

EEO PUBLIC FILE REPORT

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

1) Employment Unit: Good Karma Broadcasting LLC / New York, NY

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

WEPN (AM)	FCC Facility ID No. 65636	New York, NY
WEPN (FM) *	FCC Facility ID No. 63781	New York, NY

* WEPN (FM) is programmed by Good Karma Broadcasting LLC pursuant to a Local Marketing Agreement,

3) EEO Contact Information for Employment Unit:

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. Marketing Consultant	Industry Referral
2. Marketing Consultant	LinkedIn
3. Marketing Consultant	LinkedIn
4. Marketing Consultant	Industry Referral

Recruitment Sources	Marketing Consultant (1)	Marketing Consultant (2)	Marketing Consultant (3) *	Marketing Consultant (4) *
Employment Unit's Website/Career Center - goodkarmabrand.com/careers		3	1	1
Employment Unit's Internal Job Posting Email				
Employment Unit Employee Referral				
Industry Referral	1		1	1
Indeed.com				
ZipRecruiter		1		
LinkedIn		25	10	10
Handshake				
Inside Radio				
All Access				
TVandRadioJobs.com				
Barrett Sports Media				

* Used same pool of candidates for both positions

5) **Total # of Interviewees Referred:** For the period from January 23, 2023 to January 22, 2024, the Employment Unit interviewed forty-two (42) candidates for full-time job vacancies. Four (4) 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. As a result of students' participation in the Employment Unit's internship program, some of them were later hired for part-time and eventually full-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 March 8, 2023, the Employment Unit attended Fordham University's Spring 2023 Communications Media and Marketing Micro Fair in New York City, New York. The Director of Marketing and a Marketing Events Supervisor at the Employment Unit met with approximately 200 university undergraduates seeking jobs. They accepted resumes, answered questions about the Employment Unit's internship program and directed the students to the Career Page on the Employment Unit's website where anyone can see all the current job opportunities available and apply for such positions if they are 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 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.

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 first Thursday of every other 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.

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 at a School – On May 17, 2023, the Director of Marketing and a Marketing Events Supervisor attended the Career Day at I.S. (Intermediate School) 392 located in Brooklyn, New York. They spoke to an audience of approximately 120 students and teachers about their roles in the Marketing Department of a major market radio station. They also fielded questions from the audience, emphasizing the importance of a solid education and offering advice to those interested in pursuing a career in sports broadcasting or broadcasting, in general.

Hosting a Student Group – On December 19, 2023, twenty students and five professors from the University of North Carolina Wilmington visited the Employment Unit to see the inner workings of a radio station. During their stay, they met with an Executive Vice President, the Market Manager, the Director of Marketing, a Digital Marketing Consultant, two Marketing Facilitators, and a Marketing Consultant, who all talked about their responsibilities at the Employment Unit and answered questions that the students had

about the radio broadcasting industry. Topics discussed were the history of the Employment Unit, career and internship opportunities available at the Employment Unit and how to break into the very competitive world of broadcasting.

Speaking at a School – On December 22, 2023, representatives from the Employment Unit and the New York Police Department, visited the Trinity Middle School in New York City, New York where they spoke to approximately 25 students about their respective organizations and their roles within those organizations. The Director of Marketing and two Marketing Events Supervisors from the Employment Unit stressed the importance of a strong education and participation in internship programs as they will be assets for the students as they transition into the workforce. They also offered tips on how to pursue career opportunities within the broadcasting industry once they graduate.

(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 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.