

GOOD KARMA BRANDS

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2019 to May 22, 2020.

1) **Employment Unit:** Good Karma Broadcasting, LLC (Cleveland, OH)

2) **Unit Members (Stations and Communities of License):** WWGK(AM) FCC Facility ID No. 7065 Cleveland, OH
 WKNR(AM) FCC Facility ID No. 28509 Cleveland, OH

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

Mailing Address: 1301 E. 9 th St., Suite 252 Cleveland, OH 44114	Telephone Number: (216) 583-9901
	Contact Person/Title: Sam Pines / General Manager
	E-mail Address: spines@goodkarmabrands.com

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

Job Title	Recruitment Source Referring Hire
Sales Manager*	Industry Referral
Marketing Director*	Linked In
Director of Content	Industry Referral
Partnership Coordinator	Internal Hire

Organization/Agency	Sales Manager and Marketing Director (18)	Director of Content (9)	Partnership Coordinator (18)
Job Search Websites (Indeed.com, Glassdoor)	3	1	8
Good Karma Broadcasting/Brands/Websites and internal referrals	10	4	7
Handshake			
Good Karma Brands Sponsored Career Fair			1
Social Media (LinkedIn)	2	4	2
Industry Sources (AMFMJobs.com, Inside Radio, Barrett Sports Media)	3		

* The Sales Manager and Marketing Director positions shared the same applicant pool.

Good Karma Broadcasting is an Equal Opportunity Employer.

5) Total # of Interviewees Referred: For the period from May 23, 2019 to May 22, 2020, this Employment Unit interviewed 45 interviewees for full-time job vacancies. 4 applicants were hired.

6) Supplemental Recruitment Initiatives:

(a) Initiative: Internship Program

The Employment Unit operates an internship program which allows interns to gain experience in many areas of the radio industry. Internships are available year-round. During the period covered by this report, 23 interns participated in the program and all received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a Sales Manager, General Manager, Content Director, Internship Coordinator, Marketing Director, or Marketing Facilitator. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-opping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges in and out of the Cleveland area, including: Baldwin Wallace College, Cleveland State University, John Carroll University, Kent State University, Notre Dame College, The Ohio Media School, Ohio University, University of Mount Union, Indiana University, Kenyon College, Liberty University and The University of Kentucky

(b) Initiative: Mentoring Program

The employment unit has implemented a mentoring program called Big Brothers/Big Sisters. It is intended to pair up Good Karma Broadcasting teammates (*i.e.* employees) across markets and encourage veteran teammates and new teammates to develop a relationship, share ideas and advice and become a resource for each other.

(c) Initiative: Participation in Educational Institution and Community Events

1. Ohio Media School Speaking Engagement-Wednesday, June 19, 2019 at 1:30pm and 6pm
 - Internship Coordinator spoke to OMS classes about our internship program, history of GKB, affiliation with ESPN and what an ESPN Cleveland internship involves.
2. ESPN Cleveland & NDC Internship Meeting-Wednesday, August 14, 2019 at 2pm
 - Internship Coordinator met with Notre Dame College to inform them of our internship program, deadlines, requirements and what is involved in being a part of the program.
3. ESPN Cleveland Internship Conversation Call-Miami University-Tuesday, October 8, 2019 at 11am
 - Internship Coordinator had a phone meeting with Miami University to inform them of our internship program, deadlines, requirements and what is involved in being a part of the program.
4. ESPN Cleveland Internship Conversation Call-Kent State-Wednesday, October 9, 2019 at 11am
 - Internship Coordinator had a phone meeting with Kent State to inform them of our internship program, deadlines, requirements and what is involved in being a part of the program.
5. Ohio Media School Speaking Engagement-Wednesday, October 9, 2019 at 1:30pm and 6pm
 - Internship Coordinator spoke to OMS classes about our internship program, history of GKB, affiliation with ESPN and what an ESPN Cleveland internship involves.
6. ESPN Cleveland Internship Conversation Call-Cleveland State University-Friday, October 11, 2019 at 2pm
 - Internship Coordinator had a phone meeting with Cleveland State University to inform them of our internship program, deadlines, requirements and what is involved in being a part of the program.
7. American Marketing Association Speaking Engagement- Tuesday, February 11, 2020 at 7pm
 - Internship Coordinator spoke to the American Marketing Association about our internship program, history of GKB, affiliation with ESPN and what an ESPN Cleveland internship involves.
8. Ohio Media School Speaking Engagement-Wednesday, March 11, 2020 at 12:30pm and 6pm
 - Internship Coordinator spoke to OMS classes about our internship program, history of GKB, affiliation with ESPN and what an ESPN Cleveland internship involves.

(d) Initiative: Job & Career Fairs

Good Karma Broadcasting is an Equal Opportunity Employer.

1. Engage Cleveland's Young Professional Employment Fair-Thursday, June 27, 2019 at 4:30p
 - ESPN Cleveland's marketing team tabled at this job fair talking to college students about the opportunity to intern in one of ESPN Cleveland's semester long internship programs. They answered questions about the program and the opportunities that can arise from being a part of the internship.
2. University of Akron Marketing Job Fair-Friday, October 18, 2019 at 12pm
 - Internship Coordinator spoke to University of Akron classes about our internship program, history of GKB, affiliation with ESPN and what an ESPN Cleveland internship involves and the opportunity to grow into a full-time teammate.
3. Kent State - Career Assistance Panel Internship Discussion-Wednesday, November 13, 2019 at 5pm
 - Internship Coordinator participated in an open student panel discussing his experiences with ESPN Cleveland and what it is like working in the broadcast/ sports marketing industry. He answered questions from the students on what his day to day looks like in his career as well as the careers of his teammates around him within sales and content.