

## 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 / 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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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. Marketing Consultant	Employee Referral
3. Marketing Consultant	Employee Referral

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

\* The same pool of candidates was used to recruit for these two positions.

5) **Total # of Interviewees Referred:** For the period from July 23, 2023 to July 22, 2024, this Employment Unit interviewed twenty-four (24) 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: Participation and Sponsorship of Career Fairs**

On January 5, 2024, the Marketing Manager and Assistant Director of Content/Executive Producer at the Employment Unit attended the Chicago Bulls Career Fair at the United Center in Chicago, Illinois. This event drew close to 400 attendees. The representatives of the Employment Unit spoke to the attendees about the Station's internship program that will open up in the summer and how to apply for the program.

They also talked about the current career opportunities, full-time and part-time, at the Employment Unit, encouraging the students to go to the Career Center on its website to see all the open positions and apply for them, if interested. In addition to attending the Career Fair, the Employment Unit also sponsored the event by promoting it with on air spots and posting the details of the event on social media.

**(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 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.

**(e) 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.

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

**Speaking to a Community Organization** – On August 10, 2023, the General Sales Manager at the Employment Unit was a featured speaker to approximately 25 attendees in Nashville, Tennessee at the “Rising Through the Ranks” Conference, a female leadership development course geared towards educating current and emerging radio managers in broadcast radio. She talked about adjusting in a post-COVID world as a female, advice on how to network, and best practices on how to build that network. She also discussed her role as a sales manager at the Employment Unit and how to apply for positions there through the Career Center on its website.

**Speaking to a Community Organization** – On September 15, 2023, an On Air Host at the Employment Unit was a guest speaker at YouthBuild Lake County in North Chicago, Illinois, a non-profit company that provides underserved young adults with the education, training and life skills to become gainfully employed and to build a better future for themselves. To a group of approximately 20 young adults, she spoke about her career in broadcasting, how it has impacted her life for the better, and offered mentoring

tips to the group. She also shared advice on how to pursue a career in broadcasting, as she has been able to rise up the ranks to achieve her goals of being a successful sports broadcaster, a profession mainly dominated by men.

**Speaking to a Community Organization** – On October 26, 2023, a Play by Play Marketing Consultant at the Employment Unit was one of the professionals participating in Lake Forest College's Speed Networking event where students meet with professionals for a short career conversation during which advice is offered, networking skills are practiced and industry insights are gained. Approximately 550 students and professionals attended the event. The Play by Play Marketing Consultant talked about her career journey, what a typical work day is like for her and the different employment opportunities in broadcasting. She also encouraged the students to explore the Career Center page of the Employment Unit's website for internship opportunities as well as part-time and full-time positions.

**Speaking at a School Networking Event** – On November 16, 2023, the General Sales Manager at the Employment Unit was a guest speaker at Illinois Media School's "Pitch It with the Pros" alumni networking event at their O'Hare Campus in Chicago, Illinois. To a group of approximately 25 students, she talked about her journey in the broadcasting industry, how she has leveraged her personal brand in the different roles that she has had over the years and currently at the Employment Unit, and how one can elevate their own brand to be successful. She also discussed the different careers one can have in sports broadcasting, from On Air to Sales, and how one can see the job opportunities that are available at the Employment Unit by visiting its website.

**Speaking to a Class** – On January 30, 2024, the Director of Content at the Employment Unit was a guest speaker at Solomon Schechter Day School in Glenview, Illinois where he addressed a group of 12 students who are interested in working in Sports Broadcasting. He went into detail about his career, how he got his start in Sports Radio, what his daily duties are as Director of Content, and the different departments within a radio station and how they all work together as a team. He even stayed past his scheduled time slot to join the students' podcast during which he talked about career opportunities in the industry and at the Employment Unit, and how to break into broadcasting when you have limited experience.

**Hosting an "Intern for Day" Event** – On June 1, 2024, two On Air Hosts at the Employment Unit hosted an "Intern for a Day" event during which four students from St. Ignatius College Prep in Chicago, Illinois were able to come to the radio station to meet the On Air Hosts who talked about their careers as females in a male dominated industry and how they set personal objectives for themselves to succeed in sports broadcasting. They also discussed the internship and career opportunities at the Employment Unit and fielded questions from the students who later had the opportunity to watch the On Air Hosts' show so they could see what occurs during a live radio show.

**(g) Initiative: Mentoring for Women in Radio**

The General Sales Manager and a Play-by-Play Marketing Consultant at the Employment Unit both serve on the Board of Directors for a group called *Mentoring and Inspiring Women in Radio* (MIW). They use their resources, experiences, and connection with the Employment Unit to help other women in Radio develop leadership and management skills by offering mentor programs; underwriting scholarships for attendees of "Rising Through the Ranks", a leadership program dedicated to the support and advancement of women in Radio; creating paths of recognition for women in management; and hosting annual networking events.

**(h) 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.

(i) **Initiative: Disseminating Information About Employment Opportunities**

**Recruitment Show** – The Employment Unit continues to broadcast a weekly recruitment show called “Hired” hosted by the Employment Unit’s Leadership Coach. 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.