

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2022 to July 22, 2023.

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

3) EEO Contact Information for Employment Unit:

Mailing Address: 301 W. Wisconsin Avenue Suite 200 Milwaukee, WI 53203	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 Consultant	LinkedIn
2. Marketing Facilitator	Employee Referral
3. Marketing Consultant	LinkedIn

Recruitment Sources	Positions Hired and Number of Candidates Interviewed		
	Marketing Consultant	Marketing Facilitator	Marketing Consultant
Employment Unit's Website/Career Center - goodkarmabrands.com/careers			
Employment Unit's Internal Job Posting Email			
Employment Unit Employee Referral		5	2
Industry Referral			
Indeed.com			2
ZipRecruiter			
LinkedIn	8	2	4
Handshake			
Inside Radio			
All Access			
TVandRadioJobs.com			
Barrett Sports Media			

5) **Total # of Interviewees Referred:** For the period from July 23, 2022 to July 22, 2023, this Employment Unit interviewed twenty-three (23) candidates for full-time job vacancies. Three (3) applicants were hired.

6) **Supplemental Recruitment Initiatives:**

(a) **Initiative: Internship Program**

The Employment Unit continues to offer a paid internship program to students, providing them with a valuable learning experience, covering the fundamental roles of the Content, Sales and Marketing Departments, 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. Some of the interns were later hired for part-time positions within the Employment Unit.

(b) **Initiative: Mentoring Program**

The Employment Unit continues to implement a mentoring program called Karma Connects (previously 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, leadership, leveraging the power of the company’s marketing solutions to build brands, teamwork, and utilizing our partnerships to bring local advertisers customized solutions. This is shared and discussed internally with all sales employees 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.

Educational Seminar Series – Good Karma Broadcasting launched GKB University, a continuing educational series designed to strengthen employees’ professional development as they advance in all phases of their career. All employees can peruse the course catalog for topics of interest and register for the seminars. These learning events are designed to give employees the opportunity to gain knowledge to elevate their skill set in their current role and for possible advancement within the company.

(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. As of January 2023, the management training schedule was changed to bi-monthly on the first Thursday of the month.

EEO Webinar – As a continuing endeavor to comply with the FCC’s EEO Rules, the Compliance and Hiring and Talent Acquisition Teams at Good Karma Broadcasting watched an online webinar, “A Review of the FCC’s EEO Requirements for Broadcasters” originally held on April 13, 2023, and is part of a state broadcaster’s association’s EEO Assistance Action Plan. The webinar reviewed the current FCC’s EEO rules and discussed what stations should do to meet those obligations, as well as what might lie in store for future FCC EEO compliance.

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

Speaking to an Organization – On November 16, 2022, the Digital Content Manager at the Employment Unit was a panelist at the Asian American Journalists Association (AAJA)’s Alumni Night Meeting at California State University Fullerton in Fullerton, California. Approximately 25 students from AAJA as well as the National Association of Black Journalists and the National Association of Hispanic Journalists attended the event and asked him questions about sports journalism and journalism in general. He provided tips on how to pursue a career in the industry, including participating in a college internship program, joining networking clubs, and getting one’s name recognized by a company’s hiring manager through Instagram or by simply sending an email.

Speaking at a Broadcasting Webinar – On January 19, 2023, the Leadership Coach at Good Karma Broadcasting was the guest speaker for a state broadcaster association’s educational webinar “The Opportunities Ahead – A Broadcast Veteran’s View of the Future”. During the one hour event, he discussed how stations tend to look in the same places for Talent, and it is his view that we should combat inertia by broadening our view and thinking differently about how we are recruiting to build a culture that is inclusive, creative, and rewarding. The presentation was viewed by other broadcasters and employees within the Employment Unit.

Speaking at a Media Summit – On March 21, 2023, the Senior Vice President at the Employment Unit was a panelist on the “Business Strategy for Economic Uncertainty” session at the Barrett Sports Media Summit in Los Angeles, California. To an audience of approximately 120 industry leaders, hosts, and students, he addressed some of the key issues facing the media industry today and reflected on some of the biggest success stories. He also discussed how important it is to invest in and elevate diverse points of views, perspectives, and opinions to continue evolving as our audience evolves. He pointed out that the Program Director, at the sports station that he manages, is a woman, which is a rarity in this business, and it’s long overdue.

Speaking at a Media Summit – On March 22, 2023, the Digital Content Manager of the Employment Unit was a panelist on the “Defining Social Success” session at the Barrett Sports Media Summit in Los Angeles, California that highlighted the impact of social media in sports radio. He discussed how there are more digital content roles these days in the industry, as well as at the Employment Unit, and encouraged the audience of approximately 100 people to look into pursuing this type of career as the social media landscape is ever growing and evolving.

Speaking on a Panel – On May 2, 2023, the Senior Director of Human Resources for Good Karma Broadcasting spoke on a panel at the Metro Milwaukee SHRM 2023 Annual Spring Conference at the Brookfield Conference Center in Brookfield, WI. She provided out of the box recruitment suggestions for reaching a larger candidate pool, thus resulting in a more diverse and qualified group of applicants.

Attended a Career Networking Event – On May 24, 2023, the Digital Content Manager of the Employment Unit, attended the Asian American and Pacific Islander (AAPI) Sports and Culture Symposium at the National Football League (NFL)’s Los Angeles office. Attended by 85 people, this networking event was organized by the Asian Professionals Exchange (APEX), the NFL, and other sports organizations, and provided AAPI professionals working in the sports industry the opportunity to meet and connect with each other. The Digital Content Manager advised the college students and young professionals about the careers in broadcasting and specifically at the Employment Unit, referring them to the Career Page on the Employment Unit’s website should they be interested in applying.

(f) Initiative: Job Shadowing

Job Shadowing – On March 7, 2023, the Senior Marketing Consultant at the Employment Unit allowed a college graduate to “job shadow” him at the office. This learning opportunity provided the college graduate a firsthand look at what it’s like to work in broadcasting, exposing him to the sales and marketing side of the business, in addition to his interest in the on air element and digital production.

(g) 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.