

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 1, 2022 to July 22, 2022.

1) Employment Unit: Good Karma Broadcasting LLC / Los Angeles, CA

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

KSPN (AM) FCC Facility ID No. 33255 Los Angeles, CA *

* Purchased by the Employment Unit from ABC Radio Los Angeles Assets, LLC on March 1, 2022.

3) EEO Contact Information for Employment Unit:

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

Job Title	Recruitment Source of Candidate Hired
1. Director of Sales	Employee Referral
2. Executive Assistant	Industry Referral
3. Partnership Coordinator	LinkedIn
4. Partnership Coordinator	LinkedIn
5. Marketing Consultant	LinkedIn

Recruitment Sources	Positions Hired and Number of Candidates Interviewed			
	Director of Sales *	Executive Assistant	Partnership Coordinator (2) **	Marketing Consultant
Employment Unit Website/Career Center - goodkarmabrand.com/careers				
Employment Unit Internal Job Posting Email				
Employment Unit Employee Referral	1			2
Industry Referral		1	3	
Indeed.com		1		
ZipRecruiter				
LinkedIn		2	4	5
Handshake				
Inside Radio				
All Access				
TVandRadioJobs.com				
Barrett Sports Media				

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

** Used same candidate pool to recruit for both positions

5) **Total # of Interviewees Referred:** For the period from March 1, 2022 to July 22, 2022, this Employment Unit interviewed nineteen (19) candidates for full-time job vacancies. Five (5) applicants were hired.

6) **Supplemental Recruitment Initiatives:**

(a) **Initiative: Internship Program**

The Station previously did not have an internship program in place. However, as of June 2022, the Station 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: 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.

(d) 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 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/presentation of the EEO webinar to all of its stations so that those who were not able to attend can view the webinar.

Leadership Retreat – From June 7 to June 9, 2022, the Employment Unit held a Leadership Retreat where all managers of the Station, along with Corporate Leadership, discussed a variety of topics, including company policies, core values, the commitment to creating and maintaining an inclusive workplace for all, as well as building an environment that promotes diversity, inclusion and enforces EEO compliance.

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

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 to a Class – On March 30, 2022, the Marketing Manager at the Station spoke to the Multimedia Storytelling Class of 10 students at Mount San Antonio College in Walnut, California. During the two hours, he shared his experiences in the sports broadcasting industry, detailing his career path, and what he had to do to get to where he is now. He also talked about the importance of education and networking, the steps the students can take to pursue their dream careers, and upcoming job opportunities at the Employment Unit.

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.

Speaking to a Class – On April 27, 2022, the Director of Marketing at the Station spoke to the Sports Management Club at the University of California, Santa Barbara in Santa Barbara, California. During the one-hour video meeting, he discussed his role at the Employment Unit and fielded questions from the 30 attending students. He also talked about interview do’s and don’ts, networking opportunities, offered advice on how to break into the highly competitive sports media industry, and provided an overview of the summer internship program.

Speaking to a Class – On May 18, 2022, the Marketing Manager at the Station participated in the Central Elementary School’s Career Day in Rancho Cucamongo, California. He spoke to 60 students from 3rd to 5th grade, educating them about the sports broadcasting industry, his role at the Station and the different type of jobs at the Employment Unit, and what one needs to do if they want to pursue a career in sports broadcasting or in radio, in general, including the importance of staying in school, going to college, participating in internships, and overall obtaining a strong education.

(f) 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.