- Aptitude in editing software, such as Cool Edit Pro, Pro Tools and Adobe Audition for production purposes
- Skill in running a radio board – maintaining levels, smoothly transitioning from one source to another
- Maintain crucial deadlines in order to provide stories in a timely fashion

- Participate in brainstorming/planning meetings for show concepts, ideas, events, endorsements, segments, partners, etc.

Preferred knowledge, skills and qualifications:

- Previous experience producing/running the board
- Capability & passion to be on-air, when cleared
- Passion to be a part of a team and the ability to work independently
- Personal sense of responsibility and accountability
- Strong organizational and time management skills
- Ability to thrive in a fast-paced work environment - a multi-tasker.
- Willingness to accept and provide feedback
- Solution oriented/ problem solver
- With this career, you are required to have a valid driver's license

Hours/Salary/Benefits: GKB Producers are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities. The role of a Producer will require teammates to work some evenings and weekends.

Opportunity For Growth:

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

Closing Date:

If you want to be part of a winning team and think you have what it takes, apply by sending your resume, cover letter, and demo.

About Good Karma Brands:

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. In addition to 101.7 The Truth, radio assets include Newsradio 620 WTMJ in

Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

##

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Job Type: Full-time

Salary: From \$30,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Employee assistance program
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Parental leave
- Vision insurance

Schedule:

- 8 hour shift

Location:

- Milwaukee, WI 53212 (Required)

Company's website:

- www.goodkarmabrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- No

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Paused 

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Details

Posted: September 29, 2020

Views: 0

Candidates: 11 total

[Add a candidate](#)

Budget

Job budget: Not sponsored

[Sponsor job](#)

Promote this job for more candidates:



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generating stories, and reporting on-air in an unbiased tone.

Daily Responsibilities Include:

- Be a Good Karma Brands ambassador by adhering to GKB's core values: Listen, Be Honest, Work Hard, Over Deliver, and Follow Through
- Stay up to date with daily stories, social issues, breaking news, current events, etc.
- Collaborate with 101.7 The Truth General Manager, Operations Manager, and Producers
- Establish relationships with local organizations & community sources
- Contact & interview sources
- Maintain crucial deadlines in order to provide stories in a timely fashion
- Gather & verify information and form into presentable facts/stories to listeners
- Social media proficiency in posting about news stories, including bulletins and links
- Converting text, graphics, video and audio files for all digital platforms
- Contributing to, and making use of, archives of audio files and sources for content segments
- Aptitude in editing software, such as Cool Edit Pro, Pro Tools and Adobe Audition for production purposes

Preferred knowledge, skills and qualifications:

- Ability to convey information in a clear & concise way
- Flexible schedule
- Ability to work in a collaborative environment
- Must be a self-starter, with the ability to take direction
- Ability to present information in an unbiased manner

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101.7 The Truth On-Air Talk Show Host

Job #4069874 • Created 9/29/2020 by Hannah Irwin • Expired 10/27/2020

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(/emp/jobs/4069874/edit)

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[Schools \(/emp/jobs/4069874/schools\)](#)

[Matches \(/emp/jobs/4069874/matches\)](#)

Basic Information

Employment type

Full-Time

Duration

Permanent

Location type

Onsite

Paid or unpaid

Paid

Locations

Milwaukee, Wisconsin, United States

Estimated pay

\$40,000 per year

Job Roles

[Edit](#)

Broadcast Announcers and Radio Disc Jockeys

Job Description

[Edit](#)
(/emp/jobs/4069874/edit?initial_page=1)

101.7 The Truth On-Air Talk Show Host (Milwaukee, WI)

101.7 The Truth & Good Karma Brands is looking for top talent who is passionate about the local Milwaukee community, and relates & appeals to the interests and ideas of our diverse listener

base. This On-Air Talk Show Host will speak their opinion on issues and matters raised by diverse and passionate voices around our country. The ideal candidate will be open-minded, yet an opinionated force on-air, helping lead the way to a better understanding of our community.

We are 101.7 The Truth, a radio platform that reflects Milwaukee's black community. 101.7 The Truth will feature authentic conversations about news and current events, a celebration of Black culture, and information created by and for the Black community with an emphasis on empowerment, family, faith, and community. This is home for Milwaukee's realest conversation, and we are looking for On-Air Talk Show Hosts to lead the way.

The Role of an On-Air Talk Show Host:

The primary role of an On-Air Talk Show Host is to create compelling content by telling stories that are relatable with the ability to connect with our audience. As an On-Air Talk Show Host, you will be responsible for entertaining our listeners with real-time updates & stories, sharing your personal opinions and experiences, and serving as the voice of 101.7 The Truth.

Daily Responsibilities Include:

- Be a Good Karma Brands ambassador by adhering to our core values: Be Honest, Work Hard, Over Deliver, Listen and Follow Through.
- Stay up to date with daily stories, social issues, breaking news, current events, etc.
- Plan daily show details and collaborate with 101.7 The Truth General Manager, Operations Manager, and Producers
- Have an active presence on social media and engage with audience
- Ability to summarize information in an easy to understand component and relate to the audience
- Maintain crucial deadlines in order to provide stories in a timely fashion
- Participate in brainstorming/planning meetings for show concepts, ideas, events, endorsements, segments, partners, etc.
- Endorse advertising partners, mutually agreed upon between you, 101.7 the Truth, and advertising partner
- Voice commercials, liners, promotional announcements, etc.
- Identify stations, and introduce or close shows, using memorized or read scripts, and/or ad-libs
- Appear at station & public events when applicable
- Sourcing potential contributors and interviewees
- Assist with editing audio cuts and entire hours for podcasting, when necessary
- Contribute to, and making use of, archives of audio files and sources for content segments

Preferred knowledge, skills and qualifications:

- Previous experience as an on-air radio host/podcast host/TV anchor/emcee/etc.
- Ability to work in a collaborative environment
- Must be a self-starter, with the ability to take direction
- Outspoken, eager, and energetic
- Solution oriented/ problem solver
- Ability to think outside of the box
- Familiarity in editing software is a plus
- With this career, you are required to have a valid driver's license

Hours/Salary/Benefits:

GKB On-Air Talk Show Hosts are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities. The role of an On-Air Talk Show Host will require teammates to work some evenings and weekends.

Opportunity For Growth:

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

Closing Date:

If you want to be part of a winning team and think you have what it takes, apply by sending your resume, cover letter, and demo to careers@goodkarmabrands.com.

About Good Karma Brands:

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. In addition to 101.7 The Truth, radio assets include Newsradio 620 WTMJ in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

##

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Preferences

Edit

/emp/jobs/4069874/edit?initial_page=2

You have no preferences set for this job.



Preferences allow you to view and message candidates with the characteristics you're looking for. Students can see your preferences, but won't be prevented from applying. Candidates meeting all your preferences will appear on the Matches tab.

Company Details

Industry

Journalism, Media & Publishing

Headquarters Location

310 W Wisconsin Ave, Milwaukee, Wisconsin
53203, United States

Size

100 - 250 employees

Type

Private

Website

<http://goodkarmabrand.com/careers>
(<http://goodkarmabrand.com/careers>)

Social Media

<https://www.linkedin.com/company-beta/1403725/>

(<https://www.linkedin.com/company-beta/1403725/>)

<https://www.facebook.com/pages/Good-Karma-Broadcasting/107857112570935?rf=1531955843687049>

(<https://www.facebook.com/pages/Good-Karma-Broadcasting/107857112570935?rf=1531955843687049>)

On Campus Interviews

You have no on-campus interviews scheduled for this job.

Attachments

No attachments yet

[New Attachment \(/emp/jobs/4069874/attachments/new\)](/emp/jobs/4069874/attachments/new)

Labels

[Add label](#)

[Create new label](#)

Notes

View and add notes

Tracking Code

No tracking code added

Applicant Package Recipients

Will be listed as "Hiring Team" for Universities

Hannah Irwin

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101.7 The Truth On-Air Talk Show Host

Good Karma Brands - Milwaukee, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week

—

Sponsor job for more clicks

Improve job description

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

68

Total (excluding rejected)

68

2 Rejected



Discover your top applicants faster by sending a free assessment

Get a more complete picture of each candidate by being able to view and compare their assessment score results when you turn on the assessment of your choice.

[Choose assessment](#)

Job description

101.7 The Truth On-Air Talk Show Host (Milwaukee, WI)

101.7 The Truth & Good Karma Brands is looking for top talent who is passionate about the local Milwaukee community, and relates & appeals to the interests and ideas of our diverse listener base. This On-Air Talk Show Host will speak their opinion on issues and matters raised by diverse and passionate voices around our country. The ideal candidate will be open-minded, yet an opinionated force on-air, helping lead the way to a better understanding of our community.

We are 101.7 The Truth, a radio platform that reflects Milwaukee's black community. 101.7 The Truth will feature local shows with authentic conversations about news and current events, a celebration of Black culture, and information created by and for the Black community with an emphasis on empowerment, family, faith, and community. This is home for Milwaukee's realest conversation, and we are looking for On-Air Talk Show Hosts to lead the way.

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your personal opinions and experiences, and serving as the voice of 101.7 The Truth.

Daily Responsibilities Include:

- Be a Good Karma Brands ambassador by adhering to our core values: Be Honest, Work Hard, Over Deliver, Listen and Follow Through.
- Stay up to date with daily stories, social issues, breaking news, current events, etc.
- Plan daily show details and collaborate with 101.7 The Truth General Manager, Operations Manager, and Producers
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- Ability to summarize information in an easy to understand component and relate to the audience
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- Endorse advertising partners, mutually agreed upon between you, 101.7 the Truth, and advertising partner
- Voice commercials, liners, promotional announcements, etc.
- Identify stations, and introduce or close shows, using memorized or read scripts, and/or ad-libs
- Appear at station & public events when applicable
- Sourcing potential contributors and interviewees
- Assist with editing audio cuts and entire hours for podcasting, when necessary
- Contribute to, and making use of, archives of audio files and sources for content segments

Preferred knowledge, skills and qualifications:

- Previous experience as an on-air radio host/podcast host/TV anchor/emcee/etc.
- Ability to work in a collaborative environment
- Must be a self-starter, with the ability to take direction
- Outspoken, eager, and energetic
- Solution oriented/ problem solver
- Ability to think outside of the box
- Familiarity in editing software is a plus
- With this career, you are required to have a valid driver's license

Hours/Salary/Benefits: GKB On-Air Talk Show Hosts are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities. The role of an On-Air Talk Show Host will require teammates to work some evenings and weekends.

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##

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Job Type: Full-time

Salary: From \$40,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Employee assistance program
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Parental leave
- Vision insurance

Location:

- Milwaukee, WI 53212 (Required)

Tip income:

- No

Company's website:

- www.goodkarmabrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- No

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[View public job page](#)

Details

Posted: September 29, 2020

Views: 0

Candidates: 70 total

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Budget

Job budget: Not sponsored

[Sponsor job](#)

Promote this job for more candidates:



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[Contact](#)



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YourMembership.com, Inc
Tel. 727-497-6565

RECEIPT

PURCHASER INFO
Good Karma Brands
720 E. Capitol Dr.
Milwaukee, Wisconsin 53203
United States
Attn: Caleigh Fisher

ORDER #	R48643631
DATE	10/02/20
IO / PO #	-
AMOUNT PAID	USD 149.00
PURCHASED BY	
Caleigh Fisher	
8324284331	
cfisher@goodkarmabrands.com	

PRODUCT	DESCRIPTION	AMOUNT
30 Day Job Posting Job Posting - Web	The HBCU Career Center (paid - creditcard) Job ID: 54822727 Job Name: Marketing Consultant Job Title: Account Executive - 101.7 The Truth	USD 149.00

<i>SUBTOTAL</i>	USD 149.00
<i>TAXES</i>	USD 0.00
<i>TOTAL PAID</i>	USD 149.00
<i>AMOUNT DUE</i>	USD 0.00

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Chicago White Sox Play by Play Sales Manager

ESPN Chicago - Chicago, IL

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week

100%

Sponsor job for more clicks

Improve job description

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

54

Total (excluding rejected)

54

77 Rejected



Discover your top applicants faster by sending a free assessment

Get a more complete picture of each candidate by being able to view and compare their assessment score results when you turn on the assessment of your choice.

[Choose assessment](#)

Job description

Chicago White Sox Play by Play Sales Manager (Chicago, IL)

ESPN Chicago is proud to be the home of the Chicago White Sox! For the first time since 2005, ESPN Chicago will be the flagship of the iconic Chicago team and we are looking for a Chicago White Sox Play by Play Sales Manager who can innovate, lead, strategize, and execute our newest asset. Chicago, one of the largest, most talked about sports cities in the country, is frequently on the national stage. With ESPN 1000 bringing local & national content daily, we are excited to air all White Sox games and bring new solutions to our advertising partners. ESPN Chicago is Good Karma Brands' (GKB) largest market yet, and now we are looking for a talented and results driven Play by Play Sales Manager to lead us into the future.

The Role of a Play by Play Sales Manager

The primary role of a Play by Play Sales Manager is to lead and manage a highly talented sales team who will be responsible for driving revenue by offering customized solutions centered around everything Chicago White Sox.

As the Play by Play Sales Manager you will shape the sales strategy for Chicago White Sox assets on ESPN 1000. This will require a thorough knowledge of the market and of ESPN Chicago's White Sox assets as the solutions/services we provide.

Daily Tasks of a Play by Play Sales Manager

- Manage the play by play sales team and oversee revenue for WMVP-AM/ESPN Chicago and the Chicago White Sox Play by Play Radio Network
- Shape sales strategy for ESPN Chicago and the Chicago White Sox Play by Play Radio Network
- Provide feedback for all play by play sales teammates and coach/advise/mentor when needed
- Customize programs that focus on the needs and objectives of our advertising partners
- Knowledge and experience with traffic driving retail promotions utilizing ESPN Chicago and Chicago White Sox team marks/logos
- Gameday entertainment and hospitality with current advertising partners and prospective advertising partners throughout an 81 Home Game MLB Season and into Playoffs
- Responsible for achieving Chicago White Sox Play by Play budgets and cash flow expectations
- Handle internal communication between play by play sales team and other departments within ESPN Chicago
- Ability to appropriately price and maximize revenue in building solutions that will achieve results for our advertising partners
- Develop relationships with area businesses and decision maker
- New business account development
- Network with local businesses to expand your sphere of influence in the market
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications

- 5+ years of previous play by play sales & management

experience

- Passion for managing, sales, marketing & service
- Goal oriented and creative self-starter, an entrepreneurial spirit
- Demonstrated success in reaching and exceeding goals with business owners, CEO's, general managers, etc. in local companies, as well as advertising agencies
- Proven business acumen
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits

Good Karma Brands offers a competitive base salary plus commission. All GKB Sales Managers receive full benefits including 401k plan, health & dental insurance, paid parental leave, and opportunities for salary growth through growing their responsibilities and meeting targeted sales goals. The role of a GKB Sales Manager will require teammates to work some evenings and weekends.

Opportunity for Growth

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

Closing Date

Please send resume and cover letter for consideration no later than 5pm on Friday, November 27, 2020.

About Good Karma Brands

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include

Newsradio 620 WTMJ & 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development, and advancement to all current and potential teammates.

Job Type: Full-time

Salary: From \$75,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Disability insurance
- Flexible schedule
- Health insurance
- Paid time off
- Parental leave
- Vision insurance

Schedule:

- Monday to Friday
- Weekends

Supplemental pay types:

- Bonus pay
- Commission pay

Education:

- Bachelor's (Preferred)

Experience:

- Sales & Management: 5 years (Preferred)

Work Remotely:

- Temporarily due to COVID-19

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Details

Posted: November 12, 2020

Views: 0

Candidates: [131 total](#)

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Budget

Job budget: Not sponsored

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Director of Marketing

ESPN Chicago - Chicago, IL

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

5

0

Clicks this week *i*

View

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0

Views

0

Budget

0

Cost

Candidates

Awaiting review

225

Total (excluding rejected)

225

7 Rejected



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Get a more complete picture of each candidate by being able to view and compare their assessment score results when you turn on the assessment of your choice.

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Job description

ESPN Chicago Director of Marketing

(Chicago, IL)

Good Karma Brands & ESPN Chicago is looking for a Director of Marketing to lead our ESPN Chicago brand to where it has never been before. Chicago, one of the largest, most talked about sports cities in the country, is frequently on the national stage. ESPN 1000 AM brings local and national content to fans each day, invoking sports discussion with fans as they cheer on their favorite teams. ESPN Chicago is GKB's largest market yet, and now we are looking for a visionary and innovative Director of Marketing to continue to lead us into the future.

The Role of a Director of Marketing

The primary role of a Director of Marketing is to oversee the development and implementation of all marketing strategies for ESPN 1000 AM, while guiding the team that executes them. As the Director of Marketing, you will have a hand in all aspects of the sales & marketing process including brainstorming fresh ideas, station & company events, promotions & contests with local shows and talent, and overall brand identity while working hand in hand with all departments of the ESPN Chicago team to bring these visions to life!

Daily Tasks of a Director of Marketing

- Have ownership & oversight of the ESPN Chicago Marketing Department and serve as the intersection between content, sales & marketing teams
- Create ideas that will grow our brand & relationships with our fans, partners, and teammates
- Drive ratings & revenue
- Collaborate with internal teams and oversee how ESPN Chicago goes to market with partners
- Oversee all executional elements with partnerships
- Manage all marketing teammates
- Steward of the ESPN Chicago brands and Good Karma Brands within Chicago
- Develop relationships with area organizations and work with them to create successful, customized marketing solutions
- Oversee all marketing strategies including social media, contests, promotions, internship program, marketing campaigns, brand identity, etc.
- Work with team to develop marketing campaigns that speak to the partner's needs, concerns, and objectives
- Serve as the direct contact for select partners & partnerships
- Report directly to ESPN Chicago Market Manager
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver
- Be proactive in creating and finding solutions to daily challenges throughout the office and GKB

Preferred knowledge, skills and qualifications

- 3+ years of previous marketing & management experience
- Passion for sales, marketing & service
- Goal oriented and creative self-starter
- Innovative mind set and ability to think outside the box
- Passion to be part of the team and ability to work independently
- Friendly, optimistic & upbeat personality
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits: Good Karma Brands offers a competitive base salary. All GKB Directors of Marketing receive full benefits including 401k plan, health & dental insurance, paid parental leave, and opportunities for salary growth through growing their responsibilities and meeting targeted sales goals. The role of a GKB Director of

Marketing will require teammates to work some evenings and weekends.

Opportunity For Growth: Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

Closing Date: Please send resume and cover letter for consideration no later than 5pm on Friday, November 6, 2020.

About Good Karma Brands:

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include Newsradio 620 WTMJ & 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrand.com.

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Job Type: Full-time

Salary: \$71,000.00 - \$100,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Employee assistance program
- Flexible schedule
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Parental leave

- Vision insurance

Schedule:

- Monday to Friday

Experience:

- marketing: 3 years (Preferred)

Location:

- Chicago, IL 60601 (Required)

License:

- driver's license (Required)

Company's website:

- goodkarmabrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- No

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Details

Posted: October 19, 2020

Views: 0

Candidates: 232 total

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Budget

Job budget: Not sponsored

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playoffs, etc)? If so, what does the offseason look like?

Sounds great either way. Look forward to hearing from you.
Thanks!

Nick Van Wagenen | Executive Producer, Programming
Producer, Wisconsin's Afternoon News
Newsradio 620 WTMJ
office: 414.967.5390
720 E. Capitol Dr
Milwaukee, Wisconsin 53212
nvanwagenen@goodkarmabrands.com



GOOD KARMA BRANDS
EST. 1997

From: Caleigh Fisher <cfisher@goodkarmabrands.com>
Sent: Friday, November 13, 2020 2:31 PM
To: GKB Corporate <gkbcorporate@goodkarmabrands.com>
Subject: ESPN Chicago - White Sox Radio Network Executive Producer Opportunity

Good afternoon,

We are looking for a Chicago White Sox Radio Network Executive Producer to our team!

The full career description is attached for reference, but if you are interested in applying, or know someone who would be the perfect fit, all are encouraged to apply by sending resume & cover letter to careers@goodkarmabrands.com no later than 5pm on Friday, December 4.

Let me know if there are any questions. Thank you!

Caleigh Fisher | Director of Talent Acquisition
cell: 832.428.4331
GKB | goodkarmabrands.com

GOOD KARMA BRANDS
EST. 1997

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101.7 The Truth On-Air Talk Show Host

Good Karma Brands - Milwaukee, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week *i*

—

Sponsor job for more clicks

Improve job description

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

68

Total (excluding rejected)

68

2 Rejected



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Get a more complete picture of each candidate by being able to view and compare their assessment score results when you turn on the assessment of your choice.

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Job description

101.7 The Truth On-Air Talk Show Host (Milwaukee, WI)

101.7 The Truth & Good Karma Brands is looking for top talent who is passionate about the local Milwaukee community, and relates & appeals to the interests and ideas of our diverse listener base. This On-Air Talk Show Host will speak their opinion on issues and matters raised by diverse and passionate voices around our country. The ideal candidate will be open-minded, yet an opinionated force on-air, helping lead the way to a better understanding of our community.

We are 101.7 The Truth, a radio platform that reflects Milwaukee's black community. 101.7 The Truth will feature local shows with authentic conversations about news and current events, a celebration of Black culture, and information created by and for the Black community with an emphasis on empowerment, family, faith, and community. This is home for Milwaukee's realest conversation, and we are looking for On-Air Talk Show Hosts to lead the way.

The Role of an On-Air Talk Show Host:

The primary role of an On-Air Talk Show Host is to create compelling content by telling stories that are relatable with the ability to connect with our audience. As an On-Air Talk Show Host, you will be responsible for entertaining our listeners with real-time updates & stories, sharing

your personal opinions and experiences, and serving as the voice of 101.7 The Truth.

Daily Responsibilities Include:

- Be a Good Karma Brands ambassador by adhering to our core values: Be Honest, Work Hard, Over Deliver, Listen and Follow Through.
- Stay up to date with daily stories, social issues, breaking news, current events, etc.
- Plan daily show details and collaborate with 101.7 The Truth General Manager, Operations Manager, and Producers
- Have an active presence on social media and engage with audience
- Ability to summarize information in an easy to understand component and relate to the audience
- Maintain crucial deadlines in order to provide stories in a timely fashion
- Participate in brainstorming/planning meetings for show concepts, ideas, events, endorsements, segments, partners, etc.
- Endorse advertising partners, mutually agreed upon between you, 101.7 the Truth, and advertising partner
- Voice commercials, liners, promotional announcements, etc.
- Identify stations, and introduce or close shows, using memorized or read scripts, and/or ad-libs
- Appear at station & public events when applicable
- Sourcing potential contributors and interviewees
- Assist with editing audio cuts and entire hours for podcasting, when necessary
- Contribute to, and making use of, archives of audio files and sources for content segments

Preferred knowledge, skills and qualifications:

- Previous experience as an on-air radio host/podcast host/TV anchor/emcee/etc.
- Ability to work in a collaborative environment
- Must be a self-starter, with the ability to take direction
- Outspoken, eager, and energetic
- Solution oriented/ problem solver
- Ability to think outside of the box
- Familiarity in editing software is a plus
- With this career, you are required to have a valid driver's license

Hours/Salary/Benefits: GKB On-Air Talk Show Hosts are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities. The role of an On-Air Talk Show Host will require teammates to work some evenings and weekends.

Opportunity For Growth:

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

Closing Date:

If you want to be part of a winning team and think you have what it takes, apply by sending your resume, cover letter, and demo.

About Good Karma Brands:

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. In addition to 101.7 The Truth, radio assets include Newsradio 620 WTMJ in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

##

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Job Type: Full-time

Salary: From \$40,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Employee assistance program
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Parental leave
- Vision insurance

Location:

- Milwaukee, WI 53212 (Required)

Tip income:

- No

Company's website:

- www.goodkarmabrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- No

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Posted: September 29, 2020

Views: 0

Candidates: 70 total

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Budget

Job budget: Not sponsored

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YourMembership.com, Inc
Tel. 727-497-6565

RECEIPT

PURCHASER INFO
Good Karma Brands
720 E. Capitol Dr.
Milwaukee, Wisconsin 53203
United States
Attn: Caleigh Fisher

ORDER #	R48643631
DATE	10/02/20
IO / PO #	-
AMOUNT PAID	USD 149.00
PURCHASED BY	
Caleigh Fisher	
8324284331	
cfisher@goodkarmabrands.com	

PRODUCT	DESCRIPTION	AMOUNT
30 Day Job Posting Job Posting - Web	The HBCU Career Center (paid - creditcard) Job ID: 54822727 Job Name: Marketing Consultant Job Title: Account Executive - 101.7 The Truth	USD 149.00

<i>SUBTOTAL</i>	USD 149.00
<i>TAXES</i>	USD 0.00
<i>TOTAL PAID</i>	USD 149.00
<i>AMOUNT DUE</i>	USD 0.00

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101.7 The Truth On-Air Talk Show Host

Good Karma Brands - Milwaukee, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week

—

Sponsor job for more clicks

Improve job description

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

68

Total (excluding rejected)

68

2 Rejected



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Job description

101.7 The Truth On-Air Talk Show Host (Milwaukee, WI)

101.7 The Truth & Good Karma Brands is looking for top talent who is passionate about the local Milwaukee community, and relates & appeals to the interests and ideas of our diverse listener base. This On-Air Talk Show Host will speak their opinion on issues and matters raised by diverse and passionate voices around our country. The ideal candidate will be open-minded, yet an opinionated force on-air, helping lead the way to a better understanding of our community.

We are 101.7 The Truth, a radio platform that reflects Milwaukee's black community. 101.7 The Truth will feature local shows with authentic conversations about news and current events, a celebration of Black culture, and information created by and for the Black community with an emphasis on empowerment, family, faith, and community. This is home for Milwaukee's realest conversation, and we are looking for On-Air Talk Show Hosts to lead the way.

The Role of an On-Air Talk Show Host:

The primary role of an On-Air Talk Show Host is to create compelling content by telling stories that are relatable with the ability to connect with our audience. As an On-Air Talk Show Host, you will be responsible for entertaining our listeners with real-time updates & stories, sharing

your personal opinions and experiences, and serving as the voice of 101.7 The Truth.

Daily Responsibilities Include:

- Be a Good Karma Brands ambassador by adhering to our core values: Be Honest, Work Hard, Over Deliver, Listen and Follow Through.
- Stay up to date with daily stories, social issues, breaking news, current events, etc.
- Plan daily show details and collaborate with 101.7 The Truth General Manager, Operations Manager, and Producers
- Have an active presence on social media and engage with audience
- Ability to summarize information in an easy to understand component and relate to the audience
- Maintain crucial deadlines in order to provide stories in a timely fashion
- Participate in brainstorming/planning meetings for show concepts, ideas, events, endorsements, segments, partners, etc.
- Endorse advertising partners, mutually agreed upon between you, 101.7 the Truth, and advertising partner
- Voice commercials, liners, promotional announcements, etc.
- Identify stations, and introduce or close shows, using memorized or read scripts, and/or ad-libs
- Appear at station & public events when applicable
- Sourcing potential contributors and interviewees
- Assist with editing audio cuts and entire hours for podcasting, when necessary
- Contribute to, and making use of, archives of audio files and sources for content segments

Preferred knowledge, skills and qualifications:

- Previous experience as an on-air radio host/podcast host/TV anchor/emcee/etc.
- Ability to work in a collaborative environment
- Must be a self-starter, with the ability to take direction
- Outspoken, eager, and energetic
- Solution oriented/ problem solver
- Ability to think outside of the box
- Familiarity in editing software is a plus
- With this career, you are required to have a valid driver's license

Hours/Salary/Benefits: GKB On-Air Talk Show Hosts are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities. The role of an On-Air Talk Show Host will require teammates to work some evenings and weekends.

Opportunity For Growth:

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

Closing Date:

If you want to be part of a winning team and think you have what it takes, apply by sending your resume, cover letter, and demo.

About Good Karma Brands:

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. In addition to 101.7 The Truth, radio assets include Newsradio 620 WTMJ in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

##

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Job Type: Full-time

Salary: From \$40,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Employee assistance program
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Parental leave
- Vision insurance

Location:

- Milwaukee, WI 53212 (Required)

Tip income:

- No

Company's website:

- www.goodkarmabrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- No

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Details

Posted: September 29, 2020

Views: 0

Candidates: 70 total

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Budget

Job budget: Not sponsored

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Chicago White Sox Play by Play Account Executive

ESPN Chicago - Chicago, IL

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week *i*

Sponsor job for more clicks

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0

Views

0

Budget

0

Cost

Candidates

Awaiting review

28

Total (excluding rejected)

28

147 Rejected



Discover your top applicants faster by sending a free assessment

Get a more complete picture of each candidate by being able to view and compare their assessment score results when you turn on the assessment of your choice.

Choose assessment

Job description

Chicago White Sox Play by Play Account Executive (Chicago, IL)

ESPN Chicago is proud to be the home of the Chicago White Sox! For the first time since 2005, ESPN Chicago will be the flagship of the iconic Chicago team and we are looking for a Chicago White Sox Play by Play Account Executive to drive revenue and create customized programs for our advertising partners. Chicago, one of the largest, most talked about sports cities in the country, is frequently on the national stage. With ESPN 1000 bringing local & national content daily, we are excited to air all White Sox games and bring new solutions to our advertising partners. ESPN Chicago is Good Karma Brands' (GKB) largest market yet, and now we are looking for an experienced and passionate Play by Play Account Executive to continue to lead us into the future.

The Role of a Play by Play Account Executive

The primary role of a Play by Play Account Executive is to be the local expert and develop long-term relationships with area business to drive revenue by offering customized solutions centered around everything Chicago White

Sox. Play by Play Account Executives are responsible for account development, including prospecting new business and account retention and growth of existing partners. This will require a thorough knowledge of the market and of ESPN Chicago's White Sox assets as

the solutions/services we provide.

Daily Tasks of a Play by Play Account Executive

- Drive sponsorship revenue for WMVP-AM/ESPN Chicago and the Chicago White Sox Play by Play Radio

Network

- Customize programs that focus on the needs and objectives of our advertising partners
- Knowledge and experience with traffic driving retail promotions utilizing ESPN Chicago and Chicago White Sox team marks/logos
- Gameday entertainment and hospitality with current advertising partners and prospective advertising partners throughout an 81 Home Game MLB Season and into Playoffs
- Develop relationships with area businesses and decision maker
- New business account development
- Network with local businesses to expand your sphere of influence in the market
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications

- 2+ years of previous play by play sales experience
- Passion for sales, marketing & service
- Goal oriented and creative self-starter; an entrepreneurial spirit
- Demonstrated success in reaching and exceeding your goals with business owners, CEO's, general managers, etc. in local companies, as well as advertising agencies
- Proven business acumen
- With this career, you are required to hold a valid driver's

license

Hours/Salary/Benefits

Good Karma Brands offers a competitive base salary plus commission. All GKB Account Executives receive full benefits including 401k plan, health & dental insurance, paid parental leave, and opportunities for salary growth through growing their responsibilities and meeting targeted sales goals. The role of a GKB Account Executive will require teammates to work some evenings and weekends.

Opportunity for Growth

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

Closing Date

Please send resume and cover letter for consideration no later than 5pm on Friday, November 27, 2020.

About Good Karma Brands

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include

Newsradio 620 WTMJ & 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with

ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development, and advancement to all current and potential teammates.

Job Type: Full-time

Salary: From \$50,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Disability insurance
- Flexible schedule
- Health insurance
- Paid time off
- Parental leave
- Vision insurance

Schedule:

- Monday to Friday
- Weekends

Supplemental pay types:

- Bonus pay
- Commission pay

Experience:

- Play by Play Sales: 1 year (Required)

Paid Training:

- Yes

Work Remotely:

- Temporarily due to COVID-19

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Details

Posted: November 12, 2020

Views: 0

Candidates: 175 total

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Budget

Job budget: Not sponsored

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Account Executive

GKB Beaver Dam - Beaver Dam, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week ⓘ

Sponsor job for more clicks

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

7

Total (excluding rejected)

7

0 Rejected

Job description

GKB Beaver Dam Marketing Consultant/Account Executive

(Beaver Dam, WI)

Beaver Dam has been the heart and soul of Good Karma Brands since it was founded there in 1997. Approaching 70 years serving the local community, GKB Beaver Dam now boasts the leading news/information/sports (WBEV) radio station, a hit music station (95X), and the community's go-to resource for news (Dailydodge.com). With our growing and award-winning stations and digital services, we are searching for salespeople who are self-motivated, driven, fun, passionate, community focused, and enjoy developing and maintaining relationships!

Good Karma Brands is searching for someone with a track record of success to be a Marketing Consultant/Account Executive. The ideal candidate will either be a Beaver Dam area local or be willing to commit to ingraining themselves in the community and a passion for working closely with business owners to help them grow their businesses.

Celebrating 23 years, Good Karma Brands has made its name known in the community by leading the local sports world and now it's time to expand. If you want to be part of a winning team and think you have what it takes, check out the career description below and apply today.

The Role of a Marketing Consultant/Account Executive:

The primary role of the Marketing Consultant/Account Executive is to develop long-term relationships with area businesses by creating & selling successful, customized marketing solutions to local companies utilizing the GKB Beaver Dam Brand including 95X, 1430 WBEV, & Dailydodge.com. At GKB Beaver Dam, Marketing Consultants (sales) experience a fast-paced, dynamic, progressive environment that get to work with a creative team that strives to over-deliver to our partners. This will require a thorough knowledge of the market and of Beaver Dam's assets as the solutions/services we provide.

Daily Tasks of a Marketing Consultant/Account Executive:

- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be

Honest, Follow Through, Work Hard and Over Deliver

- Identify, uncover, and develop account opportunities
- Develop relationships with area businesses and decision maker
- Create successful, customized marketing solutions
- Develop and maintain thorough knowledge of the complete portfolio of GKB Beaver Dam assets
- New business account development
- Network with local businesses to expand your sphere of influence in the market
- Ability to uncover marketing objectives and create solutions to solve those objectives

Preferred knowledge, skills and qualifications:

- Passion for sales & service
- Goal oriented and creative self-starter
- Demonstrated success in reaching and exceeding your goals with business owners,

CEO's, general managers, etc. in local companies, as well as advertising agencies

- Entrepreneurial spirit
- Personal sense of responsibility and accountability
- Passion to be a part of a team and the ability to work independently
- Ability to think outside of the box
- Strong organizational and time management skills
- Friendly, optimistic and upbeat personality
- Excellent written and verbal skills
- Ability to thrive in a fast-paced work environment - a multi-tasker
- Willingness to accept and provide feedback
- Solution oriented work ethic
- Proficiency in Microsoft Office; PowerPoint and Excel
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits:

Good Karma Brands offers a competitive base salary plus commission. All GKB Marketing Consultants receive full benefits including 401k plan, health & dental insurance, paid parental leave, and opportunities for salary growth through growing their responsibilities and meeting targeted sales goals. The role of a GKB Marketing Consultant will require teammates to work some evenings and weekends.

Opportunity For Growth:

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

For Consideration:

Please send resume and cover letter no later than 5:00pm CT on Friday, September 18, 2020.

About Good Karma Brands:

Good Karma Brands is primarily a media and marketing company with an expertise in leveraging the power of sports to build brands. In addition to Beaver Dam, radio assets include Newsradio 620 WTMJ in Milwaukee, and seven ESPN affiliated radio stations. In partnership with ESPN, GKB offers 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. GKB owns Verizon Wireless retail stores specializing in concierge service, and a home furnishings and design business called the Home Market. For more information, please visit www.goodkarmabrands.com.

##

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity

employment, development and advancement to all current and potential teammates.

Job Type: Full-time

Benefits:

- 401(k)
- Dental Insurance
- Employee Assistance Program

- Flexible Schedule
- Flexible Spending Account
- Health Insurance
- Life Insurance
- Paid Time Off
- Parental Leave
- Vision Insurance

Schedule:

- Monday to Friday

Supplemental pay types:

- Commission Pay

Paid Training:

- Yes

Typical start time:

- 8AM

Typical end time:

- 5PM

Company's website:

- goodkarmabrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- Temporarily due to COVID-19

Closed ▾

Details

Posted: September 2, 2020

Views: 0

Candidates: 7 total

Budget

Job budget: Not sponsored

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ESPN Madison Account Executive

ESPN Madison - Madison, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week

Sponsor job for more clicks

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

89

Total (excluding rejected)

89

0 Rejected

Job description

ESPN Madison Account Executive (Marketing Consultant) (Madison, WI)

ESPN Madison is seeking an Account Executive (Marketing Consultant) to join our sales team to help drive revenue and create customized solutions for potential advertising partners. Madison, frequently named the nation's best college sports town, was Good Karma Brands' second market and will be celebrating its twenty-third anniversary in 2021. ESPN Madison is the best place for local and national sports talk, and features signature events such as ESPN Wisconsin College GameDay to bring fans and marketing partners together year after year, and now we are looking for an Account Executive (Marketing Consultant) to help lead our team into the future.

The Role of an Account Executive (Marketing Consultant)

The primary role of the Account Executive (Marketing Consultant) is to develop long-term relationships with area businesses by creating & selling successful, customized marketing solutions to local companies utilizing the ESPN

Madison brand. Account Executives (Marketing Consultants) are responsible for account development, including prospecting new business and account retention. This will require a thorough knowledge of the market and ESPN

Madison's assets as the solutions/services we provide including 100.5 ESPN Madison, Milwaukee Bucks play-by-play, Brewers radio network play-by-play, Wisconsin on Demand, Wisconsin College GameDay, the Wisconsin

Sports Awards, Tundra Trio, and local/regional digital solutions encompassing video (OTT/Pre-roll) and display across ESPN's Digital Platform: ESPN.com, The ESPN App, Watch ESPN.

Daily Tasks of an Account Executive (Marketing Consultant)

- Identify, uncover, and develop account opportunities
- Develop relationships with area businesses and decision

makers

- Develop and maintain thorough knowledge of the complete portfolio of ESPN Madison's assets & create successful, customized marketing solutions
- Continually educate yourself on media and new trends in the industry
- Network with local businesses to expand your sphere of influence in the market
- Ability to uncover marketing objectives and create solutions to solve those objectives
- Ability to sell at all levels including C-Level positions

Preferred knowledge, skills and qualifications

- Passion for sales & service
- Strong network and relationships within the Madison community
- Goal oriented and creative self-starter with an entrepreneurial spirit
- Personal sense of responsibility and accountability
- Passion to be a part of a team and the ability to work independently
- Strong organizational and time management skills
- Excellent written and verbal skills
- Ability to thrive in a fast-paced work environment - a multi-tasker
- Willingness to accept and provide feedback
- Familiarity in CRM tool such as Salesforce and Microsoft Office; Word, PowerPoint, Excel
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits

Good Karma Brands offers a competitive base salary plus commission. All GKB full-time teammates receive full benefits including 401k plan, health & dental insurance, paid parental leave, and opportunities for salary growth through growing their responsibilities and meeting targeted sales goals. The role of a GKB Account Executive (Marketing Consultant) will require teammates to work some evenings and weekends.

Opportunity for Growth

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

For Consideration

Please send resume and cover letter no later than 5:00pm CT on Friday, December 18, 2020.

About Good Karma Brands

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include

Newsradio 620 WTMJ & 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with

ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

##

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Job Type: Full-time

Salary: \$45,000.00 - \$80,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Disability insurance
- Flexible schedule
- Health insurance
- Paid time off
- Parental leave
- Vision insurance

Schedule:

- Monday to Friday
- Weekends

Supplemental pay types:

- Commission pay

Work Remotely:

- Temporarily due to COVID-19

Closed 

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Details

Posted: December 2, 2020

Views: 0

Candidates: 89 total

Budget

Job budget: Not sponsored

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ESPN Digital Account Executive

ESPN Chicago - Chicago, IL

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week **i**

Increase budget for more clicks

0

Views

35.00 (USD)

Budget

0.00 (USD)

Cost

Candidates

Awaiting review

478

Total (excluding rejected)

478

0 Rejected

Job description

ESPN DIGITAL ACCOUNT EXECUTIVE (MARKETING CONSULTANT) (CHICAGO, IL)

Are you ready to be part of a winning team and be at the forefront of the digital media world? Are you a sales professional passionate about building strong relationships? Do you have a “go getter” attitude that thrives off a fast-paced and results-oriented environment? Well we are looking for you!

Good Karma Brands is in need of an experienced and top performing ESPN Digital Account Executive (Marketing Consultant) for our ESPN Chicago market. Chicago, one of the largest, most talked about sports cities in the country, is frequently on the national stage, bringing local & national content daily. ESPN Chicago is Good Karma Brands' (GKB) largest market yet, and now we are looking for an experienced and passionate Account Executive (Marketing Consultant) to continue to lead us into the future.

The Role of an ESPN Digital Account Executive (Marketing Consultant)

The primary role of the ESPN Digital Account Executive (Marketing Consultant) is to develop long-term relationships with area/regional businesses by creating & selling successful, customized digital marketing solutions to local/regional companies utilizing ESPN.com, the ESPN App, Digital Video and ESPN Live Stream OTT. ESPN Digital Account Executives (Marketing Consultants) are responsible for account development, including prospecting new business and account retention and growth of existing partners. This will require a thorough knowledge of the market and of ESPN's digital assets as the solutions/services we provide.

Daily Tasks of an ESPN Digital Account Executive (Marketing Consultant)

- Identify, uncover, and develop account opportunities
- Develop relationships with area/regional businesses and

decision makers

- Create successful, customized marketing solutions utilizing our ESPN Digital assets targeted locally/regionally
- Develop and maintain thorough knowledge of the complete portfolio of ESPN digital assets
- Continually educate yourself on digital media and new trends in the industry
- New business account development
- Network with local/regional businesses to expand your sphere of influence in the market
- Ability to uncover marketing objectives and create solutions to solve those objectives
- Ability to sell at all levels including C-Level positions
- Be proactive in creating and finding solutions to daily challenges throughout the office and GKB
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications

- Previous sales experience
- Digital and digital video knowledge and experience
- Passion for sales & service
- Goal oriented and creative self-starter
- Demonstrated success in reaching and exceeding your goals with business owners, CEO's, general managers, etc. in local companies, as well as advertising agencies
- Entrepreneurial spirit
- Proven business acumen
- Personal sense of responsibility and accountability
- Passion to be a part of a team and the ability to work independently
- Ability to think outside of the box
- Strong organizational and time management skills
- Friendly, optimistic and upbeat personality
- Excellent written and verbal skills.
- Ability to thrive in a fast-paced work environment – a multi-tasker.
- Willingness to accept and provide feedback
- Solution oriented work ethic
- Proficiency in Microsoft Office
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits: Good Karma Brands offers a competitive base salary plus commission. All ESPN Digital Account Executives (Marketing Consultants) receive full benefits 401k plan, health & dental insurance, parental leave, and opportunities for salary growth through growing their responsibilities and meeting targeted sales goals. The role of ESPN Digital Account Executive (Marketing Consultant) will require teammates to work some evenings and weekends.

Opportunity for Growth: Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

Closing Date: Please send resume and cover letter for consideration to no later than 5pm on Friday, December 18,2020.

About Good Karma Brands: Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include Newsradio 620 WTMJ & 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

*Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development, and advancement to all current and potential teammates.

Job Type: Full-time

Salary: \$45,000.00 - \$100,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Employee assistance program
- Flexible schedule

- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Parental leave
- Vision insurance

Schedule:

- Monday to Friday

Supplemental pay types:

- Commission pay

Paid Training:

- Yes

Typical start time:

- 8AM

Typical end time:

- 5PM

Company's website:

- goodkarmabrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- No

Closed 

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Details

Posted: December 2, 2020

Views: 0

Candidates: 478 total

Budget

Job budget: 35.00 (USD) daily

Cost: 0.00 (USD)

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101.7 The Truth Account Executive

Specialist/Exec

Cloud

22

Job Title: 101.7 The Truth Account Executive
Reporting To: [Name]

Branch: [Name]
Area: [Name]
Category: [Name]

Manager: [Name]
Job Budget: [Name]

Product/Job Order Numbers: [List]

Qualifications

Education	1
Experience	1

Approved

Job Description

101.7 The Truth Account Executive (Marketing Specialist)

The Account Executive is responsible for the development and execution of advertising and promotional programs for our clients. They will be responsible for identifying new business opportunities, developing and executing advertising and promotional programs, and managing the client relationship. They will also be responsible for analyzing advertising and promotional programs to determine their effectiveness and making adjustments as needed.

The Role of an Account Executive (Marketing Specialist)
The Account Executive is responsible for the development and execution of advertising and promotional programs for our clients. They will be responsible for identifying new business opportunities, developing and executing advertising and promotional programs, and managing the client relationship. They will also be responsible for analyzing advertising and promotional programs to determine their effectiveness and making adjustments as needed.

Key Responsibilities:

- Identify and develop new business opportunities.
- Develop and execute advertising and promotional programs.
- Manage the client relationship.
- Analyze advertising and promotional programs to determine their effectiveness.
- Make adjustments to advertising and promotional programs as needed.
- Report on advertising and promotional program results.
- Collaborate with other departments.
- Stay up-to-date on industry trends.

Required Knowledge, Skills and Abilities:

- Strong communication skills.
- Strong organizational skills.
- Strong analytical skills.
- Strong interpersonal skills.
- Strong problem-solving skills.
- Strong time-management skills.
- Strong attention to detail.
- Strong computer skills.
- Strong verbal and written communication skills.
- Strong ability to work independently.
- Strong ability to work in a team.
- Strong ability to manage multiple tasks.
- Strong ability to meet deadlines.
- Strong ability to handle pressure.
- Strong ability to learn from experience.

Preferred Knowledge:

Knowledge of advertising and promotional programs, marketing, sales, and business development.

Required Education:

Bachelor's degree in Marketing, Business, or related field.

Key Responsibilities:

Identify and develop new business opportunities. Develop and execute advertising and promotional programs. Manage the client relationship. Analyze advertising and promotional programs to determine their effectiveness. Make adjustments to advertising and promotional programs as needed. Report on advertising and promotional program results. Collaborate with other departments. Stay up-to-date on industry trends.

Required Skills:

Strong communication skills. Strong organizational skills. Strong analytical skills. Strong interpersonal skills. Strong problem-solving skills. Strong time-management skills. Strong attention to detail. Strong computer skills. Strong verbal and written communication skills. Strong ability to work independently. Strong ability to work in a team. Strong ability to manage multiple tasks. Strong ability to meet deadlines. Strong ability to handle pressure. Strong ability to learn from experience.

Preferred Skills:

Knowledge of advertising and promotional programs, marketing, sales, and business development.

Education:

Bachelor's degree in Marketing, Business, or related field.

Key Responsibilities:

Identify and develop new business opportunities. Develop and execute advertising and promotional programs. Manage the client relationship. Analyze advertising and promotional programs to determine their effectiveness. Make adjustments to advertising and promotional programs as needed. Report on advertising and promotional program results. Collaborate with other departments. Stay up-to-date on industry trends.

Required Skills:

Strong communication skills. Strong organizational skills. Strong analytical skills. Strong interpersonal skills. Strong problem-solving skills. Strong time-management skills. Strong attention to detail. Strong computer skills. Strong verbal and written communication skills. Strong ability to work independently. Strong ability to work in a team. Strong ability to manage multiple tasks. Strong ability to meet deadlines. Strong ability to handle pressure. Strong ability to learn from experience.

Preferred Skills:

Knowledge of advertising and promotional programs, marketing, sales, and business development.

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Partnership Coordinator

GKB Milwaukee - Milwaukee, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

6

3

0

Clicks this week

Sponsor job for more clicks

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

5

Total (excluding rejected)

5

3 Rejected

Job description

Partnership Coordinator (Milwaukee, WI)

GKB Milwaukee is looking for a Partnership Coordinator to lead our branding & campaign process. We're looking for a teammate who thrives in a positive, fast-paced environment and is eager to assist our sales teams in coordinating relationships with our advertising partners. The ideal candidate will have an eye for design, excellent communication skills, a passion for organization & marketing, the enthusiasm to be proactive, and adaptability to handle every day being a new adventure! As a Partnership Coordinator, you will support the sales & marketing team by helping brainstorm solutions & creating marketing campaigns while continuing to enhance the GKB Milwaukee brand by designing new looks and marketing materials.

Daily Tasks of a Partnership Coordinator:

- Campaign creation for GKB Milwaukee assets - WTMJ, ESPN Milwaukee, 101.7 The Truth, Brewers Radio Network,

Home of the Packers & Bucks – Newsradio 620 WTMJ, GKB Digital, ESPN Digital, Wisconsin Sports Awards & The Tundra Trio while establishing ways for brands to build synergy and complement one another

- Ideation & creation of sales materials for GKB Milwaukee Assets including media kits, campaign videos, talent bios, informational one sheeters, etc.
- Ability to come up with creative thinking/ideas as marketing solutions for advertisers
- Ability to stay up to date and in the know on the campaign & execution process
- Create campaign recaps across GKB Milwaukee assets to

present to partners throughout the campaign

- Good writing and storytelling – can take an idea and make it come alive on paper with visuals, audio and potential video
- Create compelling and out of the box ideas on how to present new solutions for our Marketing Consultants to potential advertising partners.
- Lead Marketing Meetings with Marketing Consultants including coordination and scheduling
- Working all GKB Milwaukee signature events (WTMJ, ESPN, WSA, 101.7 The Truth)
- Event assistance when needed (working remote broadcasts/street teams/ Tundra Trio)
- Assist with the Internship program
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications

- Marketing background is a plus
- Good design skills when it comes to branding
- Experience with graphic design and video
- Extreme attention to detail
- A creative mind, a storyteller
- Passion to be a part of a team and the ability to work independently
- Strong organizational and time management skills
- Excellent communication skills, both written and verbal
- Personal sense of responsibility and accountability
- Ability to thrive in a fast-paced work environment - a multi-tasker

- Proficiency in Microsoft Office (PowerPoint, Word, Excel)
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits: Partnership Coordinators are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities.

Opportunity for Growth: Teammates have the opportunity to continuously learn and grow within Good Karma Brands. GKB has a develop from-within philosophy and encourages teammates to consider and apply for any posted career opportunities desired within any division of GKB.

Closing Date: For considerations, please send resume and cover letter no later than 5:00pm on Friday, February 12, 2021.

About Good Karma Brands: Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include Newsradio 620 WTMJ & 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

##

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Job Type: Full-time

Salary: \$32,000.00 - \$35,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Disability insurance

- Employee assistance program
- Flexible schedule
- Health insurance
- Health savings account
- Life insurance
- Paid time off
- Parental leave
- Retirement plan
- Vision insurance

Schedule:

- 8 hour shift
- Monday to Friday

Paid Training:

- Yes

Company's website:

- goodkarmbrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- Temporarily due to COVID-19

COVID-19 Precaution(s):

- Virtual meetings

Closed 

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Details

Posted: February 4, 2021

Views: 0

Candidates: 8 total

Budget

Job budget: Not sponsored

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Partnership Coordinator

GKB Milwaukee - Milwaukee, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week

Sponsor job for more clicks

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

5

Total (excluding rejected)

5

3 Rejected

Job description

Partnership Coordinator (Milwaukee, WI)

GKB Milwaukee is looking for a Partnership Coordinator to lead our branding & campaign process. We're looking for a teammate who thrives in a positive, fast-paced environment and is eager to assist our sales teams in coordinating relationships with our advertising partners. The ideal candidate will have an eye for design, excellent communication skills, a passion for organization & marketing, the enthusiasm to be proactive, and adaptability to handle every day being a new adventure! As a Partnership Coordinator, you will support the sales & marketing team by helping brainstorm solutions & creating marketing campaigns while continuing to enhance the GKB Milwaukee brand by designing new looks and marketing materials.

Daily Tasks of a Partnership Coordinator:

- Campaign creation for GKB Milwaukee assets - WTMJ, ESPN Milwaukee, 101.7 The Truth, Brewers Radio Network,

Home of the Packers & Bucks - Newsradio 620 WTMJ, GKB Digital, ESPN Digital, Wisconsin Sports Awards & The Tundra Trio while establishing ways for brands to build synergy and complement one another

- Ideation & creation of sales materials for GKB Milwaukee Assets including media kits, campaign videos, talent bios, informational one sheeters, etc.
- Ability to come up with creative thinking/ideas as marketing solutions for advertisers
- Ability to stay up to date and in the know on the campaign & execution process
- Create campaign recaps across GKB Milwaukee assets to

present to partners throughout the campaign

- Good writing and storytelling – can take an idea and make it come alive on paper with visuals, audio and potential video
- Create compelling and out of the box ideas on how to present new solutions for our Marketing Consultants to potential advertising partners.
- Lead Marketing Meetings with Marketing Consultants including coordination and scheduling
- Working all GKB Milwaukee signature events (WTMJ, ESPN, WSA, 101.7 The Truth)
- Event assistance when needed (working remote broadcasts/street teams/ Tundra Trio)
- Assist with the Internship program
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications

- Marketing background is a plus
- Good design skills when it comes to branding
- Experience with graphic design and video
- Extreme attention to detail
- A creative mind, a storyteller
- Passion to be a part of a team and the ability to work independently
- Strong organizational and time management skills
- Excellent communication skills, both written and verbal
- Personal sense of responsibility and accountability
- Ability to thrive in a fast-paced work environment - a multi-tasker

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Content Manager

ESPN Madison - Madison, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week

Sponsor job for more clicks

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

30

Total (excluding rejected)

30

0 Rejected

Job description

ESPN Madison Content Manager (Madison, WI)

ESPN Madison and Good Karma Brands is looking for a Content Manager, based out of Madison, WI, to join our team to help grow an already leading brand into so much more. Madison, frequently named the nation's best college sports town, was Good Karma Brands' second market to launch. ESPN Madison is the best place for local and national sports talk, and features signature events such as ESPN Wisconsin College GameDay to bring fans and marketing partners together year after year, and now we are looking for a talented Content Manager to support our content in reaching new heights.

The Role of a Content Manager:

As the Content Manager you will be involved in all things ESPN Madison content related including management & development, producing, production, social media, as well as maintaining the overall ESPN relationship. You will play an important role in producing local programming, collaborating on overall social media vision, coaching/mentoring part-time teammates and developing their growth, and maintaining & establishing relationships with on-air talent, sales/marketing team, and ESPN.

Daily Tasks of a Content Manager:

- Manage/develop part-time content teammates
- Work closely with ESPN Madison's Operations Manager on imaging, weekly content, event/remote schedules, and overall content schedule (including satellite schedule)
- Work closely with sales/marketing on social media plan/vision
- ESPN Madison Wisconsin on Demand leadership
- Consistently meet with GKB's Vice President of Content to

discuss content strategy

- Produce local programming including: Jump Around (daily), Wisconsin College Gameday (pre & post), Monday Night Drive (seasonally) and Scalzo & Brust (daily)
- Serve as an On-Air Host when necessary
- Responsible for vignettes and SportsCenter updates
- Responsible for commercial/partner production/national spots/vignettes
- Maintain and grow relationships with on-air hosts, seasonal part timers as well as local teams including UW, Bucks and others
- Maintain good relationship and communication with ESPN
- Use affiliate zone system for station branding, station sales and marketing ideas, etc.
- Responsible for weekly affidavits
- Report directly to ESPN Madison's Market Manager
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications:

- Previous experience as an Assistant Program Director or Executive Producer preferred
- Extreme attention to detail
- Proven leadership and management experience
- Understanding of FCC rules and regulations, including managing ESPN Madison's public affairs programs
- Personal sense of responsibility and accountability
- Strong organizational and time management skills
- Ability to thrive in a fast-paced work environment - a multi-tasker

- Willingness to accept and provide feedback
- Solution oriented/ problem solver
- Ability to think outside of the box
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits:

GKB Content Managers are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities. The role of a Content Manager will require teammates to work some evenings and weekends.

Opportunity For Growth:

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

For Consideration:

Please send resume and cover letter for consideration no later than 5pm on Friday, April 16, 2021.

About Good Karma Brands:

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include

Newsradio 620 WTMJ & 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with

ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

##

Good Karma Brands is an equal opportunity employer. Our policy is to

provide equal opportunity employment, development and advancement to all current and potential teammates.

Job Type: Full-time

Salary: \$40,000.00 - \$50,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Disability insurance
- Employee assistance program
- Health insurance
- Health savings account
- Life insurance
- Paid time off
- Parental leave
- Retirement plan
- Vision insurance

Schedule:

- 8 hour shift

Work Location:

- One location

Company's website:

- goodkarmabrand.com/careers

Work Remotely:

- No

COVID-19 Precaution(s):

- Remote interview process
- Sanitizing, disinfecting, or cleaning procedures in place

Work Location: In person

Closed ▼

Details

Posted: April 1, 2021

Views: 0

Candidates: 30 total

Budget

Job budget: Not sponsored

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ESPN Madison Marketing Facilitator/Partnership Coordinator

ESPN Madison - Good Karma Brands - Madison, WI

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Gathering data...

Check back tomorrow to see how your job is performing.



Clicks this week ⓘ

—

Sponsor job for more clicks

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

27

Total (excluding rejected)

27

0 Rejected

Job description

ESPN MADISON MARKETING FACILITATOR/PARTNERSHIP COORDINATOR(MADISON, WI)

ESPN Madison and Good Karma Brands is looking for a Marketing Facilitator/Partnership Coordinator, based out of Madison, WI, to support and contribute to our continued growth. Madison, frequently named the nation's best college sports town, was Good Karma Brands' second market to launch. ESPN Madison is the best place for local and national sports talk, and features signature events such as ESPN Wisconsin College GameDay to bring fans and marketing partners together year after year, and now we are looking for a Marketing Facilitator/Partnership Coordinator to help our team to reach new heights.

The Role of a Marketing Facilitator/Partnership Coordinator:

As a Marketing Facilitator/Partnership Coordinator for Good Karma Brands, no two days will be the same. This role has a hand in all marketing initiatives including promotions, events, contests, social media and more. As the Marketing Facilitator/Partnership Coordinator, you would be the face of the team engaging with fans in the community (or virtually), interacting with loyal listeners on social media, and working with all departments to help bring advertising partners goals and initiatives to life! Marketing Facilitator/Partnership Coordinator will be a true extension of our ESPN Madison sales & marketing teams. The ideal candidate will have excellent communication skills, both written and oral, a thorough knowledge of the business, a need to be organized and pro-active, a friendly/upbeat personality, and the eagerness to wear many hats, depending on the day!

Daily Tasks of a Marketing Facilitator/Partnership Coordinator:

- Coordinate and supervise station events and remote broadcasts
- Maintain and comply with contest rules and documentation

for all contests and events

- Participate in strategic and tactical marketing meetings, both internally and externally
- Facilitate community requests and involvement
- Contribute to leading the internship program each semester
- Monitor and maintain all marketing inventory, including promotional items, signage, vehicles and remote broadcast equipment
- Maintain and develop all promotional trade partnerships
- Assist with entering sales orders and help with other internal administrative tasks that relate to corporate sales partnerships
- Design and create presentations on behalf of Marketing Consultants for prospective marketing partners
- Participate in idea brainstorming sessions for marketing campaign presentations
- Write ad & promo copy and/or procure copy from marketing partners
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications:

- Passion to be a part of a team and the ability to work independently
- Personal sense of responsibility and accountability
- Strong organizational and time management skills
- Friendly, optimistic and upbeat personality
- Ability to thrive in a fast-paced work environment – a multi-tasker
- Willingness to accept and provide feedback
- Solution oriented/ problem solver
- Ability to think outside of the box
- Excellent writing skills
- Proficiency in Microsoft Office
- Proficiency in Adobe Photoshop a plus
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits: GKB Marketing Facilitators/Partnership Coordinators are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities. The role of a GKB Marketing

Facilitator/Partnership Coordinator will require teammates to work some evenings and weekends.

Opportunity For Growth: Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

For Consideration: Please send resume and cover letter for consideration no later than 5pm on Friday, March 26, 2021.

About Good Karma Brands:

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include Newsradio 620 WTMJ & 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

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Job Type: Full-time

Salary: \$30,000.00 - \$35,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Employee assistance program
- Flexible schedule
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Parental leave

- Vision insurance

Schedule:

- Monday to Friday

Work Location:

- One location

Company's website:

- goodkarmabrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- Temporarily due to COVID-19

COVID-19 Precaution(s):

- Remote interview process
- Virtual meetings

Work Location: In person

Closed 

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Details

Posted: March 10, 2021

Views: 0

Candidates: 27 total

Budget

Job budget: Not sponsored

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ESPN Madison Marketing Facilitator/Partnership Coordinator

ESPN Madison - Good Karma Brands - Madison, WI

Clicks

Your job

Gathering data...

Check back tomorrow to see how your job is performing.

10

8

5

3

0

Clicks this week

Sponsor job for more clicks

0

Views

0

Budget

0

Cost

Candidates

Awaiting review

27

Total (excluding rejected)

27

0 Rejected

Job description

ESPN MADISON MARKETING FACILITATOR/PARTNERSHIP COORDINATOR(MADISON, WI)

ESPN Madison and Good Karma Brands is looking for a Marketing Facilitator/Partnership Coordinator, based out of Madison, WI, to support and contribute to our continued growth. Madison, frequently named the nation's best college sports town, was Good Karma Brands' second market to launch. ESPN Madison is the best place for local and national sports talk, and features signature events such as ESPN Wisconsin College GameDay to bring fans and marketing partners together year after year, and now we are looking for a Marketing Facilitator/Partnership Coordinator to help our team to reach new heights.

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for all contests and events

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- Assist with entering sales orders and help with other internal administrative tasks that relate to corporate sales partnerships
- Design and create presentations on behalf of Marketing Consultants for prospective marketing partners
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- Write ad & promo copy and/or procure copy from marketing partners
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications:

- Passion to be a part of a team and the ability to work independently
- Personal sense of responsibility and accountability
- Strong organizational and time management skills
- Friendly, optimistic and upbeat personality
- Ability to thrive in a fast-paced work environment – a multi-tasker
- Willingness to accept and provide feedback
- Solution oriented/ problem solver
- Ability to think outside of the box
- Excellent writing skills
- Proficiency in Microsoft Office
- Proficiency in Adobe Photoshop a plus
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits: GKB Marketing Facilitators/Partnership Coordinators are salaried teammates who receive full benefits including health insurance, dental insurance, 401k plan, paid parental leave, and more with opportunities for salary growth increase with skills and responsibilities. The role of a GKB Marketing

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About Good Karma Brands:

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Job Type: Full-time

Salary: \$30,000.00 - \$35,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Employee assistance program
- Flexible schedule
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Parental leave

- Vision insurance

Schedule:

- Monday to Friday

Work Location:

- One location

Company's website:

- goodkarmabrands.com

Benefit Conditions:

- Only full-time employees eligible

Work Remotely:

- Temporarily due to COVID-19

COVID-19 Precaution(s):

- Remote interview process
- Virtual meetings

Work Location: In person

Closed 

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Details

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Budget

Job budget: Not sponsored

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Account Executive

Job #4842615 • Created 5/19/2021 by Hannah Irwin • **Expired 6/4/2021**

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[Matches \(/emp/jobs/4842615/matches\)](/emp/jobs/4842615/matches)

Basic Information

Employment type

Full-Time

Duration

Permanent

Location type

Onsite

Paid or unpaid

Paid

Locations

Beaver Dam, Wisconsin, United States

Estimated pay

\$45,000 per year

Job Roles

[Edit](#)

Based on the text of your job description, we identified these Job Roles as most applicable. If you think they do not apply, you may edit them.

Learn more (<https://support.joinhandshake.com/hc/en-us/articles/360033423494>)

Advertising Sales Agents

Job Description

Edit

(/emp/jobs/4842615/edit?initial_page=1)

Account Executive (Beaver Dam, WI)

Beaver Dam has been the heart and soul of Good Karma Brands since it was founded there in 1997. Being a staple to the local community, GKB Beaver Dam now boasts the leading news/information/sports (WBEV) radio station, a hit music station (95X), and the community's go-to resource for news (Dailydodge.com). With our growing and award-winning stations and digital services, we are searching for a sales person who is self-motivated, driven, fun, passionate, community focused, and enjoys selling while developing and maintaining relationships!

Good Karma Brands is searching for someone with a track record of success to be an Account Executive. The ideal candidate will either be a Beaver Dam area local or be willing to commit to ingraining themselves in the community and a passion for working closely with business owners to help them grow their businesses.

The Role of an Account Executive:

The primary role of the Account Executive is to develop long-term relationships with area businesses by creating & selling successful, customized marketing solutions to local companies utilizing the GKB Beaver Dam Brand including 95X, 1430 WBEV, & Dailydodge.com. At GKB Beaver Dam, Account Executives (sales) experience a fast-paced, dynamic, progressive environment that get to work with a creative team that strives to over-deliver to our partners. This will require a thorough knowledge of the market and of Beaver Dam's assets as the solutions/services we provide.

Daily Tasks of an Account Executive:

- Identify, uncover, and develop new business/account opportunities
- New business account development via cold calling, networking events, existing relationships, etc.
- Develop relationships with area businesses and decision maker
- Create successful, customized marketing solutions
- Develop and maintain thorough knowledge of the complete portfolio of GKB Beaver Dam assets
- Network with local businesses to expand your sphere of influence in the market
- Ability to uncover marketing objectives and create solutions to solve those objectives
- Be a Good Karma Brands ambassador by adhering to the GKB core values: Listen, Be Honest, Follow Through, Work Hard and Over Deliver

Preferred knowledge, skills and qualifications:

- Passion for sales & service
- Goal oriented and creative self-starter
- Demonstrated success in reaching and exceeding your sales goals with business owners, CEO's, general managers, etc. in local companies, as well as advertising agencies
- Entrepreneurial spirit
- Personal sense of responsibility and accountability
- Passion to be a part of a team and the ability to work independently
- Ability to think outside of the box
- Strong organizational and time management skills
- Friendly, optimistic and upbeat personality
- Excellent written and verbal skills

- Ability to thrive in a fast-paced work environment - a multi-tasker
- Willingness to accept and provide feedback
- Solution oriented work ethic
- Proficiency in Microsoft Office; PowerPoint and Excel
- With this career, you are required to hold a valid driver's license

Hours/Salary/Benefits:

Good Karma Brands offers a competitive base salary plus commission. All GKB Account Executives receive full benefits including 401k plan, health & dental insurance, paid parental leave, and opportunities for salary growth through growing their responsibilities and meeting targeted sales goals. The role of a GKB Account Executive will require teammates to work some evenings and weekends.

Opportunity For Growth:

Teammates have the opportunity to continuously learn and grow within Good Karma Brands and are responsible to represent GKB, our story, and our core values inside and outside the workplace. Teammates are encouraged to take a proactive role in building relationships and seeking opportunities throughout the company.

For Consideration:

Apply by submitting resume & cover letter no later than 5:00pm CT on Friday, June 4, 2021

About Good Karma Brands:

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include Newsradio 620 WTMJ & 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers 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 Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com (<http://www.goodkarmabrands.com/>).

##

Good Karma Brands is an equal opportunity employer. Our policy is to provide equal opportunity employment, development and advancement to all current and potential teammates.

Preferences

Edit
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You have no preferences set for this job.

-  Preferences allow you to view and message candidates with the characteristics you're looking for. Students can see your preferences, but won't be prevented from applying. Candidates meeting all your preferences will appear on the Matches tab.

Company Details

Industry

Journalism, Media & Publishing

Headquarters Location

310 W Wisconsin Ave, Milwaukee, Wisconsin
53203, United States

Size

100 - 250 employees

Type

Private

Website

<http://goodkarmabrands.com/careers>
(<http://goodkarmabrands.com/careers>)

Social Media

<https://www.linkedin.com/company-beta/1403725/>

(<https://www.linkedin.com/company-beta/1403725/>)

<https://www.facebook.com/pages/Good-Karma-Broadcasting/107857112570935?rf=1531955843687049>

(<https://www.facebook.com/pages/Good-Karma-Broadcasting/107857112570935?rf=1531955843687049>)

On Campus Interviews

You have no on-campus interviews scheduled for this job.

Attachments

No attachments yet

[New Attachment \(/emp/jobs/4842615/attachments/new\)](/emp/jobs/4842615/attachments/new)

Labels

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Notes

1 notes from 5/20/21 - 5/20/21

[View and add notes](#)

Tracking Code

No tracking code added

Applicant Package Recipients

Will be listed as "Hiring Team" for Universities

Hannah Irwin



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Beaver Dam Account Executive Needed!

by **kgabel** » Wed Sep 29, 2021 11:48 am

Account Executive
(Beaver Dam, WI)

Beaver Dam has been the heart and soul of Good Karma Brands since it was founded there in 1997. Being a staple to the local community, GKB Beaver Dam now boasts the leading news/information/sports (WBEV) radio station, a hit music station (95X), and the community's go-to resource for news (Dailydodge.com). With our growing and award-winning stations and digital services, we are searching for a salesperson who is self-motivated, driven, fun, passionate, community focused, and enjoys selling while developing and maintaining relationships!

kgabel

ONLINE

Posts: 100
 Joined: Mon Jan 04, 2010 1:56 pm
 Contact:

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NewsRadio 620 WTMJ On-Air Host

Post Reply Search this topic...

1 post Page 1 of 1

NewsRadio 620 WTMJ On-Air Host

#1 by Good Karma! Tue Aug 10 2010 7:59 am

ICORBC, LEGENDARY LOCAL (Newsradio 620 WTMJ, known as "Wisconsin's Radio Station"), has a rare opening for an On-Air Host to bring their positivity, curiosity, imagination, wealth of knowledge & passion for news & current events and sense of humor to this iconic team. As an on-air personality, while being credible and sharing real-time updates & stories, you will be an entertainer engaging with our loyal audience on a daily basis. If you feel a sense of purpose and mission to serve your local community and feel you can communicate effectively by presenting news stories in a way that listeners can better understand them, while sharing your real-life experiences to connect with our fans, this opportunity is for you! Apply today here: https://worldnewsradio.com/macosr/def.../img/60_US.

Good Karma!

Post 1

Joined: 10/04/08, 2010, 4 08:14

Reputation: 0

The inside runner please (4728) (17)

Which school do you love the most? (14) (1)

Content

Post Reply

1 post Page 1 of 1

< Return to "Sportscasting Jobs - Radio"

Jump to

10/04/08, 2010, 4 08:14

Newsradio 620 WTMJ On-Air Host Opportunity



Caleigh Fisher

To: Caleigh Fisher @ Dopline Ursu



WTMJ On-Air Host Career Description.pdf (210 KB)

👤 🗨️ Reply 🗨️ Reply All ➡️ Forward 🗑️ 🚫

Thu 8/5/2021 9:48 AM

Good morning,

Newsradio 620 WTMJ is looking for an On-Air Host to join our GKB Milwaukee team, based in Milwaukee, WI.

The career description is attached for reference. If you are interested in applying, or know someone who meets the qualifications, all are encouraged to apply through ADP by submitting resume & demo.

****Reminder on the process to apply!** All applications will now be submitted & reviewed directly through ADP.

- Internal teammates can find the career posting & apply by going to WorkForceNow > Myself > Talent > Career Center > Click apply on the available job opportunity.
- External candidates can apply by clicking the link [HERE](#).

Please reach out with questions, thank you!

Caleigh Fisher | Director of Talent Acquisition

cell: 832.428.4331

GKB | goodkarma@goodkarma.com

GOOD KARMA BRANDS



Projects Jobs Reports 

Account Executives - Multiple Opportunities Exist

Milwaukee, Wisconsin (United States) • Anna Haag • Created 1/8/2022

Home Job post Project settings

Account Executive • Closed

Greater Milwaukee (On-site) • Posted 2/28/2022 Closed 3/31/2022

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GOOD KARMA BRANDS

(EST. 1997)

Account Executive

Good Karma Brands • Greater Milwaukee (On-site)

Good Karma Brands Milwaukee Account Executive (Marketing Consultant) (Milwaukee, WI)

Good Karma Brands Milwaukee is seeking Account Executives (Marketing Consultants) across all teams: including Sports, News/Talk, and 101.7 the Truth, to help drive revenue and create customized solutions for potential advertising partners. Good Karma Brands Milwaukee is home to Newsradio 620 WTMJ, ESPN Milwaukee, and 101.7 The Truth.[GS1] As the only locally owned and operated media company in Milwaukee, WI, Good Karma Brands takes a marketing approach to leverage the power of sports and local news talk to build brands through three pillars: on-air, on digital/mobile, and on-site. We have a unique collection of premium brands and pride ourselves on offering best in class solutions and services for the three audiences that matter most: our partners, our fans, and our teammates. We are now looking for multiple Account Executives (Marketing Consultants) to help lead our

Show

Seniority Level
Not Applicable

Industry
Broadcast Media

Employment Type
Full-time

Job Functions
Marketing, Sales

Recruitment

Position Information	Posting Details	Posting Questions	Confirm Selections
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Requisition #	Job Title, EEO Category or Occupation Group	Worker Category	Number of Positions
5259	Marketing Consultant (...)	Full Time (F)	1

[Preview](#)

Hiring Manager
 Scalzo, Greg (Scalzo, Gregory)

Business Unit
 Good Karma Brands Milwaukee LLC (GKBM)
 Target Requisition Close Date
03/19/2021

Home Department
 Sales MC/PC (SALESX)
 Employees To Replace
--

Locations
 Corporate (CORP)
 New Post(Gen)
1

Location Description does not display on the Career Center

Salary Information
 --
 Worked in Country
United States (US)

Comments/Reason For Hire
 --



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Moderator: mpaulsen68

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Good Karma Brands Milwaukee Account Executive Needed!

by kgabel • Thu Dec 30, 2021 3:07 pm

kgabel

Posts: 100

Joined: Mon Jan 04, 2010 1:56 pm

Contact:

Good Karma Brands Milwaukee Account Executive (Marketing Consultant)

(Milwaukee, WI)

Good Karma Brands is seeking an Account Executive (Marketing Consultant) to join our sales team across all assets - Sports, News/Talk, and 101.The Truth, to help drive revenue and create customized solutions for potential advertising partners. Good Karma Brands Milwaukee is home to Newsradio 620 WTMJ, ESPN Milwaukee, and 101.7 The Truth. As the only locally owned and operated media company in Milwaukee, WI, Good Karma Brands takes a marketing approach to leverage the power of sports and local news talk to build brands through three pillars: on-air, on digital/mobile, and on-site. We have a unique collection of premium brands and pride ourselves on offering best in class solutions and services for the three audiences that matter most: our partners, our fans, and our teammates. We are now looking for an Account Executive (Marketing Consultant) to help lead our team into the future.

The Role of an Account Executive (Marketing Consultant):

TOP PROMOS
FIND
DISTRIBUTION
DISCUSS A



BASIC ACCOUNTS
ARE PROVIDED
AT NO CHARGE

Click

SONGDIS
WWW.SONGDIS

Save on
\$700
a month
Book
cars on
demand



Sales Support Specialist

Good Karma Brands (Greater Milwaukee) • Anna Haag • Created 3/22/2022

Talent pool Pipeline Job post Project settings

Sales Support Specialist • Closed

Good Karma Brands • Greater Milwaukee (On-site) • Posted 3/20/2022 Closed 4/13/2022

Job poster: Anna Haag

This is a preview of how a job seeker will see your job post. View job on LinkedIn.com



GOOD KARMA BRANDS

[EST. 1992]

Sales Support Specialist

Good Karma Brands • Greater Milwaukee (On-site)

Sales Support Specialist (Partnership Coordinator)
(GKB Milwaukee)

GKB Milwaukee, consisting of top brands including Newsradio 620 WTMJ, ESPN Milwaukee, 101.7 The Truth, The Tundra Trio, The Wisconsin Sports Award, the ESPN App, and ESPN.com is looking for a Partnership Coordinator to assist our growing sales team reach new heights.

We are looking for a teammate who thrives in a positive, fast-paced environment, strives to be proactive and follow through, is a fast learner, and is passionate about assisting our sales teams in coordinating relationships with our advertising partners. The ideal candidate will have excellent communication skills, a passion for organization, an eagerness to dive into the sales world, and the adaptability to handle every day being a new adventure!

Seniority Level
Entry level

Industry
Marketing and Advertising

Employment Type
Full-time

Job Functions
Administrative

Job Performance

6

Apply Starters

index.php?category=jobs&action=expired_ads&order=date&order_type=desc

our expired job ads

Renew	Date ↻	Title
	16/11/22 12:31	ESPN Chicago Assistant Program Director/Executive Producer
	01/11/22 12:03	ESPN Chicago Play-by-Play Sales Manager
	26/10/22 6:30	ESPN Chicago Producer
	17/10/22 13:57	ESPN NY Marketing Consultant (Account Executive)
	05/10/22 10:49	Newsradio 620 WTMJ Producer
	05/10/22 10:49	WTMJ Assistant Program Director
	05/10/22 10:48	Newsradio 620 WTMJ- On-Air Host, Wisconsin's Afternoon News
	29/07/22 11:31	WTMJ News Director
	30/03/22 8:15	Partnership Coordinator
	30/03/22 8:15	Partnership Coordinator
	30/03/22 8:14	Digital Marketing Consultant
	30/03/22 8:13	Marketing Consultant
	30/03/22 8:12	Senior Marketing Consultant
	21/03/22 12:44	Market Manager, Beaver Dam, WI

New Job Opportunity at Good Karma Brands - Marketing Manager



Anna Haag

To : JBarrett@sportsradiopd.com



Reply



Reply All



Forward



Fri 3/18/2022 2:10 PM



GKB Milwaukee Marketing Manager Career Description.pdf

196 KB

Hello Jason,

Please find attached a new posting for Good Karma Brands, if you could please post on your website. It is for a Marketing Manager in Milwaukee, WI

Thank you!

Anna Haag (She/Her) | Human Resources Recruiter

cell: 608-843-4805

GoodKarmaBrands.com

GOOD KARMA BRANDS
[INC.]



www.espn.com

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Recruitment

Position Information

Posting Details

Posting Questions

Requisition # Job Title, EEO Category or Occupation Group Worker Category Number of Positions
1080 Marketing Manager (MRKT... Full Time (F) 1

Job Title *

Marketing Manager (MRKT... ▼

Hiring Manager

▼

Target Requisition Close Date *

▼

This is an evergreen job (no target requisition close date or limit on number of positions)

Worker Category

Full Time (F) ▼

Worked In Country *

United States (US) ▼

Number of Positions *

Employees To Replace

0 (Show me all my employees...) ▼

+

New Positions

▼ 1 +

=

Number of Positions

1

Corporate Groups

Business Unit

United States - Brand & Revenue - EEO (SMB) ▼

Home Department

Marketing (A-56 - 1070133) ▼

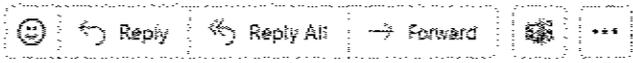


GKB Milwaukee Marketing Manager Opportunity

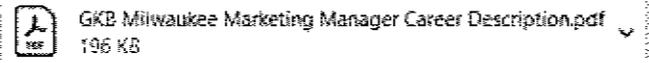


Anna Haag

To: Anna Haag
Cc: Daphne Ursu
Bcc: GKB Corporate



Fri 3/12/2022 1:57 PM



Team –

We are looking to name the next GKB Milwaukee Marketing Manager. Is that role your next career move?

If so, please find the career opportunity attached if you are interested in this excellent opportunity!

All applications are submitted and reviewed via ADP. Internal teammates can find the career opportunity and apply at WorkForceNow > Myself > Talent > Career Center and click on this opportunity.

Please let your manager know if you are interested in this opportunity. All are encouraged to apply. If you have any questions, please do not hesitate to contact me.

Thank you!

Anna Haag (She/Her) | Human Resources Recruiter
cell: 608-843-4805
GoodKarmaBrands.com

GOOD KARMA BRANDS



- Home
- My profile
- Company profile
- Postings
- Relationships
- Messaging
- Jobs
- Talent Engagement
- Learn more

Search for positions



Account Executive - The Truth

Edit More Actions

Job #426733 • Created 2-10-2022 by Hannah Owen • Expires 4/20/2022

- Overview
- Details
- Requirements
- Details

Basic information

Employment type	Full-time	Duration	Permanent
Location type	Onsite	Paid or unpaid	Paid
Locations	Madison, Wisconsin, United States		

Labels

Add item Create new label

Notes

View and edit notes

Tracking Code

No tracking code setup

Applicant Package Recipients

View list of testing team or candidates
Hannah Owen

Job Roles

Based on the term of job, we recommend these Job Roles as good options. It is not intended to apply to you and will not affect your search.

- Advertising Sales Agents
- Market Research Analysts and Marketing Specialists

Job Description

1617 The Truth Marketing Consultant (Account Executive) (Madison, WI)

MC The Truth

Good Karma Brands (Milwaukee County, Wisconsin, United States) - Added 5/31/2022

Talent pool Pipeline Job post Project settings

Account Executive - The Truth • Closed

Good Karma Brands • Milwaukee County, Wisconsin, United States (On-site) • Posted 4/28/2022 • Closed 5/24/2022

Job poster: Anna Hays

This is a preview of how a job seeker will see your job post. [View job on LinkedIn.com](#)



GOOD KARMA BRANDS

EST. 1997

Account Executive - The Truth

Good Karma Brands • Milwaukee County, Wisconsin, United States (On-site)

101.7 The Truth Marketing Consultant (Account Executive)
(Milwaukee, WI)

101.7 The Truth and Good Karma Brands seeks an experienced and top performing Marketing Consultant (Account Executive) for the all-new radio home for Milwaukee's black community. The ideal candidate will have a passion for sales, previous sales experience, and a track record with new business development.

We are 101.7 The Truth, a radio platform that reflects Milwaukee's black community. 101.7 The Truth will feature local shows with authentic conversations about news and current events, a celebration of Black culture, and information created by and for the Black community with an emphasis on empowerment, family, faith, and community. This is home for Milwaukee's realest conversation, and we are looking for Marketing Consultants to help



Seniority Level

Entry level

Industry

Marketing and Advertising

Employment Type

Full-time

Job Functions

Sales, Business Development

Job Performance

1

Apply Status

PC - Stephanie

Good Karma Brands • Greater Milwaukee • Anna Hoag • Closed 5/1/2022

Talent pool Pipeline Job post Project settings

Sales Support Specialist • Closed

Good Karma Brands • Greater Milwaukee (On-site) • Posted 5/1/2022 Closed 5/3/2022
Job poster: Anna Hoag

This is a preview of how a job seeker will see your job post. [View job on LinkedIn.com](#)



GOOD KARMA BRANDS

[EST. 1997]

Sales Support Specialist

Good Karma Brands • Greater Milwaukee (On-site)

Sales Support Specialist (Partnership Coordinator)
(GKB Milwaukee)
GKB Milwaukee, consisting of top brands including Newsradio 820 WTMJ, ESPN Milwaukee, 101.7 The Truth, The Tundra Trip, The Wisconsin Sports Award, the ESPN App, and ESPN.com is looking for a Partnership Coordinator to assist our growing sales team reach new heights.

The primary role of a Partnership Coordinator is to support the GKB Milwaukee sales teams and management by assisting with any and all sales related tasks including entering orders, filling out necessary paperwork, helping brainstorm solutions and creating marketing campaigns, running daily/weekly/monthly reports for Marketing Consultants, assisting with scheduling, managing GKB Milwaukee trade partnerships, and more. Partnership Coordinators are responsible for the day-to-day administrative work relating to the GKB Milwaukee sales department.

- Seniority Level**
Entry level
- Industry**
Marketing and Advertising
- Employment Type**
Part-time
- Job Functions**
Administrative

Job Performance

3
Apply Starters

Newsradio 620 WTMJ Full-Time News Reporter/Anchor Opportunity



Daphne Ursu

To: Daphne Ursu

Re: GKB Corporate



WTMJ Full-Time News Reporter Anchor.pdf 292 KB



Reply



Reply All



Forward



Thu 10/26/2023 5:28 AM

Team –

We are looking for a Newsradio 620 WTMJ Full-Time News Reporter/Anchor. Please find the career description attached if you are interested in applying or know someone who meets the qualifications.

All applications are submitted and reviewed via ADP. Internal teammates can find the career opportunity and apply at WorkForceNow > Myself > Talent > Career Center and click on the available job opportunity of interest. Please let your manager know if you are interested in this opportunity. External candidates can apply by clicking the link [HERE](#). All are encouraged to apply.

If you have any questions, please do not hesitate to contact me.

Thank you!

Daphne Ursu | Senior Director, Human Resources

Phone: 478.201.3199

OR: du2@wtnm620.com

GOOD KARMA BRANDS



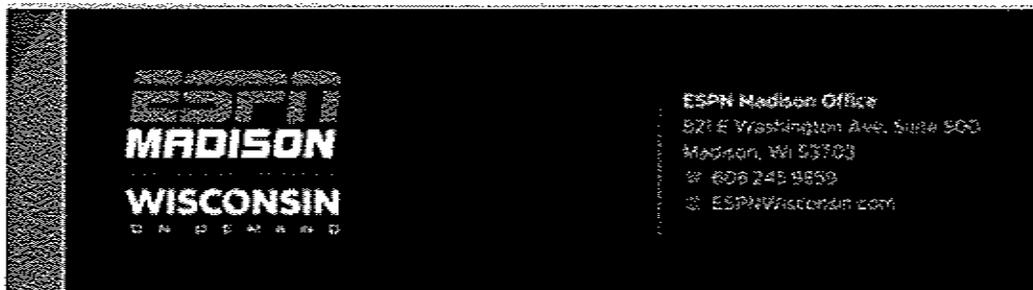


Good Karma Brands

5,311 followers

1yr • 3

Our ESPN Madison team is hiring! We are searching for the next Marketing Facilitator and Partnership to support and contribute to our continued growth in Madison, WI. [...see more](#)



ESPN Madison Marketing Facilitator/Partnership Coordinator (Madison, WI)

ESPN Madison and Good Karma Brands is looking for a Marketing Facilitator/Partnership Coordinator to work in our Madison, WI, office and will be responsible for our continued growth. ESPN Madison regularly ranked the nation's best college sports teams, and Good Karma Brands is our marketing partner. ESPN Madison is the best place for local and national sports talk, and faculty support events such as ESPN Wisconsin College Game Day to bring fans and marketing partners together with the goal, and now we are looking for a Marketing Facilitator/Partnership Coordinator to help our team make new friends.

The Role of a Marketing Facilitator/Partnership Coordinator:

As a Marketing Facilitator/Partnership Coordinator for Good Karma Brands, you'll be responsible for the entire lifecycle of a brand, from initial concept through to launch and beyond. As the Marketing Facilitator/Partnership Coordinator, you will be the face of the brand externally with fans, the community, local colleges, and industry with legal partners, on social media, and working with all stakeholders to help bring a successful partnership to life. Marketing Facilitator/Partnership Coordinators will be responsible for all aspects of our business, from marketing to sales & marketing teams. The ideal candidate will have excellent communication skills, both written and oral, a thorough knowledge of the business, a need for the organized and proactive, a friendly/upbeat personality, and the ability to work hard when the need arises.

Daily Tasks of a Marketing Facilitator/Partnership Coordinator:

- Coordinate and supervise brand events and return on investments
- Monitor and comply with contract terms and representation of all content and events
- Participate in strategic and tactical planning meetings, both internally and externally
- Evaluate customer requests and development
- Coordinate and launch the marketing program each semester
- Monitor and maintain marketing activities including promotional needs, on-page content and review for content management
- Monitor and manage all promotional trade partnerships
- Assist with opening sales to fans and help with other internal administrative tasks that relate to content on-site partnerships
- Develop and create presentations on behalf of Marketing Coordinators for prospective marketing partners
- Participate in all brand marketing sessions for marketing campaign presentations
- Write and produce copy and/or produce copy from marketing partners
- Update social and campaign reports for Marketing Coordinators
- Assist with ESPN Madison social marketing strategy creation and posting on Twitter, Facebook, and Instagram
- Be a Good Karma Brands ambassador, covering in the GKB store, sales, sales, business, follow through, work, and on-site behavior

Preferred knowledge, skills and qualifications:

- Proven ability to work independently
- Personalized responsibility and accountability
- Strong organizational and time management skills
- Friendly, optimistic and upbeat personality
- Ability to work under pressure and meet deadlines
- Willingness to accept and provide feedback
- Solution-oriented problem solver
- Ability to think outside of the box
- Excellent writing skills
- Proficiency in Microsoft Office
- Flexibility to adapt to changing needs
- When the talent you are required to hold a valid driver's license

ESPN Madison Marketing Facilitator/Partnership Coordinator Opportunity



Daphne Ursu

To: @Daphne Ursu

Re: GKB Corporate

👍 Reply 🗉 Reply All ➡ Forward 🗑️ ⋮

Wed 12/23/2021 2:01 PM

📎 ESPN Madison Marketing Facilitator/Partnership Coordinator (December 2021).pdf 202 KB

Team –

We have an exciting opportunity for a Marketing Facilitator/Partnership Coordinator with ESPN Madison.

Please find the career description attached if you are interested in applying or know someone who meets the qualifications.

All applications are submitted and reviewed via ADP. Internal teammates can find the career opportunity and apply at WorkForceNow > Myself > Talent > Career Center and click on the available job opportunity of interest. Please let your manager know if you are interested in this opportunity. External candidates can apply by clicking the link <GKB>. All are encouraged to apply.

If you have any questions, please do not hesitate to contact me.

Thank you!

Daphne Ursu | Senior Director, Human Resources

Phone: 608.766.2664

GKB: gnadkar@maine.gov

GOOD KARMA BRANDS



Exhibit C – Supplemental Recruitment Initiative Documentation

Good Karma Broadcasting, LLC participates in extensive Supplemental Recruitment Initiatives, as set forth in its EEO Public File Reports attached as Exhibit A. Documentation with respect to four representative examples is attached.



Good Karma Brands Home Office

720 E Capitol Drive

Milwaukee, WI 53212

☎ 1 - 414 - 209 - 3100

🌐 GoodKarmaBrands.com

GKB Big Brothers/Big Sisters Program

2020-2021 and 2021-2022

EEO Public File Reports

Supplemental Recruitment Initiative #6(b)

Big Brothers/Big Sisters is intended to pair up GKB teammates across markets and encourage veteran teammates and new teammates to develop a relationship, share ideas and advice, and become a resource for each other.

Time Commitment: Big Brothers/Big Sisters should have 1 initial meeting upon being paired together. Afterwards, meetings or calls should be scheduled once per quarter, though teammates are encouraged to reach out as often as they would like.

1st meeting agenda:

- Career goals and aspirations
- Biggest challenge you've faced in your first year at GKB

2nd meeting agenda (for Big Brothers/Sisters to know):

- What are you doing to get better professionally?
- Biggest success since starting at GKB

3rd meeting agenda (for Big Brothers/Sisters to know):

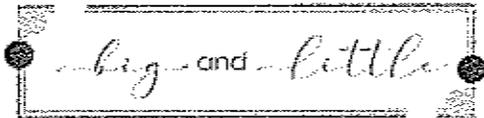
- One thing on your mind that you feel you're unable to do discuss with your manager
- Elevator speech review

4th meeting agenda (for Big Brothers/Sisters to know):

- Balancing work/home discussion
- Review goals from 1st meeting

Caleigh Fisher

From: Caleigh Fisher
Sent: Monday, April 5, 2021 4:39 PM
To: Ben Widdes; Nate Dodge
Subject: Big/Little Mentor Program
Attachments: Mentorship Program Outline.pdf



Ben & Nate,

I hope you are both having a great week 😊

As you both know, we have a mentor program within GKB where we pair teammates together to learn from each other, use each other as resources, lean on each other for advice/pick each other's brains, etc. It is really a good outlet for you to be connected to someone within GKB that is not a part of your day to day team or manager and we are really excited about pairing the two of you together.

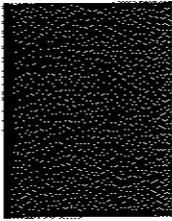
I know you both know each other so I won't go into my typical spiel about the two of you, but really excited for you to dive in more.

I will let y'all take it from here, but Ben, please reach out and schedule your first meeting. The program requests that you meet once a quarter at a minimum – just to set up time and get to know each other/be a sounding board if you need anything. After your first connect, you can decide when/how often you would like to meet and send recurring calendar invites. I have attached an outline guide you are more than welcome to use, but of course can go in any direction the conversation(s) take you.

Looking forward to it and reach out with any questions. Thanks!

Caleigh Fisher | Director of Talent Acquisition
cell: 832.428.4331
GKB | goodkarmabrands.com

GOOD KARMA BRANDS
EST. 1997



GKBU

Learning

LinkedIn Course (full training track link here)

Div Managers

- Friday June 26 [Communicating about Culturally Sensitive Issues \(complete this\)](#)
- Monday June 29 [Confronting Bias: Thriving Across Our Differences](#)
- Monday July 6 [Diversity, Inclusion and Belonging](#)
- Friday July 10 [Skills for Inclusive Conversations](#)
- Monday July 13 [Skills for Inclusive Conversations](#)
- Friday July 17 [Bystander training](#)

Full Team

- Friday, July 10 [Unconscious Bias](#)
- Friday, July 17 [Confronting Bias: Thriving Across Our Differences](#)
- Friday, July 24 [Communicating about Culturally Sensitive Issues - Chapter 1](#)
- Friday, July 31 [Communicating about Culturally Sensitive Issues - Chapter 2](#)
- Friday, Aug 7 [Communicating about Culturally Sensitive Issues - Chapter 3](#)

a survey will be ser

Captain Accountable:

1. Schedule Teams meeting with those on your assigned team
2. Note attendance
3. Facilitate discussion of takeaways at appropriate times
4. Keep meeting on time
5. Complete additional survey regarding participation

FAQ:

What if I'm on vacation/doing a show then?

That's ok. Please let your captain know, then watch the course on your own and send takeawa

I'm a captain... do I need to do everything on that list?

While it is probably more efficient for you to manage this, you can certainly assign facilitators c others on your team, such as watching the time or noting attendance.

Will there be notes or any more information for me to learn more or refer back to this mater

Yes, we are working on providing resources for you to reference and they will be available on 5 your own notes, though!

How are we supposed to watch the training together?

We recommend that one person opens the link, shares their screen (with 'play system audio' o screen share so you can discuss via video on the Teams app.

HIRED — THE GKB RECRUITMENT SHOW



Hired! The GKB Recruitment Show

Hired! The GKB Recruitment Show 5-6-23



(http
 05-
 06-
 06-

powered by AmperWave

EPISODE ARCHIVE

- MAY 6** **HIRED...** 35:39 [\[HTTPS://SERVE.CASTFIRE.COM/AUDIO/4118107/4118107_2023-05-06-135307.128.MP3\]](https://serve.castfire.com/audio/4118107/4118107_2023-05-06-135307.128.MP3)
- APR 29** **HIRED...** 35:48 [\[HTTPS://SERVE.CASTFIRE.COM/AUDIO/4115492/4115492_2023-04-29-160932.128.MP3\]](https://serve.castfire.com/audio/4115492/4115492_2023-04-29-160932.128.MP3)
 LOOKING FOR YOUR NEXT GREAT CAREER? THIS IS "HIRED: THE GOOD KARMA BRAND"
- APR 22** **HIRED...** 35:51 [\[HTTPS://SERVE.CASTFIRE.COM/AUDIO/4113086/4113086_2023-04-22-174826.128.MP3\]](https://serve.castfire.com/audio/4113086/4113086_2023-04-22-174826.128.MP3)
 LOOKING FOR YOUR NEXT GREAT CAREER? THIS IS "HIRED: THE GOOD KARMA BRAND"
- APR 15** **HIRED...** 35:41 [\[HTTPS://SERVE.CASTFIRE.COM/AUDIO/4110655/4110655_2023-04-15-123655.128.MP3\]](https://serve.castfire.com/audio/4110655/4110655_2023-04-15-123655.128.MP3)
- APR 8** **HIRED...** 35:51 [\[HTTPS://SERVE.CASTFIRE.COM/AUDIO/4108283/4108283_2023-04-08-172923.128.MP3\]](https://serve.castfire.com/audio/4108283/4108283_2023-04-08-172923.128.MP3)
 LOOKING FOR YOUR NEXT GREAT CAREER? THIS IS "HIRED: THE GOOD KARMA BRAND"
- APR 1** **HIRED...** 35:36 [\[HTTPS://SERVE.CASTFIRE.COM/AUDIO/4106209/4106209_2023-04-02-202109.128.MP3\]](https://serve.castfire.com/audio/4106209/4106209_2023-04-02-202109.128.MP3)
 LOOKING FOR YOUR NEXT GREAT CAREER? THIS IS "HIRED: THE GOOD KARMA BRAND"
- MAR 25** **HIRED...** 35:15 [\[HTTPS://SERVE.CASTFIRE.COM/AUDIO/4103965/4103965_2023-03-25-160805.128.MP3\]](https://serve.castfire.com/audio/4103965/4103965_2023-03-25-160805.128.MP3)
 LOOKING FOR YOUR NEXT GREAT CAREER? THIS IS "HIRED: THE GOOD KARMA BRAND"
- MAR 18** **HIRED...** 35:52 [\[HTTPS://SERVE.CASTFIRE.COM/AUDIO/4101739/4101739_2023-03-18-174239.128.MP3\]](https://serve.castfire.com/audio/4101739/4101739_2023-03-18-174239.128.MP3)
 LOOKING FOR YOUR NEXT GREAT CAREER? THIS IS "HIRED: THE GOOD KARMA BRAND"

2/12/23

WTMJ Conversations & WTMJ Features
 Hired! The GKB Recruitment Show 2-12-23

[Home](#)
[Podcasts](#)
[Download](#)
[Description](#)

05:00 - 35:44

11/7/23:

WTMJ Conversations & WTMJ Features

Hired! The GKB Recruitment Show 1-7-22

HJRED
THE GKB RECRUITMENT SHOW

▶ SHARE ▶ SUBSCRIBE ▶ DOWNLOAD ▶ DESCRIPTION



01:00 - 35:39

12/17/22:



WTMJ Conversations & WTMJ Features

Hired! The GKB Recruitment Show 12-17-22

▶ SHARE ▶ SUBSCRIBE ▶ DOWNLOAD ▶ DESCRIPTION



00:59 - 36:01

12/10/22:

HJRED
THE GKB RECRUITMENT SHOW

WTMJ Conversations & WTMJ Features

Hired! The GKB Recruitment Show 12-10-22

▶ SHARE ▶ SUBSCRIBE ▶ DOWNLOAD ▶ DESCRIPTION



02:03 - 36:16

12/3/22:

HJRED
THE GKB RECRUITMENT SHOW

WTMJ Conversations & WTMJ Features

Hired! The GKB Recruitment Show 12-3-22

▶ SHARE ▶ SUBSCRIBE ▶ DOWNLOAD ▶ DESCRIPTION



01:00 - 36:09

11/19/22:



WTMJ Conversations & WTMJ Features

Hired! The GKB Recruitment Show 11-19-22

▶ SHARE ▶ SUBSCRIBE ▶ DOWNLOAD ▶ DESCRIPTION



01:00 - 35:39

11/12/22:

HJRED
THE GKB RECRUITMENT SHOW

WTMJ Conversations & WTMJ Features

Hired! The GKB Recruitment Show 11-12-22

11-12-2022 11:00 AM - 12:00 PM



01:01:00:00

11/5/22:

WTMJ
Extra

WTMJ Conversations & WTMJ Features

Hired! The GKB Recruitment Show 11-05-22

11-05-2022 11:00 AM - 12:00 PM



01:01:05:00

10/29/22:

HJRED
THE GKB RECRUITMENT SHOW

WTMJ Conversations & WTMJ Features

Hired! The GKB Recruitment Show 10-29-22

10-29-2022 11:00 AM - 12:00 PM



01:01:00:00

10/22/22:

HJRED
THE GKB RECRUITMENT SHOW

WTMJ Conversations & WTMJ Features

Hired! The GKB Recruitment Show 10-22-22

10-22-2022 11:00 AM - 12:00 PM



01:01:00:00

10/15/22:

WTMJ
Extra

WTMJ Conversations & WTMJ Features

Hired! The GKB Recruitment Show 10-15-22

10-15-2022 11:00 AM - 12:00 PM



01:01:05:00

10/8/22:



WTMJ Conversions & WTMJ Features

Hired! The GKB Recruitment Show 10-08-22

SHOW | SUBSCRIBE | DOWNLOAD | DESCRIPTION



03:00 - 03:56

10/1/22:



THE GKB RECRUITMENT SHOW

WTMJ Conversions & WTMJ Features

Hired! The GKB Recruitment Show 10-01-22

SHOW | SUBSCRIBE | DOWNLOAD | DESCRIPTION



03:00 - 03:51

9/24/22:



THE GKB RECRUITMENT SHOW

WTMJ Conversions & WTMJ Features

Hired! The GKB Recruitment Show 9-24-22

SHOW | SUBSCRIBE | DOWNLOAD | DESCRIPTION



03:00 - 03:47

9/17/22:



THE GKB RECRUITMENT SHOW

WTMJ Conversions & WTMJ Features

Hired! The GKB Recruitment Show 9-17-22

SHOW | SUBSCRIBE | DOWNLOAD | DESCRIPTION



03:00 - 03:48

9/10/22:



THE GKB RECRUITMENT SHOW

WTMJ Conversions & WTMJ Features

Hired! The GKB Recruitment Show 9-10-22

SHOW | SUBSCRIBE | DOWNLOAD | DESCRIPTION



03:00 - 03:50

9/3/22:

WTMJ Conversations & WTMJ Features
Hired! The GKB Recruitment Show 9-3-22

HJRED
THE GKB RECRUITMENT SHOW

THUMB UP DOWNCAST LEFT ARROW RIGHT ARROW DESCRIPTION



00:00:33:01

8/27/22:

WTMJ Conversations & WTMJ Features
Hired! The GKB Recruitment Show 8-27-22

HJRED
THE GKB RECRUITMENT SHOW

THUMB UP DOWNCAST LEFT ARROW RIGHT ARROW DESCRIPTION



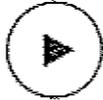
00:00:35:02

8/20/22:

WTMJ Conversations & WTMJ Features
Hired! The GKB Recruitment Show 8-20-22

HJRED
THE GKB RECRUITMENT SHOW

THUMB UP DOWNCAST LEFT ARROW RIGHT ARROW DESCRIPTION



00:00:32:03

8/13/22:

WTMJ Conversations & WTMJ Features
08-13-22 Hired! The GKB Recruitment Show

HJRED
THE GKB RECRUITMENT SHOW

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00:00:32:04

8/6/22:

WTMJ Conversations & WTMJ Features
08-06-22 Hired! The GKB Recruitment Show

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00:00:32:05

7/30/22

WTMJ Conversations & WTMJ Features

07-30-22 Hired! The GKB Recruitment Show

HJRED
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02:05 - 29:54

7/23/22

WTMJ Conversations & WTMJ Features

07-23-22 Hired! The GKB Recruitment Show

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02:05 - 29:54

7/16/22

WTMJ Conversations & WTMJ Features

07-16-22 Hired! The GKB Recruitment Show

HJRED
THE GKB RECRUITMENT SHOW



02:05 - 29:54

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WHO WE ARE

OUR STORY ([HTTPS://GOODKARMABRANDS.COM/OUR-STORY/](https://goodkarmabrands.com/our-story/))
OUR TEAM ([HTTPS://GOODKARMABRANDS.COM/OUR-TEAM/](https://goodkarmabrands.com/our-team/))
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ESPN RADIO

ESPN BEAVER DAM ([HTTPS://GOODKARMABRANDS.COM/ESPN-BEAVER-DAM/](https://goodkarmabrands.com/ESPN-BEAVER-DAM/))

agnostic. The best screen wins. Be efficient with your talent. Not every host or show is suited for every platform. But some, like Dan Le Batard, works across platforms.

Value of live content in an on-demand space – Live events make a precious opportunity for fans to get together, create excitement for the two times a live show on YouTube. We can also create content around live events, like Super Bowl or the national championship game.

When you know something isn't working – I like to look at weekly download should see some increase if something is doing well. Is it moving upward, especially if there are more shows available and people can binge? If people decide they don't want to listen to more, that's usually a sign.

Logan Swaim – The Volume

Biggest opportunity to connect with the audience – Barriers to entry have disappeared. In the past, to find talent, you'd have to be an exec who gets tapes. There were steps to follow to discover talent or have talent reach you. Now, with social media, we can find talent much more easily, sometimes almost unintentionally.

Value of live content in an on-demand space – With YouTube and live content, you're creating appointment television. There's an immediacy, an excitement behind that. Live also creates a community of online fans who like to talk shit to each other, consume something in real time.

Kevin Jones – Blue Wire

The role of video – We're finding our most success, discovering talent on Tik Tok. On YouTube, we're looking more for existing creators, someone who covers Syracuse basketball, as an example, not trying to figure out a fit.

Predictions for sports media content – Amazon, Apple, and Hulu are getting more into national video content because they don't have a local component. You're going to see those companies get into live sports in a big way, which they've already started. As those large companies snatch up big broadcast rights, that creates spaces to work in for new content.

When you know something isn't working – We've had some projects that we had to take out behind the barn and say goodbye to. Downloads probably tell you, especially early on, if there's an audience. But we've shut some things down when they didn't do what we hoped.

4:15-4:50 – Finding Diverse Leaders and Influencers presented by



GOOD KARMA BRANDS

- Pablo Torre – ESPN
- David Roberts – ESPN
- Debbie Brown – Good Karma Brands

As the population becomes less white, local radio stations, on-air talent, and program directors need to reflect that change. More new blood needs to be discovered and hired. Right now, on-air hosts aren't adjusting with the times. If the audience is changing, programming needs to adapt to the market.

I'm earnestly grateful to hear from people who tell me that I've shown them that this is a possible career for them, which is something they didn't think before. Every time I get that kind of message from a young person, it means the world to me.

David Roberts – ESPN

Diversity in radio – There's room for improvement. The numbers underscore the opportunity available. Diversity is not just something done to check a box. It's something that can help your business. Commitment to diversity requires that the net for applicants be broad.

Using *Get Up* as an example, it drew an audience of 15 percent African American at first. But the numbers told us the audience was 45 percent. So we had to change and as more faces of color got on those shows – the Stephen A. Smiths, the Marcus Spears – the audience grew. People want to see people like them on the screen.

Looking for talent in local markets – Instead of just going to minority conferences or sending minority talent there to recruit, attend those conferences. You need to go and recruit, meet the people who could make a future impact. Maybe that talent won't resonate, but the playing field has been leveled and then you can make decisions the way you did before.

Debbie Brown – Good Karma Brands

On prioritizing representation – In the past, hiring might be based on who you'd like to have a beer with. That doesn't apply anymore. We're doing well, but we can do better. Representation has to be at the top. The table has to be bigger.

We're in the process of updating our internship program. Previously, it was an unpaid internship program but that really limits the number of candidates who can apply. So we're changing to a paid program to attract a greater number of applicants. And we're expanding the pool to community colleges, areas where we may not have heard from before, not just the largest universities.

When we identify a candidate, we have them talk to a number of other people in that organization, usually four other people, and look at them for a variety of roles to see if they could be good for other jobs they may not have considered. It's also important that the people they talk to are diverse, to open everyone up to a variety of experience.



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When:

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