

GOOD KARMA BRANDS

[EST.1997]

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2023 to May 22, 2024.

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:**

Job Title

Recruitment Source Referring Hiree

1. Marketing Consultant

LinkedIn

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

5) **Total # of Interviewees Referred:** For the period from May 23, 2023 to May 22, 2024, the Employment Unit interviewed five (5) candidates for full-time vacancies. One (1) applicant was 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. As a result of students’ participation in the Employment Unit’s internship program, some of them were later hired for 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 October 19, 2023, the Executive Assistant at the Employment Unit hosted a table at the Cleveland State University Sport and Entertainment Career Fair at the campus in Cleveland, OH where approximately 150 students attended the event. The Executive Assistant, who manages the Employment Unit’s internship program, spoke about the program, its benefits and how to apply for it. She also discussed the different career opportunities within the Employment Unit and directed the students to the Career Page on the Employment Unit’s website where anyone can apply, if interested.

(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.

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 at a Symposium – On September 22, 2023, the Director of Marketing at the Employment Unit spoke to a class of approximately 100 students at the Bowling Green State University Homecoming Sports Management Symposium on campus in Bowling Green, OH. He discussed the different career opportunities within the radio broadcasting industry and at the Employment Unit and took time to answer questions from the students. As an alumni of the university, he offered advice on how to utilize the school's program and career development strategies to pursue one's career goals.

Speaking to a Student Association – On October 26, 2023, the Director of Marketing at the Employment Unit spoke to the Media and Communication Student Association at Bowling Green State University. Through a virtual meeting, the Director of Marketing addressed a group of approximately 15 aspiring sports media professionals, discussing careers in broadcasting, his responsibilities at the Employment Unit and the difference between marketing and advertising. He also fielded questions from the students and gave tips on what one should do if interested in a marketing career in broadcasting.

Spoke to an Entrepreneurs Association – On November 1, 2023, an Executive Vice President and Interim Market Manager of the Employment Unit attended a professional development dinner with approximately 15 students from John Carroll University at the Saigon Restaurant in Cleveland, OH where she discussed professional etiquette, its importance and how it applies to her position at the Employment Unit. She also discussed the different career paths within the broadcasting industry and offered advice on how to prepare yourself to become successful in one's career.

Speaking at a School Forum – On February 26, 2024, the Marketing Team at the Employment Unit, consisting of the Director of Marketing, Internship Coordinator/Executive Assistant, Production Director and Marketing Facilitator, were presenters at the BeOnAir Network of Media Schools Forum. Approximately 25 students

attended this virtual event during which the Marketing Team offered the students their professional advice on how to unlock their dream job of working in the broadcasting field. They answered questions from the students and also discussed their own individual career paths, industry best practices, and how media schools such as the BeOnAir Network can help and guide aspiring broadcasters achieve their goals.

Hosting a Broadcast School Visit – On April 23, 2024, the Employment Unit hosted approximately 20 students from the Ohio School of Media. During the students’ informative visit, they had the opportunity to tour the Employment Unit’s offices and studios and meet with talent and producers, some of whom are alumni of the media school who now work as an On Air Host, Producer and Production Director at the Employment Unit. The talent and producers fielded questions from the students, discussed their individual daily roles at the Employment Unit and the many benefits of attending a media school if one is interested in pursuing a career in broadcasting.

Job Shadowing – From May 6 to May 13, 2024, the Marketing Facilitator at the Employment Unit supervised two students, one from Walsh Jesuit High School and one from Aurora High School, for a multi-day Job Shadowing experience. The planned curriculum exposed the students to the different departments within the Employment unit where they attended meetings, interacted with employees, learned about sales campaigns, marketing presentations, and radio show topic preparation. Each day the students were given projects to complete and at the end of day, they recorded what they learned in their journals. The Employment Unit’s Job Shadowing experience provides students, with an interest in broadcasting, the opportunity to see and experience the inner-workings of a radio station first-hand.

(g) 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 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 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.