

## EEO PUBLIC FILE REPORT

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

1) **Employment Unit:** Good Karma Broadcasting LLC

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

<b>WBEV (FM)</b>	<b>FCC Facility ID No. 4474</b>	<b>Beaver Dam, WI</b>
<b>WBEV (AM)</b>	<b>FCC Facility ID No. 4475</b>	<b>Beaver Dam, WI</b>
<b>WTLX (FM)</b>	<b>FCC Facility ID No. 4477</b>	<b>Monona, WI</b>
<b>WGKB (AM)</b>	<b>FCC Facility ID No. 70771</b>	<b>Waukesha, WI</b>
<b>WKTI (FM)</b>	<b>FCC Facility ID No. 74095</b>	<b>Milwaukee, WI</b>
<b>WTMJ (AM)</b>	<b>FCC Facility ID No. 74096</b>	<b>Milwaukee, WI</b>

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
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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. Sales and Marketing Coordinator	Employee Referral
2. Sales and Marketing Coordinator	Employee Referral
3. Marketing Design Coordinator	Employee Referral
4. Marketing Consultant	Indeed
5. On-Air Host & Marketing Consultant	GKB Website
6. On-Air Host & Marketing Consultant	Sportscasters Talent Agency of America
7. Marketing Manager	LinkedIn
8. On Air Host	Exigent Hire
9. Marketing Consultant	Employee Referral
10. Producer	Employee Referral
11. Production Manager	Indeed
12. On Air Host	Employee Referral
13. On Air Host	WTMJ-AM On Air Radio Ad
14. On Air Host	Employee Referral
15. On Air Host	Internal Email
16. Marketing Consultant	LinkedIn

Job Title/Number	Recruitment Source of Candidate Hired
17. Marketing Manager	Industry Referral
18. Marketing Facilitator	Employee Referral
19. Marketing Facilitator	Internal Email
20. On Air Host/Marketing Consultant	Employee Referral
21. Producer	Internal Email
22. Producer	Internal Email
23. Producer	Employee Referral

Recruitment Sources	Positions Hired and Number of Candidates Interviewed																						
	Job Number																						
	1	2	3	4	5	6	7	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
Employment Unit's Website/Career Center - goodkarmabrands.com/careers	4	4			5	5	2		3	3	2	2	2	2			4	4	4	2	2	2	
Employment Unit's Internal Job Posting Email			1		4	4			2	1	1	1	1			4	4	4	2	2	2		
Employment Unit Employee Referral	2	2	1		3	3		1	2	2	5	5	5	5			1	1	6	3	3	3	
Industry Referral									1						2	1	1	1					
Indeed.com	2	2		1	3	3	1	2		2	2	2	2	2	2		1	1	4				
ZipRecruiter	1	1		1																			
LinkedIn	19	19	1	2	6	6	5	4			5	5	5	5	6	5	4	4	4				
Handshake																							
Inside Radio																							
All Access																							
TVandRadioJobs.com																							
Barrett Sports Media																							
Wisconsin Broadcasters Association Website											1	1	1	1									
Career Fairs																							
WTMJ-AM On Air Ad											2	2	2	2			1	1					
Glassdoor *	1	1							1														
Sportscasters Talent Agency of America *					11	11													6				
Colorado Media School *					1	1																	
Miami Media School *					1	1																	

- For Jobs 1 and 2, the same pool of candidates was interviewed
- For Jobs 5 and 6, the same pool of candidates was interviewed
- Job 8 was not posted due to the time sensitive availability of a unique Talent whom the Employment Unit would not likely find through recruitment.
- For Jobs 12, 13, 14 and 15, the same pool of candidates was interviewed
- For Jobs 18 and 19, the same pool of candidates was interviewed
- For Jobs 21, 22 and 23, the same pool of candidates was interviewed
- \* The Employment Unit did not post on these recruitment sources, but the candidate indicated this was where he/she found out about the open position.

5) **Total # of Interviewees Referred:** For the period from July 23, 2024 to July 22, 2024, this Employment Unit interviewed One Hundred Eighty-Six (186) candidates for full-time job vacancies. Twenty-three (23) 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 November 1, 2023, the Employment Unit attended the University of Wisconsin-Madison Advertising and Communication Career Fair in the university's Gordon Dining and Event Center in Madison, Wisconsin. A Sales and Marketing Coordinator and an On Air Host/Producer represented the Employment Unit at the event, meeting approximately 100 students interested in broadcasting and answering their questions. They also discussed full-time opportunities and the internship program at the Employment Unit, as well as the Career Page on the website where students can see the list of current job opportunities and apply for them.

On March 5, 2024, the Employment Unit attended the Edgewood College Internship Fair at the college's Regina Hall in Madison, Wisconsin. A Sales and Marketing Coordinator and a Digital Content Specialist represented the Employment Unit at this networking event, speaking to approximately 75 students about the different career opportunities in broadcasting and the trends in the variety of fields. They also directed the students to the Employment Unit's website where interested parties can apply for internships as well as part-time or full-time positions.

(d) **Initiative: Hosting a Job Fair**

On April 23, 2024, 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** – 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.

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

**Speaking to a Class** – On September 28, 2023, a Market Manager in the Employment Unit was a guest speaker at a Sports Marketing Class of approximately 50 students at the University of Wisconsin-Madison, in Madison, Wisconsin. He detailed his role of managing and overseeing a radio station and the different career opportunities in broadcasting. He fielded questions from the students and also offered advice on how to get one’s foot in the door of this highly competitive industry.

**Speaking to a Student Business Club** – On October 10, 2023, a Marketing Consultant, Sales and Marketing Coordinator, On Air Host/Producer, and a Digital Content Specialist at the Employment Unit were guest speakers at the Sports Business Club at the University of Wisconsin-Madison, in Madison, Wisconsin. Approximately 80 attendees listened to these Employment Unit representatives as they spoke about their roles at the radio station and how they interact with each other on a daily basis. The representatives also offered advice on how to pursue a career in broadcasting and answered the students’ questions.

**Speaking to a Class** – On November 16, 2023, an Executive Assistant at the Employment Unit was a guest speaker at a Sports Marketing and Promotion class of approximately 25 students at Marquette University in Milwaukee, Wisconsin. He discussed the Employment Unit’s history/assets and how it partners with professional & collegiate teams. He also talked about the Employment Unit’s internship program, provided career advice, and offered tips on how to stay connected with employers when pursuing a career in broadcasting.

**Speaking on a Panel** – On November 27, 2023, an On Air Host/Producer participated in a Career in Communication Panel at the University of Wisconsin-Stevens Point in Stevens Point, Wisconsin. Approximately 65 students attended the event to hear him speak about the Employment Unit and its job opportunities and internship program. He also discussed the different careers in Communications and what one should do if they desire to pursue a career in the highly competitive industry.

**Speaking to a Class** – On November 18, 2023, a Director of Sales at the Employment Unit was a guest speaker in an advertising course within the marketing program at Waukesha County Technical College in Pewaukee, Wisconsin. She spoke to a group of approximately 30 students about how advertisers can utilize Radio for marketing. The focus was on how radio works, ways to advertise using radio, the cost of radio ads and how different solutions can really have an impact on a business’s goals and objectives. She also gave advice to those who are interested in pursuing a sales career within the broadcasting industry and encouraged the students to go to the Employment Unit’s website to see the current career opportunities there.

**Speaking to a Class** – On January 5, 2024 and May 20, 2024, an On Air Host at the Employment Unit spoke to two speech classes at Greendale High School in Greendale, Wisconsin. The two classes of approximately 30 students each were interested in learning about public speaking and news reading techniques. The On Air Host detailed his career path into the broadcasting industry and offered suggestions on how future broadcasters can make their own path to success. Time was dedicated to sharing news scripts with the students as they took turns reading the scripts that the On Air Host provided and then learning from his suggestions on their technique.

**Speaking to a Student Community Organization** – On February 12, 2024, a Marketing Consultant at the Employment Unit was a guest speaker at Carroll University’s American Marketing Association meeting in Waukesha, Wisconsin. With a PowerPoint presentation, she provided an overview of the Employment Unit, the current marketing landscape within the business, and her own experiences working in the sports industry. She also answered questions from the group of approximately 15 students who were very interested in securing marketing positions within the industry of sports broadcasting.

**Speaking to a Class** – On February 15, 2024, a Market Manager in the Employment Unit was a guest speaker at a Sports Marketing Class of approximately 60 students at the University of Wisconsin-Madison, in Madison, Wisconsin. He discussed his duties as Market Manager of the Station, how he worked his way up to that managerial role and the different job opportunities in broadcasting, specifically at the Employment Unit, which can be found on the Career Page of its website.

**Speaking to a Community Organization** – On February 16, 2024, a Digital Content Journalist/On Air Host, Producer and Part-Time News Reporter/Anchor at the Employment Unit visited the Junior Achievement in Milwaukee, Wisconsin where they spoke to approximately 80 students about their careers in broadcasting, what they each do in their roles at the radio station, and what the students need to do to prepare themselves for success. They also answered questions and talked about the Employment Unit and how to apply for positions at the radio station.

**Speaking at a Student Seminar** – On February 24, 2024, a Director of Content, an Executive Producer, and an On Air Host at the Employment Unit spoke to approximately 400 high school and college students at the Wisconsin Broadcaster Association’s annual Student Seminar Day at Lambeau Field in Green Bay, Wisconsin. The discussions included how to start a career in broadcasting, what it’s like to work in the competitive industry, and the different types of career opportunities at the Employment Unit

**Speaking to a Community Organization** – On March 20, 2024, an On Air Host at the Employment Unit was a guest speaker at the New Berlin Lions Club in New Berlin, Wisconsin. With a group of approximately 50 people in attendance, he traced his career trajectory in broadcasting. He addressed how he gets stories for news and the differences between covering news in Radio and Television. Questions led to conversations about the technical aspects of broadcast, how broadcasters are chosen at stations and why they may or may not remain in the market, and how to pursue a career in broadcasting.

**Speaking at a Career Day** – On April 3, 2024, a Producer at the Employment Unit was a guest speaker at the Career Day at Menomonee Falls High School in Menomonee Falls, Wisconsin. He addressed approximately 80 students, talking about his role as Producer at the Employment Unit and how important that role is in creating a live radio show. He also stressed the importance of education and how it will help them secure good positions later in life.

**Speaking to a Class** – On April 8, 2024, a Director of Content at the Employment Unit was a guest speaker at the Sports Media & Public Relations Class at Carroll University in Waukesha, Wisconsin. A group of approximately 15 students gained insight into the broadcasting industry as he spoke about his role at the Employment Unit and how he manages and oversees the content for three radio stations. He also offered advice on how to succeed in an ever-changing sports media landscape and how to be prepared for the transition into the professional world.

**Speaking at a Career Day** – On April 16, 2024, a Producer at the Employment Unit was a guest speaker at the Career Day at Saint Anthony Middle School in Milwaukee, Wisconsin. To a group of approximately 80 students, he spoke about his duties as Producer at the Employment Unit and how that role is vital in creating a live radio show that is interesting to the audience. He also talked about his experiences in broadcasting and that it’s important for them to get a good education as it will help them when they transition into the work field.

**Speaking to a Class** – On April 18, 2024, a Director of Content of the Employment Unit was a guest speaker to a group of approximately 15 aspiring radio professionals at WSUM-FM, the student-run radio station at the University of Wisconsin-Madison in Madison, Wisconsin. He talked about his duties regarding programming, content philosophy, and culture at the three radio stations that he oversees. He also discussed what Directors of Content look for in candidates who are interested in working at the Employment Unit or in broadcasting, in general.

**Hosting Broadcasting Students at Station** – On April 19, 2024, a Director of Content of the Employment Unit hosted, at the radio stations, 20 students from Slinger High School in Slinger, Wisconsin. He gave the students a tour of the three studios and then talked to them about the radio industry as a whole, the different types of jobs in broadcasting, as

well as his responsibilities as the one who oversees the content for the stations. He also gave his professional advice on how best to transition from high school to collegiate years and then to the working world.

**Speaking on a Panel** – On April 20, 2024, a Sales and Marketing Coordinator at the Employment Unit participated in an alumni panel at the Sports Business Club at the University of Wisconsin-Madison in Madison, Wisconsin. To an audience of approximately 40 students, she discussed what it's like to work in Radio and what her day-to-day responsibilities are. She also answered questions and offered advice on how to pursue a career in Radio, including applying for positions at the Employment Unit.

**Speaking to a Class** – On April 20, 2024, a Director of Content at the Employment Unit was the featured speaker at WSUM-FM, the student-run radio station at the University of Wisconsin-Madison in Madison, Wisconsin. During his presentation to the group of approximately 10 broadcast students, he spoke about his career, his responsibilities in overseeing content at a news radio station and provided career advice during the Q&A session. The discussion allowed the students to receive real-world feedback from the Director of Content who critiqued the work that they are doing at the student-run radio station.

**Speaking at a Career Day** – On April 25, 2024, a Director of Content at the Employment Unit was a guest speaker at a Career Day at Gwen T. Jackson Early Childhood and Elementary School in Milwaukee, Wisconsin. He spoke to 25 students about his career in broadcasting and how he was able to get to the position he is in now. He fielded questions from the students and told them that if they were interested in or had questions about pursuing a career in Radio, they can reach out to him.

**Speaking at a Career Day** – On May 27, 2024, a Producer at the Employment Unit was a guest speaker at the Career Day at Germantown High School in Germantown, Wisconsin. Approximately 80 students were present as he shared what it's like to work as a producer in the radio broadcast industry. He talked about his radio show and what he does on a day-to-day basis to ensure that the content is interesting to the audience. He also stressed the importance of getting a good education as it will help them as they navigate through the job seeking process later in life.

**Speaking at a Community Organization** – On June 24, 2024, a Producer at the Employment Unit spent a couple of days at the Volunteer Center of Racine County in Racine, Wisconsin where he spoke to approximately 25 people about his experiences in Radio, his current job as a Producer at a Talk Station, and other types of jobs available within the broadcast industry. He also offered advice on how to network and use the programs offered by the volunteer center so that they gain valuable skills that will help them advance their careers.

**(h) Initiative: Job Shadowing**

On February 12, 2024, a high school student from Monroe High School “job shadowed” a Market Manager, a Marketing Manager and a Part-Time Producer at the Employment Unit. The student was able to observe each of their daily responsibilities and how they differ but how they all work together as a team. As someone who is interested in a career in the sports industry, this was a good opportunity for the student to see how a radio functions in real life.

On May 2, 2024, the Marketing Manager at the Employment Unit welcomed a student from Watertown High School who had reached out via the station website because she was interested in pursuing a career in broadcasting. The student was able to watch the Marketing Manager as she handled her responsibilities throughout the day, interacting with other departments, so that the student was able to gain an overall view of the workings of a radio station.

**(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” 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.

**(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.