

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2022 to July 22, 2023.

1) **Employment Unit:** Good Karma Broadcasting LLC
 Good Karma Brands Milwaukee LLC (acquired by Good Karma Broadcasting LLC as of 1/20/23)

2) **Unit Members (Stations and Communities of License):**

WBEV (FM) *	FCC Facility ID No. 4474	Beaver Dam, WI
WBEV (AM)	FCC Facility ID No. 4475	Beaver Dam, WI
WTLX (FM)	FCC Facility ID No. 4477	Monona, WI
WGKB (AM)	FCC Facility ID No: 70771	Waukesha, WI
WTTN (AM) **	FCC Facility ID No. 71092	Columbus, WI
WKTI (FM)	FCC Facility ID No. 74095	Milwaukee, WI
WTMJ (AM)	FCC Facility ID No. 74096	Milwaukee, WI

* Previously WXRO-FM

** Sold to Civic Media Inc. on 2/21/23

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

Mailing Address: 301 W. Wisconsin Avenue Suite 200 Milwaukee, WI 53203	Telephone Number: (414) 209.3100
	Contact Person/Title: Anabel Roda/Compliance Specialist
	E-mail Address: aroda@goodkarmabrands.com

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

Job Title	Recruitment Source of Candidate Hired
1. General Manager	Industry Referral
2. Marketing Facilitator	Indeed
3. Director of Marketing	Employee Referral
4. Producer	Internal Email from Human Resources
5. Digital Content Manager	Recruitment Company
6. News Reporter/Anchor	Internal Email from Human Resources
7. Marketing Consultant	Industry Referral
8. On Air Host	Industry Referral
9. Digital Content Specialist	Internal Email from Human Resources
10. Marketing Consultant	Internal Email from Human Resources
11. Partnership Coordinator	LinkedIn
12. Marketing Design Coordinator	Internal Email from Human Resources

Job Title	Recruitment Source of Candidate Hired
13. Sales and Marketing Coordinator	Internal Email from Human Resources
14. Marketing Facilitator	Internal Email from Human Resources
15. Producer	Industry Referral
16. Marketing Consultant	Employee Referral
17. Multimedia Journalist	Internal Email from Human Resources
18. Marketing Consultant	LinkedIn
19. Partnership Coordinator	Internal Email from Human Resources
20. News Director	Industry Referral

Recruitment Sources	Positions Hired and Number of Candidates Interviewed																			
	Job Number#																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Employment Unit's Website/Career Center - goodkarmabrands.com/careers										1	1	2		2		1	1		3	
Employment Unit's Internal Job Posting Email				2	1	2	2		1	2		1	1	2		2	2		1	
Employment Unit Employee Referral			1				1	1		1	2		1		1	1	1	1		
Industry Referral	1					1	1	1		1			1		1	1	1		2	
Indeed.com		3			4						1	1	5		3				1	
ZipRecruiter								1												
LinkedIn	2	5			3		2		2	2	1	3	12	4	1	2		3	2	4
Handshake													1							
Inside Radio																				
All Access																				
TVandRadioJobs.com																				
Barrett Sports Media																				
Wisconsin Broadcasters Association Website																	1			
Recruitment Company					1															
Instagram															2					
Career Fairs																				

5) **Total # of Interviewees Referred:** For the period from July 23, 2022 to July 22, 2023, this Employment Unit interviewed One Hundred Twenty-Four (124) candidates for full-time job vacancies. Twenty (20) applicants were hired.

6) **Supplemental Recruitment Initiatives:**

(a) **Initiative: Internship Program**

The Employment Unit continues to offer a paid internship program to students, providing them with a valuable learning experience, covering the fundamental roles of the Content, Sales and Marketing Departments, as well as the ability to earn college credits once they complete the program. Internships can prove to be instrumental in pursuing and securing

careers in the broadcasting industry. Some of the interns were later hired for part-time positions within the Employment Unit.

(b) Initiative: Mentoring Program

The Employment Unit continues to implement a mentoring program called Karma Connects (previously Big Brothers/Big Sisters). The objective is to pair up employees across markets so that veteran employees can become a resource to other employees, sharing their experience, knowledge, ideas and advice so that non-veteran employees can acquire skills that will help qualify them for high-level positions during their careers at the Employment Unit.

(c) Initiative: Participation in Career Fairs

On September 19, 2022, the Employment Unit attended the University of Wisconsin-Madison Athletics Career Fair at the Kohl Center in Madison, Wisconsin. The Market Manager and the Director of Marketing at the Employment Unit met with student athletes and discussed full time opportunities and the internship program at the Employment Unit. They also answered questions about sports broadcasting and how to prepare yourself if you want to pursue a career in the industry.

On October 4, 2022, the Employment Unit attended Edgewood College's Internship and Career Fair in Madison, Wisconsin. A Market Manager and a Director of Marketing at the Employment Unit spoke about job opportunities and the internship program at the Employment Unit. In addition to answering the students' questions about the different positions available, they also referred them to the Career Center on the Employment Unit's website where they can apply for a position, if interested.

On October 21, 2022, an Executive Assistant/Internship Coordinator at the Employment Unit attended the Annual Diversity Employment Day Career Fair held at Milwaukee County War Memorial Center in Milwaukee, Wisconsin. The event drew approximately 200 people and the Executive Assistant/Internship Coordinator was able to meet with those interested in the Employment Unit and its current open positions. He also promoted the internship program which has helped provide former interns with an on hands learning experience that has helped them secure jobs in broadcasting.

On February 25, 2023, the Employment Unit participated in the Wisconsin Broadcasters Association Career Fair at the Madison Marriott West in Middleton, Wisconsin. A Market Manager, Director of Marketing and On Air Host at the Employment Unit were all in attendance at the event to talk to the students and answer questions about the broadcasting industry and to share the job opportunities available in the Employment Unit. The On Air Host also attended the Speed Networking session at the Career Fair during which he spoke with students interested in sports broadcasting and gave them advice on how to pursue a career in this business.

On March 14, 2023, the Employment Unit attended the University of Wisconsin-Whitewater's Networking and Career Fair in Whitewater, Wisconsin. A Director of Marketing, two Marketing Facilitators, and a Creative Services Specialist from the Employment Unit were all there at the event to speak with the students and answer any questions they had about the Employment Unit and its open positions. If any of the students were interested in applying, they directed them to the Employment Unit's Career Page on its website.

On April 6, 2023, the Employment Unit attended, hosted and sponsored the South Central Wisconsin Career Expo at Beaver Dam High School in Beaver Dam, Wisconsin. The Station planned and executed the entire event, including booking the venue, recruiting companies to participate, promoting it on air, on social media and on the Station website. In attendance at the event were the Station's General Manager, Sales and Marketing Coordinator, Executive Assistant and Marketing Consultants who spoke with the attendees about the open positions at the Employment Unit and offered advice on how to start a career in radio.

On April 11, 2023, the Employment Unit participated in the JAMS Internship and Networking Fair at the University of Wisconsin-Milwaukee in Milwaukee, Wisconsin that drew approximately 200 students. Two Marketing Facilitators at the Employment Unit were able to talk with students, who are interested in pursuing a career in broadcasting, about the internship program at the Employment Unit and positions currently open and listed on the Career Page of its website.

(d) Initiative: Training Programs and Career Planning Tool for Employees

Sales Management Education – A Senior Vice President of Good Karma Broadcasting sends out a weekly educational learning piece called “Time to Win” that focuses on sales strategies, leadership, leveraging the power of the company’s marketing solutions to build brands, teamwork, and utilizing our partnerships to bring local advertisers customized solutions. This is shared and discussed internally with all sales employees and management employees as part of the Employment Unit’s ongoing goal to encourage, educate, and train its employees to develop skills that will help prepare them for advancement within the company. “Time to Win” is also posted approximately every other week on the Employment Unit’s website and 1-2 times a month on LinkedIn.

Career Planning Tool/Training – The Employment Unit continues to offer a questionnaire, accessible to all its employees, which is used as a career planning tool to help guide its employees through their career path. The responses obtained from the questionnaire will be reviewed and utilized by Human Resources and the employees’ managers so that appropriate discussions can take place and training provided to help the employees acquire the skills that could qualify them for higher level positions and/or the type of position they want to achieve at the Employment Unit.

Educational Seminar Series – Good Karma Broadcasting launched GKB University, a continuing educational series designed to strengthen employees’ professional development as they advance in all phases of their career. All employees can peruse the course catalog for topics of interest and register for the seminars. These learning events are designed to give employees the opportunity to gain knowledge to elevate their skill set in their current role and for possible advancement within the company.

(e) Initiative: EEO Training Programs for Management Employees

Manager Development Training – Every 2nd Thursday of the month, all managers in the Employment Unit are required to participate in Manager Development Training. Subjects covered include recruitment, training, education, Human Resource processes, project management, EEO compliance, and mitigating unconscious bias. As of January 2023, the management training schedule was changed to bi-monthly on the first Thursday of the month.

EEO Webinar – As a continuing endeavor to comply with the FCC’s EEO Rules, the Compliance and Hiring and Talent Acquisition Teams at Good Karma Broadcasting watched an online webinar, “A Review of the FCC’s EEO Requirements for Broadcasters” originally held on April 13, 2023, and is part of a state broadcaster’s association’s EEO Assistance Action Plan. The webinar reviewed the current FCC’s EEO rules and discussed what stations should do to meet those obligations, as well as what might lie in store for future FCC EEO compliance.

EEO Session – On June 14, 2023, a Director of Content and an On Air Host in the Employment Unit attended the EEO Session: You’re Looking in All the Wrong Places: How to Find Diverse Talent at Every Level” at the Wisconsin Broadcasters Association’s Summer Conference at the Osthoff Resort in Elkhart Lake, Wisconsin. The session explored ways to engage diverse job applicants, refine hiring strategies, comply with FCC requirements and meet goals to attract the best candidates.

(f) Initiative: Participation in Educational Institutions and Community Events

Speaking to a Class – On October 4, 2022, a Market Manager in the Employment Unit was a guest speaker at a Sports Marketing Class of approximately 50 students at the University of Wisconsin-Madison, in Madison, Wisconsin. He spoke about his role at the Employment Unit, the different career opportunities in broadcasting, and gave advice on how to get one’s foot in the door of this highly competitive industry.

Speaking to a Class – On November 17, 2022, an Executive Assistant at the Employment Unit was a guest speaker at the Marketing/Sports Promotion Class at Marquette University in Milwaukee, Wisconsin. He gave a presentation to approximately 17 students during which he talked about his background, an overview of the Employment Unit and his current role there. His presentation also covered advice on how to get a job in broadcasting and how to apply for job opportunities or the internship program at the Employment Unit.

Speaking to an Organization – On January 12, 2023, an On Air Host at the Employment Unit was a guest speaker at the Wauwatosa Mayfair Rotary Club. He talked about his role at the Employment Unit and how and why he decided to pursue this career path. After 43 years in the competitive Radio business, he has seen it all and was open to giving advice to anyone who is interested in following in his footsteps.

Speaking at a Broadcasting Webinar – On January 19, 2023, the Leadership Coach at Good Karma Broadcasting was the guest speaker for a state broadcaster association’s educational webinar “The Opportunities Ahead – A Broadcast Veteran’s View of the Future”. During the one hour event, he discussed how stations tend to look in the same places for Talent, and it is his view that we should combat inertia by broadening our view and thinking differently about how we are recruiting to build a culture that is inclusive, creative, and rewarding. The presentation was viewed by other broadcasters and employees within the Employment Unit.

Speaking to a Business Club – On February 13, 2023, a Market Manager in the Employment Unit was a guest speaker at the Sports Business Club at the University of Wisconsin-Madison, in Madison, Wisconsin. Approximately 50 attendees listened to his overview of the Employment Unit, his role as Market Manager of a radio station, and his advice on how to pursue a career in sports broadcasting. Afterwards, the Market Manager fielded questions from the students.

Speaking to a Class – On February 14, 2023, a Market Manager in the Employment Unit was a guest speaker at two Sports Marketing Classes (same class, different times) of approximately 50 students at the University of Wisconsin-Madison, in Madison, Wisconsin. He discussed his duties as Market Manager of the Station, how he worked his way up to that managerial role and the different career opportunities in broadcasting, specifically at the Employment Unit.

Speaking on a Panel – On February 25, 2023, a Director of Content at the Employment Unit served on a panel for three sessions at the Wisconsin Broadcasters Association’s Student Seminar held at the Madison Marriott West in Middleton, Wisconsin. To an audience of approximately 75 students, he spoke about how best to prepare for one’s first day on the job, the business of broadcasting and the state of the industry. He also offered advice on how to pursue a career in Radio, including going to school and taking advantage of training and internship programs that provide hands on experience.

Speaking at a School – On March 24, 2023, the Director of Project Management at the Employment Unit was a guest speaker to a group of 300 students at Darlington High School and to a class of 150 students at the Darlington Middle School, both in in Darlington, Wisconsin, for their Career Planning Day. In addition to talking about her experiences in broadcast marketing, content and sales, she discussed the different roles and opportunities within the Employment Unit, gave advice on how to pursue a career in the competitive field of sports broadcasting, and the benefits of job shadowing and internship programs for students.

Speaking to a Class - On March 27, 2023, a Content Manager/On Air Host in the Employment Unit was a guest speaker at the Media Broadcast Class at Waunakee Community High School in Waunakee, Wisconsin. To an audience of approximately 12 students, he talked about his own career path, the roles he has had at the Station, and what goes into preparing and producing interesting, quality content and play by play. He also answered the students’ questions about sports broadcasting and told them that they could reach out to him anytime for advice on their careers.

Speaking on a Panel – On May 2, 2023, the Senior Director of Human Resources for Good Karma Broadcasting spoke on a panel at the Metro Milwaukee SHRM 2023 Annual Spring Conference at the Brookfield Conference Center in Brookfield, WI. She provided out of the box recruitment suggestions for reaching a larger candidate pool, thus resulting in a more diverse and qualified group of applicants.

Speaking on a Panel – On May 6, 2023, a Director of Content and an On Air Host from the Employment Unit were panelists for a discussion hosted by the Wisconsin Broadcasters Association’s Young Professionals Committee at the Madison Marriott West in Middleton, Wisconsin. They spoke to a group of approximately 30 young broadcast professionals about the future of broadcasting, the role we will play in that future and what we will need to do to be prepared for and successful in our careers in the future.

Speaking to a Class – On May 16, 2023, an On Air Host at the Employment Unit was a guest speaker at the Speech Class at Greendale High School in Greendale, Wisconsin. To an audience of approximately 25 students, he coached them on the writing and delivery of news copy and gave them an opportunity to take turns reading scripts from previous newscasts. Afterwards, he offered tips on how they can improve. He also discussed the importance of training and schooling necessary to become a successful On Air Host.

(g) Initiative: Job Shadowing

On January 24, 2023, a high school student “job shadowed” a Senior Production Director at the Employment Unit. The student is interested in voice work/production as a career, and he was able to spend time with the Senior Production

Director watching firsthand his daily responsibilities and learning his line of work. The two of them spent a considerable amount of time in the studios voicing spots and critiquing them afterwards.

On February 17, 2023, the Employment Unit welcomed a special needs high school student through coordination with Life Navigators and allowed him to “job shadow” with the producers so that he could learn about how they prepare for and produce a radio show, how to operate the board, and interact with the on air hosts. The experience deepened the student’s love of broadcasting and his desire to become a sportscaster.

On June 27, 2023, the Director of Project Management at the Employment Unit welcomed a student whom she had met through Marquette Mentors, the mentor program of the Marquette University Alumni Association that matches current students with alumni based on career interest, for a day of “job shadowing”. The student was able to watch the Director of Project Management as she handled her responsibilities throughout the day. The student also met with a Marketing Facilitator and an Executive Assistant to discuss opportunities within their internship program.

On July 19, 2023, a student from DePaul University “job shadowed” a Director of Marketing in the Employment Unit. The student, who is interested in a career in Radio and wants to apply for an internship, was able to gain some insight into the workings of a radio station by observing and learning from the Director of Marketing as she flowed through her daily tasks and interacted with the other departments.

(h) Initiative: Outreach to Community Organizations

On-Air Announcements – The Station aired multiple announcements per week stating that the Station is an Equal Opportunity Employer and that any organization that maintains a job bank, provides employment information, or gives job referrals can contact the Station and request to be placed on the mailing list to learn of future job vacancies.

Internet – The Career Page on the Employment Unit’s website states that we are an Equal Opportunity Employer and that we invite any organization that maintains a job bank, provides employment information, or gives job referrals to contact us if they would like to be placed on our mailing list for future career opportunities.

(i) Initiative: Disseminating Information About Employment Opportunities

Recruitment Show – The Employment Unit continues to broadcast a weekly recruitment show called “Hired” hosted by the Senior Director of Human Resources and a Coaching and Development Consultant (previously an employee of Good Karma Broadcasting LLC). This show focuses on recruitment and showcases the current open positions throughout all the markets of the Employment Unit. The responsibilities of each open position are explained in detail, as well as the desired qualifications and experience that the Employment Unit is looking for when recruiting candidates for the position. The hosts of the show also explain how anyone interested in joining the Employment Unit’s Team can go to the Career Center on its website and apply for any of the open positions listed there.

(j) Initiative: Media Trade Group Postings

The Employment Unit posted full-time Content roles on the Wisconsin Broadcasters Association (WBA) website. The WBA provides a range of services to broadcasters throughout Wisconsin and has a broad-based membership that includes women and minorities.