

EEO PUBLIC FILE REPORT

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

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

There were no full-time positions filled in 2020

5) Total # of Interviewees Referred: Not applicable

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, seventeen (17) 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 colleges around the area including: Florida Atlantic University, Connecticut School of Broadcasting, Lynn University, Florida International University, Palm Beach State College, University of Florida, 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

Lynn University Virtual Career Fair. On September 15, 2020, members of the ESPN West Palm team participated in this virtual career fair. Estimated attendance of 30 students.

WEFL (AM) and WUUB (FM) are an Equal Opportunity Employer.

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

Palm Beach State College Business Expo. On September 24, 2019, two members of the ESPN West Palm content and marketing team spoke to about 50 students about working in the radio industry.

Grassy Waters Elementary Career Day. On May 22, 2020, two members of the ESPN West Palm content team spoke to a 3rd grade class on their roles in media and sports. Approximately 20 people attended.

FAU Careers In Sports Broadcasting Presented By ESPN West Palm / Virtual Seminar. On June 30, 2020, three members of the ESPN West Palm marketing and content team spoke on different careers and opportunities in sports marketing. Approximately 65 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 December 19th, 2019, one sr. student from a local high school shadowed multiple members of our marketing team for the day.