

GOOD KARMA BRANDS

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2017 to May 22, 2018.

1) **Employment Unit:** Good Karma Broadcasting, LLC (Cleveland, OH)

2) **Unit Members (Stations and Communities of License):** WWGK(AM) FCC Facility ID No. 7065 Cleveland, OH
 WKNR(AM) FCC Facility ID No. 28509 Cleveland, OH

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

Mailing Address: 1301 E. 9 th St., Suite 252 Cleveland, OH 44114	Telephone Number: (216) 583-9901
	Contact Person/Title: Sam Pines / General Manager
	E-mail Address: spines@goodkarmabrands.com

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

Job Title

Recruitment Source Referring Hiree

Marketing Consultant

Industry Referral

Web Site/E-mail	
www.amfmjobs.com	AM FM Jobs
www.tvandradijobs.com	TV and Radio Jobs
http://case-csm.symplicity.com/employers	Case Western
http://career.kent.edu/home/employer/index.cfm	Kent State
njackson@clevelandnaacp.org or dwilliams@clevelandnaacp.org	Cleveland NAACP
www.espnleveland.com	ESPN Cleveland
www.workinsports.com	Workinsports.com
www.indeed.com	Indeed
www.goodkarmabrands.com	GKB
ON-AIR	
ESPN Cleveland	

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6) Total # of Interviewees Referred: **For the period from May 23, 2017 to May 22, 2018, this Employment Unit interviewed 15 candidates for this full-time vacancy. One applicant was hired.**

7) 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, 23 interns participated in the program 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-opping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges in and out of the Cleveland area, including: Baldwin Wallace College, Cleveland State University, The Ohio State University, John Carroll University, Kent State University, Ashland University, Notre Dame College, Mount Vernon Nazarene University, University of Akron, Case Western University, The Ohio Media School, Youngstown State University, Ohio University Northwestern University, and Syracuse University.

(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: Job Shadowing

Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area middle schools, high schools, and colleges visit the station and shadow an Employment Unit employee for an entire day, giving them a feel for careers in the broadcasting industry. One of the employment unit's production director had a high school student job shadow from May 7 – 11, 2018. Two middle school students also shadowed one of the employment unit's on-air host on May 11, 2018.

(d) Initiative: Participation in Educational Institution and Community Events

Jack & Jill of America, Inc., Cleveland Chapter – An on-air host, Marketing Consultant, and our Digital Director spoke to 13 students and 9 parents from the Cleveland Chapter of Jack & Jill of America, Inc. on the topics of public speaking, the power of the ESPN brand, and about hosting a radio show on February 19, 2018.

(e) Initiative: Job & Career Fairs

Notre Dame College, South Euclid, OH, September 25, 2017. Our Internship Coordinator and Marketing Facilitator (2 teammates) participated in the 1st Annual Sports Job Career Fair on-campus at Notre Dame College from 12:00 pm – 4:00 pm. Approximately 75 students were in attendance. There was no cost for the career fair and it was organized through George Phillips, the Director of Career Services.

Miami University, Oxford, OH, October 20, 2017. Our Internship Coordinator and Marketing Facilitator (2 teammates) participated in the 3rd Annual Sports Career Exploration & Networking Expo (SCENE) in Millett Hall on-campus at Miami University from 1:30 pm – 4:00 pm. Approximately 300 students were in attendance. There was no cost for the career fair and it was organized through the Career Center at Miami University.

University of Toledo, Toledo, OH, October 25, 2017. Our Internship Coordinator and Marketing Event Supervisor (2 teammates) participated in the University of Toledo Career Fair at the Student Union building on-campus at the University of

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Toledo from 11:00 am – 2:00 pm. Approximately 500 students were in attendance. There was no cost for the career fair and it was organized through Amy Wexler, the Employer Relations Specialist.

Cleveland Leadership Center, Cleveland, OH, January 4, 2018. Our Internship Coordinator and Creative Service Specialist (2 teammates) participated in the iCleveland Winter Edition Career Showcase at Quicken Loans Arena from 2:30 pm – 5:00 pm. Approximately 150 students were in attendance. The cost for the career fair was \$150 and the intern fair was organized through Nicole Boyd, the Program Associate.

Cleveland Cavaliers Career Fair, Cleveland, OH, January 18, 2018. Our Internship Coordinator and Marketing Event Supervisor (2 teammates) participated in the Cleveland Cavaliers Career Fair at Quicken Loans Arena from 2:00 pm – 4:30 pm. 200 students were estimated to be in attendance. The cost for the career fair was \$100 and the intern fair was organized through Courtney Soreo, the Ticket Sales & Services Assistant.

Ohio Media School Career Fair, Independence, OH, February 2, 2018. One of our Marketing Facilitators participated in the Ohio Media School Career Fair at Ohio Media School from 2:30 pm – 4:00 pm. 50 students were estimated to be in attendance. There was no cost involved and the intern fair was organized through Jennifer Anatra, the Career Services Director.

Kent State University, Kent, OH, February 15, 2018. One of our Marketing Facilitators participated in the College of Communication and Information Career Expo on campus at the Student Center Ballroom from 9:30 am – 12:00 pm. 300 students were estimated to be in attendance. There was no cost involved and the intern fair was organized through Marianne Warzinski, the Director of CCI Commons and Career Development.