

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2018 to September 23, 2019.

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:  777 S Flagler Drive, Suite 106 West Palm Beach, FL 33401	Telephone Number: (561) 697-8353
	Contact Person/Title: Keith Williams/Vice President
	E-mail Address: kwilliams@goodkarmabrands.com

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

Job Title	Recruitment Source Referring Hiree
Marketing Consultant Partnership Coordinator	Teammate referral Former Intern
Organization / Agency / Source of Recruitment	Marketing Consultant
GoodKarmaBrands.com	2
Indeed.com	2
LinkedIn.com (paid posting)	
Handshake (Florida Atlantic University, Florida State, NOVA Southeastern)	
Good Karma Brands teammate referral	5
Former Intern	2
Advertising partner referral	1

5) **Total # of Interviewees Referred:** For the period from September 22, 2018 to September 23, 2019, this Employment Unit interviewed 12 interviewees for full-time job vacancies. 2 applicants were hired, one as a marketing consultant (sales) and one as a partnership coordinator (sales support)

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, forty (40) 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, 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-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical

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colleges around the area including: Florida Atlantic University / FAU Sports Management, Keiser University, Connecticut School of Broadcasting, Lynn University, Palm Beach Atlantic University, Palm Beach State College, University of Central Florida, University of Florida, Columbia International, Xavier University, University of Michigan, High Point University, Bridgewater State University.

**(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: Job & Career Fairs**

**Business Expo & Job Fair at the Hilton Palm Beach.** On September 27, 2018, a member of the ESPN West Palm marketing team attended this career fair. Approximately 100 attendees.

**Palm Beach State College.** On October 11, 2018, a member of the ESPN West Palm marketing team participated in this career fair. An estimated 60 students attended.

**Florida Atlantic University Career Fair.** On November 5, 2018, a marketing member of the ESPN West Palm team participated in this student athlete career fair. Approximately 60 students attended.

**Lynn University Career Fair.** On March 20, 2019, members of the ESPN West Palm team participated in this career fair. Estimated attendance of 60 students.

**Palm Beach State College.** On April 3, 2019, members of the ESPN West Palm team participated in this career fair. Estimated attendance of 50 students.

**Lynn University Career Fair.** On September 17, 2019, members of the ESPN West Palm team participated in this career fair. Estimated attendance of 60 students.

**(d) Initiative: Participation in Educational Institution and Community Events**

**FAU Student Media Open House.** On March 11, 2019, a member of the ESPN West Palm content team participated in a speaking engagement regarding working in radio and media. Estimated attendance of 20 students.

**Palm Beach State College Business Expo** On September 24, 2018, two members of the ESPN West Palm content and marketing team spoke to about 50 students about working in the radio industry.

**Meet the media at the Boca Raton Innovation Campus** On July 22, 2018, a member of the ESPN West Palm content team attended a meeting at a “meet the media day” with approximately 50 people in attendance.

**Careers Marketing & Communication Career Panel and Networking Event** on April 19, 2018, a member of the ESPN West Palm marketing and sales team spoke on marketing communications. Approximately 55 people attended.

**(e) Initiative: Job Shadowing Program**

Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area high school and colleges visit the station and shadow an Employment Unit employee for an entire day, giving them a feel for careers in the broadcasting industry.

**On July 22, 2018,** two senior students from a local high school shadowed members of our marketing team for the day.

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