

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 22, 2016 to July 23, 2017.

1) Employment Unit: Good Karma Broadcasting, LLC - Wisconsin

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

3) EEO Contact Information for Employment Unit:

Mailing Address: 310 W. Wisconsin Ave. Suite 100 Milwaukee, WI 53203	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. Marketing Consultant – WTLX	Employee Referral
2. Partnership Development Specialist– Good Karma Brands	Employee Referral
3. Partnership Development Specialist– Good Karma Brands	Employee Referral
4. Partnership Development Specialist– Good Karma Brands	Employee Referral
5. Partnership Development Specialist– Good Karma Brands	Good Karma Internship Program
6. Partnership Development Specialist– Good Karma Brands	Good Karma Internship Program
7. Partnership Development Specialist– Good Karma Brands	Good Karma Internship Program
8. Marketing Facilitator – WBEV/WXRO	Employee Referral

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JOB TITLE:

Referral Source(s) of Hiree(s)

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| 1. Partnership Development Specialist– Good Karma Brands | Employee Referral |
| 2. Partnership Development Specialist– Good Karma Brands | Employee Referral |
| 3. Partnership Development Specialist– Good Karma Brands | Employee Referral |
| 4. Partnership Development Specialist– Good Karma Brands | Good Karma Internship Program |
| 5. Partnership Development Specialist– Good Karma Brands | Good Karma Internship Program |
| 6. Partnership Development Specialist– Good Karma Brands | Good Karma Internship Program |

Organization / Agency	Method of Dissemination	# of Interviews Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Post on Web site	0	No
AMFMJobs.com	Post on Web site	0	No
Asian American Journalists Association	Send via e-mail	0	No
Indeed	Post on Web site	0	No
Good Karma Broadcasting/Brands	Send via e-mail to all	0	No
National Association of Hispanic Journalists	Send via e-mail	0	No
National Lesbian and Gay Journalists Association	Send via e-mail	0	No
TVandRadioJobs.com	Post on Web site	0	No
Wisconsin Broadcasters Association	Post on Web site	0	No
Wisconsin Jobs for Wisconsin Grads (UW-Eau Claire, UW-Green Bay, UW-La Crosse, UW-Madison, UW-Milwaukee, UW-Oshkosh, UW-Parkside, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Superior, UW-Whitewater)	Post on Web site	0	No
Marquette University	Post on Web site	0	No
Ohio/Illinois Centers for Broadcasting	Send via email	0	No
UW-Madison		0	No
Wisconsin Technical System		0	No
ITT Tech	Send via email	0	No
Wisconsin Job Center	Post on Web site	0	No
GKB Team Administrators	email	19	No

7. Marketing Consultant - WTLX

Employee Referral

Organization / Agency	Method of Dissemination	# of Interviews Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Post on Web site	0	No
AMFMJobs.com	Post on Web site	0	No
Asian American Journalists Association	Send via e-mail	0	No
Indeed	Post on Web site	13	No
Good Karma Broadcasting/Brands	Send via e-mail to all	4	No
National Association of Hispanic Journalists	Send via e-mail	0	No
National Lesbian and Gay Journalists Association	Send via e-mail	0	No
TVandRadioJobs.com	Post on Web site	0	No
Wisconsin Broadcasters Association	Post on Web site	0	No
Wisconsin Jobs for Wisconsin Grads (UW-Eau Claire, UW-Green Bay, UW-La Crosse, UW-Madison, UW-Milwaukee, UW-Oshkosh, UW-Parkside, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Superior, UW-Whitewater)	Post on Web site	1	No
Marquette University	Post on Web site	0	No
Ohio/Illinois Centers for Broadcasting	Send via email	0	No
UW-Madison		0	No
Wisconsin Technical System		0	No
ITT Tech	Send via email	0	No
Wisconsin Job Center	Post on Web site	0	No
GKB Team Administrators	email	6	No

8. Marketing Facilitator – WBEV/WXRO

Employee Referral

Organization / Agency	Method of Dissemination	# of Interviews Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Post on Web site	1	No
AMFMJobs.com	Post on Web site	0	No
Asian American Journalists Association	Send via e-mail	0	No
Indeed	Post on Web site	3	No
Good Karma Broadcasting/Brands	Send via e-mail to all	4	No
National Association of Hispanic Journalists	Send via e-mail	0	No
National Lesbian and Gay Journalists Association	Send via e-mail	0	No
TVandRadioJobs.com	Post on Web site	0	No
Wisconsin Broadcasters Association	Post on Web site	0	No
Wisconsin Jobs for Wisconsin Grads (UW-Eau Claire, UW-Green Bay, UW-La Crosse, UW-Madison, UW-Milwaukee, UW-Oshkosh, UW-Parkside, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Superior, UW-Whitewater)	Post on Web site	1	No
Marquette University	Post on Web site	0	No
Ohio/Illinois Centers for Broadcasting	Send via email	0	No
UW-Madison		0	No
Wisconsin Technical System		0	No
ITT Tech	Send via email	0	No
Wisconsin Job Center	Post on Web site	0	No
GKB Team Administrators	email	9	No

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5) Total # of Interviewees Referred: For the period from July 22, 2016 to July 23, 2017, this Employment Unit interviewed 61 interviewees for full-time job vacancies. Eight applicants were hired.

6) Supplemental Recruitment Initiatives.

(a) Initiative: Internship Program

The Employment Unit operates an internship program which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 70 interns participated in the program (Milwaukee = 38, Madison, 30, Beaver Dam 2) and all received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a Sales Manager, General Manager, Content Director, or Marketing Facilitator. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area including Marquette University, UW-Eau Claire, UW-Green Bay, UW-Lacrosse, UW-Madison, UW-Milwaukee, UW-Oshkosh, UW-Parkside, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Superior, UW-Whitewater, the Wisconsin Broadcasters Association career fair, Cardinal Stritch University, and Madison Media Institute.

(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: Scholarship

The Station Employment Unit, together with other Good Karma Broadcasting Employment Units, funds the Jim Stowell/Karen Kuhn Scholarship. The scholarship awards \$500 to a graduating senior at Beaver Dam High School who plans to pursue a degree in broadcasting, journalism or drama. The scholarship is in memory of a former employee who passed away. The scholarship is awarded annually. Scholarship winners are encouraged to return during their summers to participate in the Station Employment Unit's internship program.

(d) Initiative: Job & Career Fairs

Wisconsin Broadcasters Association Career Fair, The Madison Concourse Hotel, Madison, WI on January 25, 2017. One member of the Talent Acquisition Team participated in this career fair. Approximately 50-75 were in attendance.

UW Madison School of Journalism and Mass Communications Career Fair. Union South in Madison, WI. On February 6, 2017, two members of our Talent Acquisition Team participated in this career fair promoting our career and internship opportunities. Approximately 400 people were in attendance.

Marquette University Career Track Night. Marquette University campus in Milwaukee, WI. On February 22, 2017, two members of the Talent Acquisition Team participated in this career fair promoting our career and internship opportunities. Approximately 40 were in attendance.

Wisconsin Lutheran College. Wisconsin Lutheran College, Milwaukee, WI. On October 25, 2016, two members of the Talent Acquisition Team participated in the career fair promoting our internship opportunities. Approximately 30 were in attendance.

UW Milwaukee JAMS Internships and Jobs Fair. UW Milwaukee campus in Milwaukee, WI on April 3, 2017, two members from our Talent Acquisition Team participated in the career fair promoting our internship opportunities. Approximately 75 were in attendance.

(e) Initiative: Sponsoring a Career Fair

Dodge County/South Central Wisconsin Career Fair. Dodge County airport in Juneau, WI on September 27, 2016. Ten teammates from Good Karma participated in this career fair. Approximately 50 people and 37 businesses were in attendance.

South Central Wisconsin Career Fair. Sponsored by Good Karma Brands. March 8, 2017 from 10 am to 5 pm at the Dodge County Airport in Juneau, WI. Eight Good Karma teammates participated in this career fair. Approximately 208 people and 54 businesses were in attendance.

(f) Initiative: Participation in Other Activities

UW Milwaukee Sports Marketing Class, Milwaukee, WI – On August 9, 2016, Three members of the Talent Acquisition Team spoke to a Sports Marketing class. They described their careers in sports marketing and marketing trends in the industry.

Cardinal Stritch University, Milwaukee, WI – On February 20, 2017, Marketing Director and member of the Talent Acquisition Team spoke to senior students on the becoming a professional out of college.

University of Wisconsin – Madison - On September 28, 2016; a member of our marketing team spoke to a class on careers in sports communications hosted by the UW Madison School of Communication and Mass Journalism.

(g) Initiative: Job Shadow

Brookfield Central High School, Brookfield, WI – On June 19, 2017, two members of our content team allowed a high school student to shadow them for a portion of the day. The student spent time observing and learning sport talk radio show pre-production; audio production and other topics related to the content positions.