

# GOOD KARMA BRANDS

[EST. 1997]

## EEO PUBLIC FILE REPORT

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

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 <sup>th</sup> 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:**

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. Marketing Consultant	Indeed.com
2. Partnership Coordinator	Partner Referral
3. Marketing & New Media Manager <i>(posted for one job, but split the role in two and hired two candidates from same pool of candidates)</i>	
1. New Media Manager	Teammate Referral & LinkedIn
2. Marketing Manager	Indeed.com

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Organization/Agency	Marketing Consultant	Partnership Coordinator (Digital)	Marketing & New Media Manager
Job Search Websites (Indeed.com, Glassdoor, ZipRecruiter, workinsports.com)	11	8	7
Good Karma Brands website/internal referrals	9	5	9
Handshake	0	0	0
Social Media (Facebook, Instagram, LinkedIn)	3	3	9
Industry Sources (Allaccess.com, Inside Radio, Barrett Sports Media, Crane's Magazine, Industry Referrals)	1	1	2

5) Total # of Interviewees Referred: **For the period from May 23, 2020 to May 22, 2021, this Employment Unit interviewed 68 candidates for the full-time vacancies. Four 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**

**LinkedIn Diversity, Inclusion, and Belonging for All (DIB) Training** – In June and July 2020, all Division Managers participated in this video training course that engaged them in meaningful conversations about diversity, inclusion, belonging, unconscious bias, and methods to ensure equal employment opportunity and prevent discrimination in the workplace.

**Diversity and Inclusion Education Sessions** – In July 2020, all Teammates, including Management Teammates with hiring responsibilities, participated in Diversity and Inclusion Education Sessions that provided training to develop an environment that embraces diversity, prevents discrimination, and practices equal opportunity employment and inclusion in our workplace.

**FCC EEO Rules in the Year of the Pandemic – Virtual Event Online.** On June 22, 2020, one member with hiring capabilities of the Good Karma Broadcasting, LLC team attended the WBA EEO Rules in the Year of the Pandemic virtual event.

**Time to Win – Sales Management Education** – Every week, the Market Manager and Good Karma Brand's Vice President, sends out an educational learning piece called Time to Win that focuses on sales strategies, guidance, how to handle certain situations, objections and challenges faced, etc. This is shared & discussed internally with all sales & management employees and is also posted externally on LinkedIn.

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**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.

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

**Justice For All Cleveland** – On June 17, 2020, we participated in Justice For All Cleveland which was a community event and first of its kind radio simulcast that centered conversations around race, equality & inclusion in the workplace & community. It included a host/moderator with a panel of guests focusing on the serious topics and uncomfortable conversations.

**Build the Bridge** – In August 2020, this Employment Unit and The Cleveland Browns partnered together with “Build the Bridge” which was a community initiative designed to empower, develop and unify high school football teams through meaningful interactions between programs of different racial and/or socio-economic demographics. This initiative is focused on fostering the success of student-athletes as they continue to advance educationally, athletically, and in their future careers.

**Kent State University:** In November of 2020, The Marketing Facilitator of this Employment Unit participated in a virtual career discussion with other local sports organizations in Cleveland where 25 students attended to discuss career opportunities and who we are as a company.