

EEO PUBLIC FILE REPORT

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

1) **Employment Unit:** Good Karma Broadcasting LLC / West Palm Beach, FL

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

WEFL (AM)	FCC Facility ID No. 35148	Tequesta, FL
WUUB (FM)	FCC Facility ID No. 24143	Jupiter, FL

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

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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	Employee Referral
2. Operations Manager	Employee Referral
3. Partnership Coordinator	Employee Referral
4. Partnership Development Specialist	Employment Unit Website/Career Center
5. Partnership Coordinator	LinkedIn

Recruitment Sources	Marketing Facilitator	Operations Manager	Partnership Coordinator	Partnership Development Specialist	Partnership Coordinator
Employment Unit's Website/Career Center - goodkarmabrand.com/careers	2	2	4	1	
Employment Unit's Internal Job Posting Email					
Employment Unit Employee Referral	1	2	1	2	
Industry Referral					
Indeed.com	23	3	4	2	2
ZipRecruiter	1				
LinkedIn	2	3	2	2	7
Handshake	1		1		
Inside Radio					
All Access					
TVandRadioJobs.com					
Barrett Sports Media					
Career Fair					
WorkInSports.com		1			

5) **Total # of Interviewees Referred:** For the period from September 23, 2021 to September 22, 2022, this Employment Unit interviewed sixty-nine (69) candidates for full-time job vacancies. Five (5) 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, the Employment Unit was 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 February 10, 2022, the Employment Unit participated in the Business Development Board of Palm Beach County's Claim Your Future Showcase in West Palm Beach, FL. The goal of the annual event is to inspire and showcase the different career paths available to high schools in the School District of Palm

Beach County. Approximately 200 students attended the event. In the Employment Unit's exhibitor booth, the Marketing Facilitator spoke to the students about the job opportunities that are currently available at the Employment Unit, as well as the upcoming internship program.

On March 16 and April 20, 2022, the Employment Unit attended Lynn University's College of Business and Management Career Fairs in Boca Raton, FL. Approximately 60 students were present at each of the events. For two hours, the Marketing Manager interacted with the students, answering questions about the Employment Unit, its upcoming internship program, and the different job opportunities currently available. She directed them on how to apply for these open positions by going to the Employment Unit's Career Page.

(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 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 Community Organization – On January 22, 2022, a General Manager of the Employment Unit was a guest speaker at the Florida Hispanic American Chamber Palm Beach County Annual Board Retreat where he was recognized as one of the “Young Lideres” (leaders) in the community. He spoke to an audience of approximately 150 people, sharing his career journey in the broadcast industry and the challenges of his current responsibilities of overseeing a Spanish language sports radio station. During the Q&A, he offered advice on how to pursue a career and become successful in the highly competitive industry of sports broadcasting.

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.

Speaking to a Class – On April 29, 2022, the Executive Producer at the Employment Unit was a guest speaker at the Eagle Ridge Elementary School Career Day in Coral Springs, FL. He spoke to approximately 80 students about all the positions he's held during his career in broadcasting, including his current role at the Employment Unit, and all the different types of careers in the broadcasting industry. He also stressed the importance of obtaining a strong education to help one achieve his/her career goals.

Speaking to a Community Organization – On August 4, 2022, the Director of Marketing and Content of the Employment Unit was a guest speaker at the Boys and Girls Club of Palm Beach County's Back to School Drive. Accompanying her to the event were the representatives from the Employment Unit's Management, Marketing, Sales and Content Teams. In addition to the Teams passing out backpacks to the approximately 100 students who attended, the Director of Marketing and Content spoke to the group about the Employment Unit, the different types of departments that make up a radio station, and the importance of education in securing a career. She also fielded questions from the students about radio broadcasting before the Teams ended the day playing activities with the kids.

Speaking to a Class – On August 30, 2022, a Multi-Media Sports Journalist at the Employment Unit was a guest speaker at the Sports Reporting Class in Valdosta State University in Valdosta, GA. He shared, with the 14 students, the details of his path to becoming a Multi-Media Sports Journalist, his experiences in the broadcasting industry, and his current role and responsibilities with the Employment Unit. At the end of the class, he answered questions from the students and gave advice on how to pursue a career in sports journalism.

(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 – 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.