

EEO PUBLIC FILE REPORT

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

1) Employment Unit: Good Karma Broadcasting LLC

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

WBEV(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
WGKB(AM)	FCC Facility ID No. 70771	Waukesha, WI
WKTI(FM)	FCC Facility ID No. 74095	Milwaukee, WI
WTMJ(AM)	FCC Facility ID No. 74096	Milwaukee, WI

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: Liz Steward/Sr. Dir. Business Operations
	Email Address: lsteward@goodkarmabrands.com

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

Job Title/Number	Recruitment Source of Candidate Hired
1. News Director	GKB Website
2. Start in BD	Teammate Referral
3. Marketing Consultant	Teammate Referral
4. Producer	Internal Email
5. Producer	Teammate Referral
6. Sales and Marketing Coordinator	Teammate Referral
7. Marketing Consultant	Teammate Referral
8. News Reporter/Anchor	LinkedIn
9. News Reporter/Anchor	Teammate Referral
10. Director of Sales	Internal Email
11. Director of Content	Exigent Hire
12. Marketing Consultant	Teammate Referral

13. Partnership Coordinator	Internal Email
14. Marketing Consultant	Exigent Hire
15. News Reporter/Anchor	GKB Website
16. Marketing Consultant	LinkedIn
17. Digital Content Manager	Teammate Referral
18. Production and Imaging Producer	Internal Email

Recruitment Sources	Positions Hired and Number of Candidates Interviewed																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Employment Unit's Website - goodkarmabrand.com/careers	2	2	2	7	7		1	1	1			1			8	2	1	
Employment Unit's Internal Job Posting Email			2	3	3		2	2		1			2		1		3	4
Employment Unit Employee Referral		4	1	5	5	1	2	1	1		1	2	3	1		3	2	
Industry Referral	1					1						1			3	1		
Glassdoor																1		
Indeed.com	2	1		7	7		1	1	2	1		2	3		2	1	1	
ZipRecruiter										1		1						
LinkedIn		1	2	4	4	1	4	5	3	2		10	7		1	7	2	2
SPJ															1			
Wisconsin Broadcasters' Association				2	2													
STAA		1																

o For Jobs 4 and 5, the same pool of candidates was interviewed

o Jobs 11 & 14 were not posted due to the time sensitive availability of a unique Talent whom the Employment Unit would not likely find through recruitment.

5) Total # of Interviewees Referred: For the period from July 23, 2024 to July 22, 2025, this Employment Unit interviewed One Hundred Sixty-Four (164) candidates for full-time job vacancies. Eighteen (18) 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. Some of the interns were later hired for part-time positions within the Employment Unit.

(b) Initiative: Mentoring Program

The Employment Unit continues to implement a mentoring program called Karma Connects. The objective of this program 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 11, 2024, A Director of Marketing and an Executive Producer at the Employment Unit participated in the Wisconsin Broadcasters' Association job fair in Madison, Wisconsin. Approx. 80 attendees interacted with the employees and learned about Good Karma Brands and careers/internships at ESPN Madison.

On October 29, 2024, A Marketing Consultant and Partnership Coordinator at the Employment Unit participated in the UW-Madison Advertising, Communications and Media Career Fair in Madison, Wisconsin. They interacted with 40 participants, informing them about Good Karma Brands, ESPN Madison, and career paths in the industry.

(d) Initiative: Hosting a Job Fair

On April 22, 2025, 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 was the entire radio station staff who spoke with approximately 300 attendees about the Employment Unit and its current open positions. They also offered advice on how to pursue a career in broadcasting. Approximately 30 other area employers also participated in the event.

(e) 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, leadership, leveraging the power of the company's marketing solutions to build brands, teamwork, and utilizing our partnerships to bring local advertisers customized solutions. This is shared and discussed internally with all sales employees 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 continues to offer 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.

(f) Initiative: EEO Training Programs for Management Employees

Manager Development Training - Quarterly, 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.

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

Speaking to a Class - On September 17, 2024, a Marketing Consultant in the Employment Unit was a guest speaker at a (2) Public Relations classes of approximately 30 students each at the Marquette University in Milwaukee, Wisconsin. She spoke on working in the media and how we deal with integrated communication methods every day. Additionally, she spoke about what we do at GKB (including internship opportunities) and what aspects of being a marketing consultant crossover with PR, as well as what doesn't. She also gave general advice for being in college and wanting to pursue communications or media-related careers.

Speaking to a Student Group - On October 2, 2024, a Marketing Facilitator in the Employment Unit was a guest speaker at a Zoom meeting for about 20 students at the UW-Madison in conjunction with the Association for Women's Sports Media. She gave a presentation about her experience working in sports, her time at UW-Madison, and current role with Good Karma Brands as a marketing facilitator. She also answered questions from the group about experiences working in sports as a woman.

Speaking to a Student Business Club - On October 8, 2024, a Marketing Facilitator at the Employment Unit was a guest speaker via Zoom at the Sports Business Club at the University of Wisconsin-Madison, in Madison, Wisconsin. Approximately 30 attendees listened to the Employment Unit representative as they spoke about their experiences working in sports, time as a student at UW-Madison and her current role with Good Karma Brands. The discussion was opened to the group, and she answered questions about her internships, jobs and time as a student in the Sports Business Club.

Speaking to a Class - On October 16, 2024, a Marketing Facilitator at the Employment Unit was a guest speaker to two Employability classes of 20 students at New Berlin Eisenhower High School in New Berlin, Wisconsin. She gave a presentation on her college and professional experiences and answered questions from the students and the teacher. She gave resume and interview advice while talking about her experiences at UW-Madison.

Speaking to a Class – On October 16, 2024, an Editor in Chief at the Employment Unit was a guest speaker to a journalism class of 40 students at the University of Wisconsin-Madison in Madison, Wisconsin. Students asked him questions about his career in media and sports related to content creation, managing relationships across organizations, how he got started in his career, and what they can do to position themselves for success in the industry.

Speaking to an Organization – On November 6, 2024, a Marketing Consultant at the Employment Unit was a guest speaker to a group of 10 members of the Metropolitan Milwaukee Association of Commerce in Muskego, Wisconsin. He spoke to the group about building a brand internally vs. externally, how to sell a niche product by relying on building strong relationships, and how to draw interest in your knowledge outside of attending social hours and other networking events.

Speaking to a University Organization – On November 14, 2024, a Partnership Development Specialist in the Employment Unit spoke to a group of 50 students at Concordia University-Mequon in Mequon, Wisconsin. She spoke to the students about the three radio stations we own and operate in Milwaukee, then students asked questions.

Speaking to a Class – On November 1, 2024, an On-Air Host at the Employment Unit was a guest speaker to a class of 20 students at Greendale High School in Greendale, Wisconsin. He spoke about his life as a radio host and news reporter, explaining his educational background and career experiences that led him to his current role. He showed examples to the class of live feed and video footage of his daily show and answered questions from the students.

Station Tour – On December 11, 2024, an On-Air Host, Marketing Facilitator, Digital Content Specialist, Marketing Manager, Director of Marketing, Director of Content, Sr. Director of Sales Training, Executive Vice President, and two Marketing Consultants at the Employment Unit split 34 students from Oconomowoc High School into groups and gave them a tour of the office and studios of Good Karma Brands in Milwaukee, Wisconsin. The students were given a presentation covering marketing, sales, content, and media leadership, then allowed to ask questions at the end of the tour.

Student Mentorship Program – Throughout the academic year, an On-Air Host at the Employment Unit is matched with ten students from Marquette University in Milwaukee, Wisconsin as part of the Marquette Mentors program. Those 10 students with an interest in marketing and media are able to ask questions and discuss job opportunities in the field of media and broadcasting.

Station Tour – On September 19, 2024, a News Director at the Employment Unit hosted 12 members from the Edward R. Murrow Program for Journalists at the Good Karma Brands offices and studios in Milwaukee, Wisconsin, in partnership with the International Visitor Leadership Program through the U.S. Department of State. The 12 African journalists and their translators participated in a panel discussion about covering stories on both continents, followed by a tour of the studios and office.

Station Tour – On December 2, 2024, a News Director at the Employment Unit hosted 17 members of Girl Scout Troop 37711 from Milwaukee Montessori School at the Good Karma Brands office and studios in Milwaukee, Wisconsin. The News Director gave a presentation about news, followed by a tour of the studios. The scouts and their families learned about the news process, practiced interviewing skills, watched a live news report and got to record short messages in the production studios.

Speaking to an Organization – On February 22, 2025, 2 Content Producers at the Employment Unit participated in a panel discussion for 200 people at the Wisconsin Broadcasters' Association Student Seminar at Lambeau Field in Green Bay, Wisconsin. They discussed how podcasting has become a career path for broadcasters in the digital age.

Speak to a University Organization – On April 15, 2025, a Director of Content at the Employment Unit spoke to 20 students at the WSUM Student Radio Station at UW-Madison in Madison, Wisconsin. He discussed the state of media, Good Karma Brands, who we are, what we do and how students can find opportunities after graduation.

Station Tour – On April 16, 2025, a Director of Content at the Employment Unit hosted a tour of Good Karma Brands' Milwaukee office and studios for

20 5th-8th grade students from F. J. Caenslen School of MPS. The students had the opportunity to tour ESPN, WTMJ, and The Truth studios, as well as ask questions about our business.

Speaking to a Student Organization – On September 10, 2024, A Marketing Consultant, Partnership Coordinator and Director of Marketing at the Employment Unit spoke to a group of students in the WISHING Mentorship program at Madison East High School in Madison, Wisconsin. They spoke to the group about different roles and careers at Good Karma Brands.

Speaking to a Student Organization – On September 24, 2024, 2 Marketing Consultants, a Producer and a Partnership Coordinator at the Employment Unit participated in a panel discussion for 60 members of the UW-Madison Sports Business Club in Madison, Wisconsin. The employees answered questions from students about their individual careers, daily responsibilities, and advice for working in the sports media industry.

Speaking to a Class – On October 3, 2024, a Sales Manager at the Employment Unit was a guest speaker for a class of 45 sports marketing students at UW-Madison in Madison, Wisconsin. He spoke about Good Karma Brands, the power of ESPN, different roles at GKB, answered questions and offered advice.

Speaking to a Student Organization – On October 8, 2024, A Marketing Consultant and Director of Marketing at the Employment Unit spoke to a group of 60 students in the WISHING Mentorship program at Madison East High School in Madison, Wisconsin. They spoke to the group about different roles and careers at Good Karma Brands.

Speaking at a Conference – On March 6, 2025, a Market Manager and 2 Marketing Consultants at the Employment Unit interacted with 100 college students at the Wisconsin Sports Business Conference in Madison, Wisconsin. Good Karma Brands was a recruitment sponsor at the event where employees interacted with college students and talked about careers at Good Karma Brands and ESPN Madison.

Spoke on a Panel – On April 15, 2025, an On-Air Host and Producer at the Employment Unit were featured on a panel at the Charley Steiner Symposium at Bradley University in Peoria, Illinois. The panel discussion was held for an audience of 100 involved alumni answering questions and sharing stories of their career journeys and how they've achieved success following graduation from Bradley University.

{h} Initiative: Job Shadowing

Station Tour & Job Shadow – On December 20, 2024, an On-Air Host at the Employment Unit gave a student from Whitnall High School a tour of the

WTMJ station in Milwaukee, Wisconsin. The student is interested in being an on-air host, so the On-Air Host gave him a guided tour, answered questions about working as a talk show host, and let the student shadow his post-show process.

Job Shadow – On October 17, 2024, A Director of Marketing, Director of Operations and Production Director at the Employment Unit met with a student from Operation Fresh Start at the office and studio in Madison, Wisconsin. The student followed employees as they did their jobs – learning about content and careers in the sports media field.

Station Tour/Job Shadow – On March 5, 2025, an Executive Director of Organizational Development and others allowed a student from Oostburg High School shadow them throughout the day at Good Karma Brands Milwaukee, Wisconsin office and studios. The day included observing the marketing, content and sales teams as they executed their jobs, including participating in a sales team meeting.

Job Shadow – On January 2, 2025, 2 Marketing Managers and 2 Marketing Facilitators at the Employment Unit allowed a student from Oconomowoc High School to tour the office and studios in Milwaukee, Wisconsin and shadowed them while they did their jobs. The student was interested in learning more about the roles and responsibilities of each member of the marketing team, so participated in meetings, including discussions for planning a live event.

Job Shadow – On April 17, 2025, a group of six Content Managers, Producers and On-Air Hosts at the Employment Unit allowed a student from Madison College to tour the office and studios in Milwaukee, Wisconsin and shadow them while they executed their jobs. The student sat in on show preparations and a live broadcast to observe what working in sports is like and what the day-to-day of a radio broadcaster looks like.

(i) 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.

(j) Initiative: Disseminating Information About Employment Opportunities

The Employment Unit continues to broadcast a weekly recruitment show called "Hired". 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.

(k) Initiative: Media Trade Group Postings

The Employment Unit posted full-time Content roles 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.