

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2021 to July 22, 2022.

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

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

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

* Operated by the Employment Unit pursuant to a Local Marketing Agreement with Sports Radio Chicago, LLC until February 28, 2022 when the Employment Unit purchased the Station on March 1, 2022.

3) **EEO Contact Information for Employment Unit:**

Mailing Address: 720 E. Capitol Drive Milwaukee, WI 53212	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 Consultant	LinkedIn
3. Marketing Consultant	Employee Referral
4. Partnership Coordinator	Indeed
5. Marketing Manager	LinkedIn
6. Morning Show Producer	LinkedIn
7. White Sox Executive Producer	Internal Email
8. Partnership Coordinator	LinkedIn
9. Director of Content	Internal Email
10. Marketing Consultant	LinkedIn

Recruitment Sources	Positions Hired and Number of Candidates Interviewed						
	Jobs 1-3 **	Job 4	Job 5	Jobs 6-7 ***	Job 8	Job 9	Job 10
Employment Unit's Website/Career Center - goodkarmabrand.com/careers	1						
Employment Unit's Internal Job Posting Email				4		2	1
Employment Unit Employee Referral	4						
Industry Referral	1						
Indeed.com		1	2	4		1	5
ZipRecruiter							
LinkedIn	22	3	8	13	5	2	16
Handshake							
Inside Radio							
All Access							
TVandRadioJobs.com							
Barrett Sports Media							
Career Fair							
Twitter ****				1			

** Used same pool of candidates for all three (3) positions

*** Used same pool of candidates for both positions

**** The Employment Unit did not post on this recruitment source but candidate indicated this was where he found out about the open position.

5) **Total # of Interviewees Referred:** For the period from July 23, 2021 to July 22, 2022, this Employment Unit interviewed ninety-six (96) candidates for full-time job vacancies. Ten (10) applicants were hired.

6) **Supplemental Recruitment Initiatives:**

(a) **Initiative: Internship Program**

Due to COVID-19, the Employment Unit did not have an internship program during the previous reporting period. However, as of June 2022, the Station was able to reimplement the program and 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: Participation in Career Fairs**

On April 21, 2022, the Marketing Manager and Marketing Facilitator of the Station virtually participated in Columbia College Chicago's CODE (Cultural Opportunities and Diversity Expo) event, a hybrid virtual career fair, attended by 95 students. CODE highlighted employers and organizations that offer jobs, internships, and programs intended for diverse undergraduate and graduate student populations. The event also gave students a chance to learn about organizations that are committed to providing opportunities and resources to recruit, support, and promote diverse talent. The Station's two representatives set up their own Microsoft Teams room for prospective students to enter and ask any questions they had about careers at the Employment Unit and the sports broadcasting industry. They informed the students about the current openings at the Station and promoted its internship program that was reimplemented in June 2022.

(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, 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.

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

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

Speaking to a Class – On February 8, 2022, the Operations Manager at the Station spoke to the Broadcasting class of 15 students at Hillsdale College in Hillsdale, Michigan, about his career in the radio industry, relaying some of the stories from his book, “Behind the Glass: Stories From A Sports Radio Producer”, giving the students an in-depth look into one of Chicago's longest tenured sports radio producers. In addition to answering the student's questions about his role at the Station and about his book, he also offered advice on how to pursue a career in radio and broadcasting, in general.

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 April 26, 2022, the Operations Manager at the Station spoke to a Sports Radio class of 25 students at Glenbrook North High School in Northbrook, Illinois. He talked about the sports radio industry and gave tips on how to be successful in the very competitive industry. The students were very interested in the stories from his book that delved into his experience as a sports radio producer who has worked with many On Air Talent over the years. He also talked about the different type of jobs in Radio that intermingle with what he does and are just as important in making a Station run, i.e. Sales, Marketing, Production, Finance, etc.

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 June 15, 2022, the ESPN MLB Insider/Cubs and White Sox Reporter of the Station spoke to 30 students at Camp Broadcast in Joe’s Live in Rosemont, Illinois. He discussed his daily responsibilities as a sports reporter, provided tips on how to conduct a good interview and answered questions about how to pursue a career in sports broadcasting. Camp Broadcast provides high school and college students, who aspire to be broadcasters and journalists, the opportunity to interview celebrities and newsmakers.

(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

Recruitment Show – On July 17, 2022, the Station premiered a weekly recruitment show called “Hired” hosted by a Vice President and the Senior Director of Human Resources of the Employment Unit. 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 is 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 hosts of the show also explain 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.