

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period of September 23, 2022 to September 22, 2023.

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:**

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 Facilitator	Industry Referral

Recruitment Sources	Marketing Facilitator
Employment Unit's Website/Career Center - goodkarmabrands.com/careers	1
Employment Unit's Internal Job Posting Email	
Employment Unit Employee Referral	
Industry Referral	2
Indeed.com	2
ZipRecruiter	
LinkedIn	6
Handshake	
Inside Radio	
All Access	
TVandRadioJobs.com	
Barrett Sports Media	
Career Fair	

5) **Total # of Interviewees Referred:** For the period from September 23, 2022 to September 22, 2023, this Employment Unit interviewed eleven (11) candidates for full-time job vacancies. One (1) applicant was 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 (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 23, 2023, the Employment Unit attended the Lynn University College of Communication and Design Career Fair in Boca Raton, FL. Approximately 150 students were present at the event. For two hours, the Marketing Manager interacted with the students, answering questions about the Employment Unit, promoting its internship program, and sharing the different job opportunities currently available. She directed the students to the Career Page on the Employment Unit's website where anyone interested can apply for these open positions.

(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, 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 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** – 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. As of January 2023, the management training schedule was changed to bi-monthly on the first Thursday of the month.

**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 Community Event** – On October 22, 2022, a General Manager at the Employment Unit was a guest speaker at the Junior Achievement of the Palm Beaches and Treasure Coast Annual Hispanic Heritage Celebration & Career Speaker Symposium at the Hilton Palm Beach Airport Hotel in West Palm Beach, FL. To a crowd of approximately 150 attendees, he talked about the history of the Spanish sports radio station and the impact it has had on the Hispanic community. He also answered questions on how he started his career in broadcasting and the different job opportunities currently available at the Employment Unit.

**Speaking to a Community Organization** – On March 22, 2023, the Executive Producer at the Employment Unit was invited to speak on a Zoom meeting at the Children’s Home Society of Florida. During the one hour meeting that consisted of approximately 50 attendees, he discussed how broadcast media can bring attention to the organization’s efforts such as mentoring, outreach, job training programs, and opportunities for success. He also talked about how the organization can refer individuals to the Employment Unit as a way to start or build their careers through internships and part-time work.

**Speaking at a Community Event** – On March 29, 2023, the President of Good Karma Broadcasting was the moderator of the Business Development Board of Palm Beach County’s Business & Sports Upper-Level Breakfast at the Kravis Center in West Palm Beach, FL. With an audience of approximately 250 people, the President and the members of the panel spoke about the state of sports and business in the Palm Beach community, how to be successful in the sports industry and offered advice to those looking for employment.

**Speaking at a Community Event** – On April 21, 2023, the General Manager at the Employment Unit was the inaugural speaker at the El Sol Role Model Speaker Series at the El Sol Resource Center in Jupiter, FL. The goal of the event was to motivate and inspire local Hispanic families, especially students, by identifying role models in the community. The General Manager discussed how he obtained his current position at the Employment Unit and how those in attendance can also pursue broadcasting careers by applying for positions within the Employment Unit.

**Speaking on a Panel** – On July 26, 2023, a Marketing Consultant at the Employment Unit was a panelist at the Business Development Board of Palm Beach County’s 2023 Intern Series held at the United Franchise Group World Headquarters in West Palm Beach, FL. Limited to only university interns, this event offered a discussion from speakers from diverse industries. The audience of approximately 60 people listened to the Marketing Consultant talk about the radio broadcasting business, her role at the Employment Unit, and the best way to build a career in the competitive world of broadcasting.

**(g) Initiative: Job Shadowing**

On August 2 and 3, 2023, a high school student from Dreyfoos High School, who is interested in a career in sports, “job shadowed” several employees at the Employment Unit. During the two days at the radio station, he sat in on two live shows, accompanied two Marketing Consultants to client meetings, observed the Internship Workshop led by the Employment Unit’s President, and attended a check presentation at a local high school sports team with the Employment Unit’s Marketing Facilitator. From this experience, the student was able to see first-hand the inner workings of a sports radio station.

**(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 to be placed on our mailing list for future career opportunities.

**(i) 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.