

# GOOD KARMA BRANDS

[EST. 1997]

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2024 to May 22, 2025.

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:** There were no full-time vacancies filled during this reporting period.

5) **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 part-time or full-time positions within the Employment Unit over the years.

(b) **Initiative: Mentoring Program**

The Employment Unit continues to implement 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. During National Mentoring

Month (January), the Employment Unit reached out to its employees to remind them of Karma Connects, highlighting and emphasizing the benefits and impact of a good mentorship.

**(c) Initiative: Participation in Career Fairs**

On October 29, 2024, the Director of Marketing and the Office Administrator of the Employment Unit attended the Cleveland State University (CSU) Sports and Entertainment Management Night at CSU's Student Center Ballroom in Cleveland, Ohio. This event, which is part career fair, part networking, drew approximately 100 students. The two representatives of the Employment Unit discussed the benefits of internships, informed the students of the job opportunities at the station and how to apply for them, and provided general career insights into the world of sports broadcasting.

On January 28, 2025, two Producers and a Marketing Events Supervisor of the Employment Unit attended the Ohio Media School (OMS) Career Fair and Networking Event at the OMS Campus in Cleveland, Ohio where approximately 100 graduates and soon to be graduates were able to speak with employers about open positions within their companies. The representatives of the Employment Unit were previous graduates of the media school and shared their experiences after graduating and what they did to ultimately secure a job within the broadcasting industry.

On April 15, 2025, the Director of Marketing at the Employment Unit attended the Malone University Sport Management Association (SMA) Sport Industry Career and Networking Night held at the university's Brehme Conference Center in Canton, Ohio. This event attracted approximately 50 students who had the opportunity to bring their resumes and connect with industry professionals. The Director of Marketing provided advice on how to successfully network and interview with employers, and also directed the students to the Employment Unit's Career Page where they can see all the current open positions and apply for them.

**(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 is provided to help the employees acquire the skills that could qualify them for higher level positions and/or the type of positions they want to achieve at the Employment Unit.

**Educational Seminar Series** – GKB University is an educational series that the Employment Unit offered to its employees. It's 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** – 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.

Topics 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**

**Hosted Education/Industry Seminar** – On July 30, 2024, the Employment Unit hosted four interns from Adcom, a local ad agency, as part of the agency’s education seminar. The seminar allows the interns who are interested in pursuing a career in sports media to see firsthand what happens at a radio station and to talk with the key players. Various employees at the Employment Unit met with the interns to talk about their specific role at the station and how each role is vital to the success of the station. The employees also fielded questions that the interns had about how to pursue a career in sports broadcasting.

**Attended a High School Career Day** – On October 16, 2024, the Office Administrator of the Employment Unit joined a panel of sports business professionals at Revere High School in Richfield, Ohio for their “Futures Day” event. Approximately 100 students were in attendance to hear the Officer Administrator discuss her role at the radio station and to ask her questions about the sports broadcasting industry. The Office Administrator also talked about other jobs within the radio station to show students that there are multiple career options that they can choose from.

**Junior Broadcaster Program** – In October 2024, the Employment Unit held a contest called “Junior Broadcaster” that provided the winner, an aspiring broadcaster, the opportunity to take part in an immersive sports media experience, complete with a station promo recording session, on-air appearance, and a social media interview with one of the Employment Unit’s on-air talent. Through this experience, the young aspiring broadcaster was able to see firsthand all the hard work what goes into producing and airing a successful radio show, heightening his desire to follow his dream of landing a job in sports broadcasting.

**Spoke to a Class** – On November 14, 2024, the Executive Producer/On Air Host at the Employment Unit was a guest speaker at the virtual Communication Class Speaker Session at John Carroll University in University Heights, Ohio. He addressed 10 students who are exploring sports media industry trends. He discussed his experiences as an on-air host/executive producer, how sports talk radio has evolved over the years, what its role is in today’s media landscape, and what he has to do to keep a talk show program relevant so that the audience stays connected and engaged.

**Spoke to a Class** – On February 5, 2025, the Director of Marketing at the Employment Unit was a virtual guest speaker at the Media Relations in Sport Class Speaker Session at Malone University in Canton, Ohio. To an audience of 15 students, the Director of Marketing discussed his role and responsibilities at the radio station, the current trends in sports media, how marketing plays a role in the industry, and potential career opportunities in the field and specifically, at the Employment Unit.

**Junior Reporter Program** – In February and March 2025, the Employment Unit held a contest called “Junior Reporter” that provided the winner, an aspiring reporter, the opportunity to take part in an immersive sports media experience, complete with a station promo recording session, on-air appearance, and a social media interview with one of the Employment Unit’s on-air talent. Through this experience, the young aspiring reporter was able to see firsthand all the hard work and preparation that goes into an informative interview and news report, solidifying his desire to pursue his dream of becoming a sports broadcasting reporter.

**Job Shadowing** – From May 12 to May 16, 2025, the Office Administrator at the Employment Unit supervised two senior high school students, one from Walsh Jesuit High School and one from Revere High School, for a 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, who have an interest in broadcasting, the opportunity to see and experience first-hand the inner-workings of a radio station.

(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 and more recently, by one of the Directors of Content. 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.