

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2021 to July 22, 2022.

1) **Employment Unit:** Good Karma Broadcasting LLC
Good Karma Brands Milwaukee, LLC

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

WXRO (FM)	FCC Facility ID No. 4474	Beaver Dam, WI
WBEV (AM)	FCC Facility ID No. 4475	Beaver Dam, WI
WTLX (FM)	FCC Facility ID No. 4477	Monona, WI
WAUK (AM)	FCC Facility ID No. 10824	Jackson, WI
WGKB (AM)	FCC Facility ID No: 70771	Waukesha, WI
WTTN (AM)	FCC Facility ID No. 71092	Columbus, WI
WKTJ (FM)	FCC Facility ID No. 74095	Milwaukee, WI
WTMJ (AM)	FCC Facility ID No. 74096	Milwaukee, WI

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

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	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 Facilitator	LinkedIn
2. Marketing Consultant	Employee Referral
3. On Air Host	Employee Referral
4. Marketing Consultant	LinkedIn
5. Marketing Consultant	LinkedIn
6. Partnership Coordinator	Indeed
7. Marketing Manager	LinkedIn
8. Marketing Consultant	Employee Referral
9. Partnership Coordinator	LinkedIn
10. News Reporter/Anchor	Employee Referral
11. Marketing Facilitator/Partnership Coordinator	LinkedIn

Recruitment Sources	Positions Hired and Number of Candidates Interviewed									
	Job 1	Job 2	Job 3 *	Jobs 4-5 **	Job 6	Job 7	Job 8 ***	Job 9	Job 10	Job 11
Employment Unit's Website/Career Center - goodkarmabrands.com/careers										
Employment Unit's Internal Job Posting Email						1				
Employment Unit Employee Referral	1	1	1				1		1	
Industry Referral										
Indeed.com	2			3	1			2		6
ZipRecruiter										2
LinkedIn	13	2		13	3	2		4	1	12
Handshake										
Inside Radio										
All Access										
TVandRadioJobs.com										
Barrett Sports Media										
Wisconsin Broadcasters Association Website										
Career Fairs										

* Due to the need for confidentiality, this position was not posted.

** Used same pool of candidates for both positions

*** This position was posted but there was only (1) candidate who was qualified to interview and she was ultimately hired.

5) **Total # of Interviewees Referred:** For the period from July 23, 2021 to July 22, 2022, this Employment Unit interviewed seventy-two (72) candidates for full-time job vacancies. Eleven (11) 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, almost all of the Stations were 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 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 September 15, 2021, the Employment Unit participated in the City Career Fair's Diversity Employment Day Career Fair in Milwaukee, Wisconsin. A General Manager and a Marketing Facilitator/Internship Coordinator spoke to approximately 50 attendees about job opportunities at the Employment Unit, answered questions about the different

positions, and referred them to the Career Center on its website so that they may submit their application, as well as see all the other available opportunities.

On October 5, 2021, the Employment unit attended the University of Wisconsin-Green Bay Virtual Job and Internship Fair. A Market Manager, Marketing Director, and Marketing Facilitator/Internship Coordinator all hosted virtual sessions during which they could meet with the students, offer career advice, talk about the Employment Unit and its job opportunities, as well as answer questions about the sports broadcasting industry.

On March 5, 2022, the Employment Unit participated in the Wisconsin Broadcasters Association Career Fair at the Madison Marriott West in Middleton, Wisconsin. A Marketing Manager, Director of Content, Marketing Facilitator and a Producer from the Employment Unit were all in attendance at the event to talk to the students and answer questions about the broadcasting industry and to share the job opportunities available in the Employment Unit.

On March 10, 2022, the Employment Unit attended, hosted and sponsored the South Central Wisconsin Career Expo at Beaver Dam High School in Beaver Dam, Wisconsin. The Station planned and executed the entire event, including booking the venue, recruiting companies to participate, promoting it on air, on social media and on the Station website. In attendance at the event were the Station's General Manager, Sales and Marketing Coordinator, Executive Assistant and Marketing Consultants who spoke with the attendees about the open positions at the Employment Unit and offered advice on how to start a career in radio.

On March 15, 2022, the Employment Unit participated in the Wisconsin Herd Career in Sports Career Fair. Addition to working the table and handling resumes, an Assistant Program Director and a Marketing Manager were also panelists at the event, during which they discussed their successes, struggles and tips for landing a job in the competitive world of sports broadcasting.

(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.

(e) Initiative: EEO Training Programs for Management Employees

Manager Development Training – Every 2nd Thursday of the 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 Seminar – On August 21, 2021, a Vice President and a Director of Marketing/Chief of Staff in the Employment Unit attended an EEO seminar: “Developing Signature Traits of an Inclusive Leader” at the Blue Harbor Resort in Sheboygan, Wisconsin that was part of the Wisconsin Broadcasters Association’s EEO Assistance Action Plan. The seminar discussed how being aware of one’s own biases and considering different perspectives when making decisions and collaborating with others can help lead to more inclusive leadership and respectful work environments.

EEO Webinar – On May 19, 2022, representatives from the Employment Unit attended an online webinar “Understanding and Mitigating Unconscious Bias in Our Everyday Lives” that is part of the Wisconsin Broadcasters Association’s EEO Assistance Action Plan. The webinar discussed the origins of bias and its role in our everyday lives, how unconscious bias affects us and those around us, and strategies to mitigate unwanted effects of implicit bias. The Employment Unit shared a link to the video of the EEO webinar to all of its stations so that those who were not able to attend can view the webinar.

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

Speaking to a Class - On October 19, 2021, a Market Manager and a Producer in the Employment Unit were guest speakers at a Sports Marketing Class at the University of Wisconsin-Madison in Madison, Wisconsin. They discussed their individual roles at the Station and what goes into managing a radio station and producing a successful on air show. They also answered the students' questions about sports broadcasting and offered advice on how to break into the very competitive business.

Speaking to a Class – On October 26, 2021, a Marketing Consultant in the Employment Unit was a virtual guest speaker at a Sports Marketing Class of approximately 40 students at the University of Wisconsin-Whitewater in Whitewater, Wisconsin. She discussed sports marketing in general, how she ended up in a career in broadcasting and job opportunities at the Employment Unit. Afterwards, there was a Q&A session that lasted 25 minutes during which she fielded questions from the students.

Speaking to a Class – On November 16, 2021, a Director of Marketing/Chief of Staff, Marketing Manager and a Marketing Facilitator/Internship Coordinator were all guest speakers at a Sports Promotion Class at Marquette University in Milwaukee, Wisconsin. They gave a virtual presentation to approximately 30 attending students, sharing their career experiences and then fielding questions about their respective roles at the Station. They also talked about job opportunities within sports broadcasting and explained the steps that one should take to apply for a position at the Employment Unit.

Speaking to an Organization – On December 1, 2022, a Market Manager, Marketing Design Coordinator and a Marketing Facilitator/Internship Coordinator of the Employment Unit were guest speakers at a virtual meeting of the Marquette University Marketing Club, discussing their marketing roles and sharing their experiences in the broadcast industry with the students. They also answered questions about how to pursue a career in Marketing, specifically the broadcasting industry, and the importance of a good education and networking.

Speaking to an Organization – On December 3, 2021, a Marketing Facilitator/Internship Coordinator of the Employment Unit participated in the Wisconsin Broadcaster Association's networking event for which broadcasting students signed up through the association to meet virtually with broadcasters at specific times to discuss their career aspirations, ask for advice and to find out what kind of job opportunities are available within the station(s).

Speaking to a Class – On February 10, 2022, a Market Manager and a Marketing Consultant in the Employment Unit visited the University of Wisconsin-Madison in Madison, Wisconsin where they were guest speakers at two Sports Marketing Classes (same class, different times) of approximately 30 students each. They each talked about their roles at the Station and how they ended up with a career in Radio and the different type of jobs available in the Employment Unit. Both of them emphasized the importance of education and how it will help them to become successful if they decide to pursue a career in broadcasting.

Speaking to a Community Organization – On February 16, 2022, a General Manager and a Director of Content in the Employment Unit were virtual panelists at the Junior Achievement Speaker Sessions – African American Careers. They spoke to over 300 students during an hour-long session about their backgrounds and careers in broadcasting, the different departments within a radio station, and their passion for the business which is instrumental to achieving success in the industry. They also encouraged the students to reach out to them with any additional questions that they may have about careers at the Employment Unit or in broadcasting in general.

Speaking to a Community Organization – On March 2, 2022, a Marketing Manager and a Producer in the Employment Unit were guest speakers at the Fantasy Sports and Finance Club at the University of Wisconsin-Madison in Madison, Wisconsin. They talked to an audience of approximately 20 students about the three pillars at the Employment Unit and in any radio station: Sales, Marketing and Content. Each department is integral to the others and all teams must work together to ensure the station's success. They also discussed the different employment opportunities at the Station and how one can apply for those positions on the Station's Career Page on the website.

Speaking at a Summit – On March 2, 2022, an Executive Vice President at the Employment Unit was a panelist at the "Finding Diverse Leaders and Influencers" session at the Barrett Sports Media (BSM) Summit in New York. She discussed the challenges of finding diverse leaders and influencers in sports radio and what needs to occur to create a diverse workplace. She also talked about what executives in the industry should do to find those diverse candidates since it is important to the future of brand success. The event consisted of 100-150 professionals working in radio, print, digital and advertising industries, as well as students pursuing a career in the sports media industry.

Speaking at a Broadcasting Conference/Career Session – On April 26, 2022, a Vice President/Market Manager at Good Karma Broadcasting spoke to 10 students at a student networking and careers session sponsored by the Radio Advertising Bureau at the NAB Show in Las Vegas. He spent an hour addressing students interested in a career in broadcasting, detailing his journey in Radio, talking about the different careers in broadcasting, the importance of education and internships, offering advice on how to break into a business that is so competitive, and what needs to occur in order to be successful in this business.

(g) Initiative: Job Shadowing

On October 16, 2021, a student from Edgewood College shadowed a Market Manager in the Employment Unit at one of the Station's signature events: ESPN Wisconsin College GameDay Tailgates. The student was interested in learning about the planning and execution of these type of events as he is looking to pursue a career in Promotions and Marketing.

On June 21, 2022, a student from the University of Wisconsin-Madison shadowed a Marketing Manager in the Employment Unit. The student who was interested in Marketing as a career was able to gain some insight into the workings of a radio station by watching the Marketing Manager as she flowed through her daily tasks and interacted with the other departments.

(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 placed on our mailing list for future career opportunities.

(i) 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 is 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.

(j) Initiative: Media Trade Group Postings

The majority of full-time positions in the Employment Unit were posted on the Wisconsin Broadcasters Association (WBA) website. The WBA provides a range of services to broadcasters throughout Wisconsin and has a broad-based membership that includes women and minorities.