

EEO PUBLIC FILE REPORT

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

1) Employment Unit: Good Karma Broadcasting LLC / Chicago, IL

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

WVMP (AM) FCC Facility ID No. 73303 Chicago, IL

3) EEO Contact Information for Employment Unit:

Mailing Address:	Telephone Number: (414) 209.3100
301 W. Wisconsin Avenue Suite 200 Milwaukee, WI 53203	Contact Person/Title: Liz Steward/Sr. Dir. Business Operations
	Email Address: lsteward@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
Marketing Consultant*	BuiltIn Chicago
Marketing Consultant*	GKB Website

Recruitment Sources	Positions Hired and Number of Candidates Interviewed	
	Marketing Consultant	Marketing Consultant
Employment Unit's Website - goodkarmabrands.com/careers	3	3
Employment Unit's Internal Job Posting Email	1	1
Employment Unit Employee Referral	3	3
Indeed.com	3	3
LinkedIn	19	19
BuiltIn Chicago	1	1

*Both Candidates were hired from the same pool of applicants.

5) **Total # of Interviewees Referred:** For the period from July 23, 2024 to July 22, 2025, this Employment Unit interviewed thirty (30) candidates for full-time job vacancies. Two (2) 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 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 January 10, 2025, A Marketing Manager and Sr. Marketing Manager at the Employment Unit participated in the annual Chicago Bulls Career Fair in Chicago, IL. The event was attended by over 450 participants, who spoke with those from the Employment Unit about the ESPN Chicago internship program, as well as current and potential future job openings at ESPN Chicago and Good Karma Brands.

(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 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.

(d) 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.

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

Speaking to a Community Organization – On September 23, 2024, a General Sales Manager at the Employment Unit was a panelist at a women-only event called “Fairways for Women” in Chicago, IL. 50 attendees heard the panel discussion covering marketing to women and how women can change the media landscape, and career opportunities.

Speaking to a Class – On May 5, 2025, a Vice President at the Employment Unit spoke to a class of 4 students at DePaul University in Chicago, IL. He spoke about his experience working for GKB, as well as the ESPN Chicago internship program and how media/advertising in sports intersects with journalism.

(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.

(h) Initiative: Disseminating Information About Employment Opportunities

The Employment Unit continues to broadcast a weekly recruitment show called "Hired". This show focuses on recruitment and showcases the current open positions throughout all the markets of the Employment Unit. The responsibilities of each open position are explained in detail, as well as the desired qualifications and experience that the Employment Unit is looking for when recruiting candidates for the position. The host of the show also explains how anyone interested in joining the Employment Unit's Team can go to the Career Center on its website and apply for any of the open positions listed there.