

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 / Chicago, IL

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

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

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

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| 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. Play-by-Play Marketing Consultant | Internal Email |
| 2. On-Air Host | Exigent Circumstances |
| 3. Play-by-Play Marketing Consultant | LinkedIn |
| 4. Marketing Design Coordinator | Indeed |
| 5. On-Air Host | Exigent Circumstances |
| 6. Sales Manager | Employee Referral |
| 7. Play-by-Play Marketing Consultant | LinkedIn |
| 8. Director of Marketing | LinkedIn |
| 9. Producer | Indeed |
| 10. Assistant Program Director/Executive Producer | Employee Referral |

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

* Jobs 2 and 5 were not posted due to exigent circumstances.

5) **Total # of Interviewees Referred:** For the period from July 23, 2022 to July 22, 2023, this Employment Unit interviewed fifty-four (54) candidates for full-time job vacancies. Ten (10) 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: Participation in Career Fairs**

On January 13, 2023, the Marketing Manager, Director of Content, and a Marketing Consultant of the Employment Unit attended the Chicago Bulls Career Fair at the United Center in Chicago, Illinois. This event drew approximately 200 attendees. The representatives of the Employment Unit spoke to the attendees at the station's booth, focusing on career opportunities within the Employment Unit, encouraging the attendees to visit the Career Center on its website, and heavily promoting its internship program. The

Employment Unit also sponsored the event by promoting it on its three social media platforms, encouraging job seekers to attend.

(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 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.

(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. 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.

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

Speaking to an Organization – On September 21, 2022, the Operations Director at the Employment Unit spoke to approximately 65 students and parents at the Congregation Beth Shalom Men’s Club in Northbrook, Illinois where he discussed his daily responsibilities at the radio station, the different types of jobs in Radio, answered questions, and offered advice on how to pursue a career in the competitive sports broadcasting industry. He also relayed some of the stories from his book, “Behind the Glass: Stories From A Sports Radio Producer”, giving the attendees an in-depth look into one of Chicago’s longest tenured sports radio producers.

Speaking to a Class – On October 20, 2022, the Operations Director at the Employment Unit was a guest speaker to approximately 35 students at the educational career conference at Homewood Flossmoor High School in Flossmoor, Illinois. He talked about sports journalism, the different jobs within the industry, and how his career as a sports radio producer for over 25 years led him to write a book about the daily grind and challenges of this role. Radio is not all glitz and glamour, but he encouraged those who are passionate

about pursuing a career in sports broadcasting to get the education and work experience to develop the skills needed to succeed in this business.

Speaking to a Class – On October 27, 2022, a Marketing Consultant at the Employment Unit was a keynote speaker at NETT Day, an event at Northeastern Illinois University in Chicago, Illinois that celebrates technology, the way in which we interact with it and how we use it to improve society. To an audience of approximately 40 students, he discussed the evolution of sports marketing, how technology has drastically affected the industry and its careers, and what job seekers these days should know about these technological changes so they are prepared to work in broadcasting.

Speaking on a Panel – On November 2, 2022, the Marketing Manager at the Employment Unit was a special panelist for the "Exploring Careers in Professional Sports" sessions at the University of Missouri in Columbia, Missouri where he talked to approximately 180 students and answered their questions about his career, what ultimately led to his role at the Employment Unit, and offered advice on how to get started in the sports industry as a college student. He discussed the different career routes that the Employment Unit has to offer, along with its internship program that can be pivotal to career growth.

Speaking to a Class – On November 15, 2022, the Market Manager at the Employment Unit was a guest speaker to approximately 16 students at the Sports Business Club at Loyola University of Chicago in Chicago, Illinois. He spoke about the different types of careers that students can pursue in broadcasting and his own journey within the Employment Unit where he has held different leadership roles that required relocation. As well as answering the students' questions about sports broadcasting, the Market Manager also gave advice on how to get your foot in the door of this highly competitive industry and what it takes to be successful once you are in it.

Speaking to a Class – On December 6, 2022, the Morning Show Producer at the Employment Unit was a guest presenter at the "Radio and TV Broadcasting Career Pathway Presentation" at his former high school, Royal Oak High School in Royal Oak, Michigan. He talked about how he was able to break into the sports broadcasting industry and the different types of jobs at the Employment Unit. Approximately 28 students attended and in addition to answering their questions, he also talked about the invaluable skills and experiences that students can obtain by participating in internships and mentorships.

Speaking to a Class – On December 15, 2022, the Content Director at the Employment Unit was a guest speaker to approximately 20 students of the Finance Club at the University of Wisconsin in Madison, Wisconsin. On the Zoom call, he started out by talking about his career, how he was able to get a position at the Employment Unit, and what his current role of overseeing the Content Team entails on a daily basis. He discussed the different careers that you can have in Radio, outside of being a radio host, and what jobs, full-time and part-time, including internships, are currently available at the Employment Unit.

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 to a Class – On January 30, 2023, an On Air Host at the Employment Unit spoke to approximately 15 students at the Communications Club at the University of Loyola Chicago in Chicago, Illinois. He talked about his career in sports radio, the early days when he was covering the Chicago Bulls, and tips on how to break into the industry. Since the On Air Host started his broadcasting career as an intern at another radio station many years ago, which then led to a position at the Employment Unit, and ultimately, to the On Air Host position he has now, he extolled the benefits of an internship program and how it can lead to a career in the industry.

Speaking on a Panel – On March 22, 2023, the Content Director at the Employment Unit was a panelist at the "One for the Road" session at the Barrett Sports Media (BSM) Summit in Los Angeles, CA. For an

audience of 150 people, he discussed ways to become successful and productive in a career in radio by doing things that create revenue for the station such as sellable features and promotions.

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.

(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 placed on our mailing list for future career opportunities.

(h) Initiative: Disseminating Information About Employment Opportunities

Recruitment Show – The Employment Unit continues to broadcast a weekly recruitment show called “Hired” hosted by the Senior Director of Human Resources and a Coaching and Development Consultant (previously an employee of Good Karma Broadcasting LLC). 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 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.