

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2023 to July 22, 2024.

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:**

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

<b>Job Title</b>	<b>Recruitment Source of Candidate Hired</b>
1. Marketing Consultant	Employee Referral
2. Sales Manager	Employee Referral
3. Marketing Facilitator	Internal Email

Recruitment Sources	Positions Hired and Number of Candidates Interviewed		
	Marketing Consultant	Sales Manager	Marketing Facilitator
Employment Unit's Website/Career Center - goodkarmabrands.com/careers		1	
Employment Unit's Internal Job Posting Email			2
Employment Unit Employee Referral	4	2	2
Industry Referral			
Indeed.com			2
ZipRecruiter			
LinkedIn	3	2	4
Handshake			
Inside Radio			
All Access			
TVandRadioJobs.com			
Barrett Sports Media			

5) **Total # of Interviewees Referred:** For the period from July 23, 2023 to July 22, 2024, this Employment Unit interviewed twenty-two (22) 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 offer a mentoring program called Karma Connects. 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 continues to offer 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 continues to offer GKB University, an 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.

**Leadership Session** – On August 30, 2023, the Employment Unit hosted a Senior Leaders Q&A Session during which the leaders provided advice to the employees about what they need to do if they aspire to be leaders and grow into management roles at the Employment Unit. During the in-person and online session, the leaders individually shared their thoughts and tips on how one could advance their careers and achieve success in higher-level positions within the Employment Unit.

**(d) Initiative: EEO Training Programs for Management Employees**

**Manager Development Training** – On the fourth Monday of every other month, all managers in the Employment Unit are required to participate in Manager Development Training that focuses on developing the skills and knowledge of those individuals who are responsible for hiring, leading and managing their team. Subjects covered include recruitment, effective leadership, training, education, Human Resource processes, project management, EEO compliance, and mitigating unconscious bias.

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

**Speaking to a Class** – On November 17, 2023, the Digital Content Manager at the Employment Unit was a guest speaker at two classes at the Career Day at Walnut High School, in Walnut, California. To a total crowd of 120 students, he spoke about his path into broadcasting and what his current role at the Employment Unit requires on a daily basis. Stressing the importance of a good education, he offered career advice and helpful resources, and detailed the different types of job opportunities in broadcasting and at the Employment Unit.

**Speaking at a Conference** – On January 19, 2024, the Digital Content Manager at the Employment Unit was a panelist at The Sports Industry Talent Incubator, a free virtual conference where approximately 60 sports industry professionals shared their career experiences and valuable insight to 400+ students and graduates to inspire and energize them as they embark on their sports career journeys. He fielded questions, talked about the state of the sports broadcasting industry, and offered tips on how to get your foot in the door of a very competitive industry. He also directed the attendees to the Employment Unit's website where they can apply for any of the job opportunities listed on the Career Page.

**Sports Industry Interview Project** - On April 4, 2024, the Digital Content Manager at the Employment Unit was virtually interviewed by a student from Concordia University Irvine in Irvine, California for a sports industry interview project. In these short, recorded interviews, students gather insights and lessons from sports industry professionals who provide advice on topics such as internships, mentors, networking and resume writing. In addition to talking about his career experiences, the Digital Content Manager also informed the student of job opportunities at the Employment Unit.

**Speaking to a College Sports Industry Club** – On April 29, 2024, the Digital Content Manager of the Employment Unit was a virtual guest speaker at Monmouth University Sports Industry Club in West Long Branch, NJ. The club provides experiences and networking opportunities to students interested in the sports field. To a group of 15 students, the Digital Content Manager talked about his journey into sports broadcasting and answered questions about his role at the Employment Unit. He also provided meaningful advice and helpful tips on how to navigate the competitive sports industry so one can stand out from the crowd.

**Speaking on a College Alumni Panel** – On May 2, 2024, the Marketing Manager at the Employment Unit was a panelist at the Kababayan at University of California Irvine’s Spring Annual Panel in Irvine, California. She spoke to a group of approximately 75 attendees about her previous leadership experience in the Filipino club and how her education/major helped her to advance to a career in Sports Media and Entertainment. She also talked about her duties as Marketing Manager at the Employment Unit and how anyone interested in applying for a job there can do so by visiting the Career Page on their website.

(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.