

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 23, 2024 to September 22, 2025.

1) Employment Unit: Good Karma Broadcasting LLC / West Palm Beach, FL

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

WEFL (AM)	FCC Facility ID No. 35148	Tequesta, FL
WESP (FM)	FCC Facility ID No. 24143	Jupiter, FL

3) EEO Contact Information for Employment Unit:

<b>Mailing Address:</b>  301 W. Wisconsin Avenue Suite 200 Milwaukee, WI 53203	<b>Telephone Number:</b> (414) 209.3100  <b>Contact Person/Title:</b> Liz Steward/Sr. Dir. Business Operations  <b>Email Address:</b> lsteward@goodkarmabrands.com
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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
Marketing Facilitator	LinkedIn

Recruitment Sources	Positions Hired and Number of Candidates Interviewed
	Marketing Facilitator
Employment Unit's Website - goodkarmabrands.com/careers	2
Employment Unit's Internal Job Posting Email	2
Employment Unit Employee Referral	3
Industry Referral	2
Indeed.com	8
LinkedIn	14

**5) Total # of Interviewees Referred:** For the period from September 23, 2024 to September 22, 2025, this Employment Unit interviewed eighty (31) candidates for full-time job vacancies. One (1) applicant was hired.

**6) Supplemental Recruitment Initiatives:**

**(a) Initiative: Internship Program**

The Employment Unit continues to offer a paid internship program to students, providing them with 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. The objective of this program 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: Participation in Career Fairs**

On February 21, 2025, (2) On-Air Hosts at the Employment Unit participated in the FAU Internship & Part-Time Job Fair. Approx. 30 attendees interacted with the employees and learned about Good Karma Brands and careers/internships at ESPN West Palm.

On March 25, 2025, An On-Air Host at the Employment Unit participated in the Lynn University Hospitality, Tourism & Sports Career Fair. They interacted with 50 participants, informing them about Good Karma Brands, ESPN West Palm, and career paths in the industry.

On April 8, 2025, (2) On-Air Hosts at the Employment Unit participated in the FAU Career in Sports Career Fair. They interacted with 75 participants, discussing career opportunities, reviewing resumes, and discussing interview techniques.

**(d) 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 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.

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

**Manager Development Training** - Quarterly, 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. The subjects covered include recruitment, effective leadership, training, education, Human Resource processes, project management, EEO compliance, and mitigating unconscious bias.

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

**Speaking to a Community Organization** – On September 26, 2025, a General Manager from the Employment Unity was on a panel of speakers at the El Sol Jupiter Career & Development Luncheon for Hispanic Heritage Month. 80 attendees learned how the next few years will be huge for sports in the community and the opportunities that will come with those large-scale events in South Florida.

**Speaking to a Community Organization** – On September 18, a General Manager from the Employment Unit spoke at the Hispanic Chamber of Commerce – Chamber After Dark event. 100 participants listened to him

discuss how the FIFA Club World Cup & upcoming FIFA World Cup are bringing awareness of Hispanic heritage to a new generation of fans.

**(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.