

GOOD KARMA BRANDS

[EST. 1997]

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2020 – September 23, 2021.

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 Dr. Ste. 106 West Palm Beach, FL 33401	Telephone Number: 561-693-8353
	Contact Person/Title: Stephanie Prince / Market Manager
	E-mail Address: sprince@goodkarmabrands.com

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

Job Title

1. Regional Sales Manager
2. Marketing Consultant (used same candidate pool as position 3)
3. Marketing Consultant (used same candidate pool as position 2)
4. Operations Manager
5. Sports Multimedia Journalist (used same candidate pool as position 6)
6. Sports Multimedia Journalist (used same candidate pool as position 5)

Recruitment Source Referring Hiree

- LinkedIn
Industry Source
LinkedIn
Internal Teammate
Teammate Referral
Industry Source (STAA)

Good Karma Broadcasting is an Equal Opportunity Employer.

Organization/Agency	Regional Sales Manager	Marketing Consultant	Operations Manager	Sports Multimedia Journalist
Job Search Websites (Indeed.com, Glassdoor, ZipRecruiter, workinsports.com)	0	8	7	1
Good Karma Brands website/internal referrals	2	3	6	4
Handshake	0	0	0	0
Social Media (Facebook, Instagram, LinkedIn)	12	2	1	0
Industry Sources (Allaccess.com, Inside Radio, Barrett Sports Media, Crane's Magazine, Industry Referrals)	1	2	6	12

5) Total # of Interviewees Referred: **For the period from September 22, 2020 to September 23, 2021, this Employment Unit interviewed 67 candidates for the full-time vacancies. Six applicants were hired.**

6) Supplemental Recruitment Initiatives:

(a) Initiative: Internship Program

Due do COVID-19, this Employment Unit did not have an internship program for the Summer or Fall semesters of 2020 or the Spring or Summer semesters of 2021 but are discussing timeline/next steps in reimplementing the internship program in 2021/2022.

(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) EEO Training Programs for Management Employees

Manager Development Training – In May 2021, all Managers were required to participate in Manager Development Training which focused on appropriateness in the year of a pandemic and covered situations ranging from responses to vacation days, to asking employees about vaccines, to when/how to alert employees when someone is out sick, etc.