

GOOD KARMA BRANDS

[EST.1997]

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2022 to May 22, 2023.

1) **Employment Unit:** Good Karma Broadcasting LLC (Cleveland, OH)

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

WKNR(AM) FCC Facility ID No. 28509 Cleveland, OH

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

Mailing Address: 1109 Old River Road Cleveland, OH 44113	Telephone Number: (414) 209-3100
	Contact Person/Title: Anabel Roda/Compliance Specialist
	E-mail Address: aroda@goodkarmabrands.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

<u>Job Title</u>	<u>Recruitment Source Referring Hiree</u>
1. Partnership Coordinator	LinkedIn
2. Sales Manager	LinkedIn
3. Executive Assistant	LinkedIn
4. Marketing Facilitator	Internal Email
5. Director of Marketing	LinkedIn
6. Digital Content Manager	Employee Referral

Recruitment Sources	Positions Hired and Number of Candidates Interviewed					
	Partnership Coordinator	Sales Manager	Executive Assistant	Marketing Facilitator	Director of Marketing	Digital Content Manager
Employment Unit's Website/Career Center - goodkarmabrands.com/careers						
Employment Unit's Internal Job Posting Email	1		1	1		
Employment Unit Employee Referral					2	1
Indeed.com	1	1	4		4	1
ZipRecruiter		1				
LinkedIn	3	8	11		12	
Handshake						
Inside Radio						
All Access						
TVandRadioJobs.com						
Barrett Sports Media						
JobCase *					1	
Google Jobs **					1	

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

5) **Total # of Interviewees Referred:** For the period from May 23, 2022 to May 22, 2023, the Employment Unit interviewed fifty-four (54) candidates for the full-time vacancies. Six (6) 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 Employment Unit 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 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: 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 maintains 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.

(d) Initiative: EEO Training Programs for Management Employees

Manager Development Training – Every 2nd Thursday of the month, all managers in the Employment Unit were 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", that 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.

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

Speaking to a Class – On December 15, 2022, two (2) Marketing Facilitators in the Employment Unit spoke to a class of 25 students at the Ohio Media School in Valley View, OH about the different career opportunities within the radio broadcasting industry and at the Employment Unit. They discussed the details of the internship program that the Employment Unit offers and the benefits of participating in such program, which has proved helpful to students as they pursue a career in broadcasting. For those who couldn't attend the event, a live feed was set up so that they could view the event online.

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 Community Organization – On March 8, 2023, the Market Manager of the Employment Unit spoke to a group of 200 attendees at the Greater Cleveland Sports Commission's "Wednesday is Four Women" event. She moderated a discussion around women impacting the sports business world, including her own journey into sports radio broadcasting, and well as topics concerning Title IX and gender opportunities. She talked about the experiences and challenges that she and other women have faced in a male dominated industry. She also offered her advice on how to pursue a career in sports broadcasting for those who are interested.

Speaking at a Summit – 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 to a Class – On March 27, 2023, the Content Director and a Producer/On Air Host in the Employment Unit spoke to an audience of 25 at the “So You’re a Content Creator” forum presented by the BeOnAir Network of Media Schools. The event was part of a “Learn from a pro to be a pro” bi-monthly webinar series designed to bring students, alumni professional network and anyone interested in exploring media trends together with industry experts to provide continued education for achieving professional development and career success in the broadcasting industry.

Broadcasting Contest – In February 2023, the Employment Unit held a “Take Your Talents to the Next Level with Emmett Golden” Contest. This contest, promoted on air and co-hosted by the Employment Unit and the Ohio Media School, gave fans who are interested in a career in sports talk radio a chance to win a one-hour studio session to record sport takes and show off their skills on the microphone. After the winner completed the recording session, Emmett Golden joined the winner and provided his professional critique of the session and offered tips and tricks of the trade, as well as advice on how to pursue a career in this competitive industry of sports broadcasting.

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.

Job Shadowing – At separate times during the month of May 2023, the Marketing Director of the Employment Unit supervised two (2) students, one from Walsh Jesuit High School and one from Fuchs Mizrachi School, for a multi-day Job Shadowing Experience. The students “shadowed” the Marketing Director, took part in different projects, attended meetings, interacted with different departments, and recorded what they did and learned in a daily journal. Job Shadowing gives students a chance to see and experience the inner-workings of a radio station which will help guide them in determining what their focus will be if they decide to pursue a career in broadcasting.

(f) Initiative: Outreach to Community Organizations

On-Air Announcements – The Employment Unit 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.

(g) Initiative: Disseminating Information About Employment Opportunities

Recruitment Show – On July 16, 2022, the Employment Unit 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 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.