

EEO PUBLIC FILE REPORT

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

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 Consultant	Employment Unit Website/Career Center
2. Marketing Consultant	Employee Referral
3. Partnership Coordinator	Internal Email
4. On-Air Host	Employee Referral
5. On-Air Host	Internal Email

Recruitment Sources	Marketing Consultant	Marketing Consultant	Partnership Coordinator	On Air Host (2) *
Employment Unit's Website/Career Center - goodkarmabrand.com/careers	1		1	
Employment Unit's Internal Job Posting Email			4	2
Employment Unit Employee Referral		1	2	2
Industry Referral				
Indeed.com	1			5
ZipRecruiter			1	
LinkedIn	2	1	2	5
Handshake				
Inside Radio				
All Access				
TVandRadioJobs.com				

* Employment Unit hired two (2) On Air Hosts using the same posting.

5) **Total # of Interviewees Referred:** For the period from September 23, 2023 to September 22, 2024, this Employment Unit interviewed thirty (30) candidates for full-time job vacancies. Five (5) 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 October 18, 2023, the Employment Unit participated in the Lynn University Internship Fair in Boca Raton, Florida. Approximately 200 students were present at the Christie E. Lynn University Center. For three hours, the Marketing Manager and Marketing Facilitator interacted with the students, answering questions about the Employment Unit, promoting its internship program, and sharing the different job opportunities currently available. They directed the students to the Career Page on the Employment Unit's website where anyone interested can apply for these open positions.

On March 19, 2024, the Employment Unit attended the Lynn University College of Business and Management Career Fair in Boca Raton, Florida where approximately 300 students were present at the event. The Marketing Facilitator interacted with the students for approximately 2 hours, discussing internship and career opportunities at the Employment Unit and how to apply for them through its website, as well as

answering questions that the students had about sports radio broadcasting and how to pursue a career in this very competitive industry.

On March 21, 2024, the Employment Unit attended the Keiser University Career and Internship Fair in West Palm Beach, Florida. The event drew approximately 50 students. The Marketing Facilitator spoke about internship opportunities at the Employment Unit, encouraging the students to apply for the program as it offers real life experience that can be very helpful when trying to secure a job. She also informed them where they can see all the career opportunities available at the stations and how to apply for them if any position(s) should be of interest to them.

(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 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.

(e) 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.

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

Attending a University Career Showcase – On October 11, 2023, the Employment Unit attended Florida Atlantic University’s Careers in Communication Showcase in Boca Raton, Florida. Approximately 60 students participated in the event. The Marketing Manager and Marketing Facilitator met with the students, informing them about the Employment unit and its internship program, and offering advice on how to improve their resumes and elevator pitches so that they can be better prepared in their pursuit of their desired career.

Attending a Community Career Showcase – On January 20, 2024, the Employment Unit was an exhibitor at the Business Development Board of Palm Beach County’s *Claim Your Future Showcase*. The goal of the event is to inspire and showcase the many career paths available to local high school students. Approximately 1200 high school students came to the event to meet with and learn about the top fifty companies in the county. The Marketing Facilitator of the Employment Unit spoke about its internship

program and the job opportunities currently available at the two stations and how one can apply for either of them by visiting the career page on their website.

Attending a University Career Event – On January 23, 2024, the Marketing Facilitator of the Employment Unit participated in Florida Atlantic University’s *Resume Bowl*, an event that provides students with the opportunity to meet and talk with employers about their companies, their job opportunities, and what qualities and qualifications they look for in strong candidates. The Marketing Facilitator met with seven students who each signed up for a 30-minute time slot to review their resume and provide advice on format and adjusting verbiage.

Speaking on a Community Event Panel – On March 7, 2024, the Vice President/Market Manager of the Employment Unit participated in the Junior League of Palm Beaches’ panel discussion celebrating Women’s History Month and International Women’s Day at CityPlace Square. To a group of 50 people, she discussed the importance of women’s leadership in business and the meaningful impact it and the Employment Unit has had in the community over the years. She also talked about the job opportunities available at the Employment Unit and the importance of collaboration and training as tools to help women advance their careers.

Hosted a Community Corporate Business Tour – On July 16, 2024, the Employment Unit participated in the Boys and Girl’s Club of Palm Beach County’s Corporate Business Tour by hosting seven students from the organization. An On Air Host, General Manager, Partnership Success Manager and Director of Operations were all part of an in-office panel during which they talked about their individual career paths, what their daily roles at the Employment Unit requires, and the benefits of internship programs. The students were then able to record a “SportsCenter Update” on the green screen and the Employment Unit provided each of them with links to their recordings so they can view it later.

(g) Initiative: Job Shadowing

On August 12, 2024, the Employment Unit welcomed a college student from the University of Arkansas who is interested in journalism and radio broadcasting. During the day, he was able to “job shadow” a Content Producer as the team prepared for the show, including participating in pre and post production meetings. The student was also able to spend time with the Director of Operations to learn the technical backend of the show, as well as a General Manager and Marketing Consultant who exposed him to the sales side of the radio business and the Hispanic market.

(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

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.