



September 26, 2018

Morgan Murphy Media and Good Karma Brands partner to serve Milwaukee market

Wisconsin-based Morgan Murphy Media is part of a local investment group that will purchase two Milwaukee radio stations, WTMJ and WKTJ.

Morgan Murphy Media today announced it would join Good Karma Brands in the venture. Good Karma Brands founder and CEO Craig Karmazin said in July the company would purchase and operate the powerhouse radio stations from E.W. Scripps Co.

“Craig and his team at Good Karma Brands truly understand what it means to serve a local community,” said Brian Burns, executive vice president & chief operating officer of Morgan Murphy Media. “We are excited to be in business with a group of people we’ve known for years who have an outstanding track record of success.”

Milwaukee native and local broadcasting veteran Steve Wexler will run the group as vice president and market manager. He’ll oversee WTMJ and WKTJ, in addition to 540 ESPN, ESPN Digital, the Wisconsin Sports Awards and the Tundra Trio. He is expected to assume his new role when the purchase is complete.

In addition to Morgan Murphy Media, other local investors will bring various business, media and sports marketing expertise to Good Karma’s Milwaukee assets. The other local investors include Ted Kellner, Chairman and CEO of T&M Partners, LLC; Gale and Judi Klappa, Gale is Chairman and Chief Executive of WEC Energy Group, David Marcus, CEO of Marcus Investments and Greg Marcus, CEO of Marcus Corporation.

“We’re thrilled to welcome longtime friends, business partners and members of the community to the Good Karma Brands team,” Karmazin said. “The addition of prominent local investors will further our relationship with the Milwaukee community, and paired with Steve Wexler’s leadership, will help guide our businesses to greater heights. Good Karma’s focus has always been serving our marketing partners, fans and teammates, and today’s announcement is a huge boost for all three.”

Good Karma Brands expects the purchase to be completed in November.

About Morgan Murphy Media:

Morgan Murphy Media is a multimedia company with a long heritage of community service and industry leadership through four generations of family ownership dating back to 1890. Founded in the newspaper business, the company has always been forward-looking and today aggressively serves audiences and advertisers through a variety of electronic and digital offerings. It operates television stations in six markets covering 10 states in the Midwest, Northwest and Texas, and 12 radio stations focused in Washington and Wisconsin. The company also runs Madison Magazine, a monthly lifestyle publication, and a digital marketing agency, Phase 3 Digital. Its news organizations are consistently honored with the most prestigious journalism awards in the industry. Since 2015, MMM stations have earned five national Edward R. Murrow awards from the RTDNA including the top prize for overall excellence. For more information, visit <http://morganmurphy.com/>

Morgan Murphy Media contacts:

Brian Burns, EVP & COO, 608-277-5109, brian@embtv.com

###