

## EEO PUBLIC FILE REPORT

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

1) **Employment Unit:** Good Karma Broadcasting, LLC  
Good Karma Brands Milwaukee, LLC

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

WTLX(FM)	FCC Facility ID No. 4477	Monona, WI
WTTN(AM)	FCC Facility ID No. 71092	Columbus, WI
WBEV(AM)	FCC Facility ID No. 4475	Beaver Dam, WI
WXRO(FM)	FCC Facility ID No. 4474	Beaver Dam, WI
WAUK(AM)	FCC Facility ID No. 10824	Jackson, WI
WTMJ (AM)	FCC Facility ID No. 74096	Milwaukee, WI
WKTI (FM)	FCC Facility ID No. 74095	Milwaukee, WI
WMVP (AM)	FCC Facility ID No. 73303	Chicago, IL

- Operated by the employment unit pursuant to a Local Marketing Agreement with Sports Radio Chicago, LLC

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

Mailing Address:  720 E. Capitol Drive Milwaukee, WI 53212	Telephone Number: (414) 209.3100
	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
1. Marketing Consultant	Teammate referral
2. Accounting Specialist	Job Search Website (Indeed)
3. Collections Specialist	Job Search Website (Indeed)
4. Partnership Development Specialist <i>(same pool of candidates as position 5)</i>	Teammate referral
5. Partnership Development Specialist <i>(same pool of candidates as position 4)</i>	Teammate referral
6. Program Director	Company Website
7. Partnership Coordinator	LinkedIn
8. Partnership Coordinator Company Website	
9. Partnership Development Specialist	Job Search Website (Indeed)
10. Digital Reporting Analyst	Job Search Website (Indeed)
11. Marketing Consultant	Teammate Referral
12. Partnership Coordinator	Internal Hire
13. Partnership Development Specialist	Company website
14. Training Coordinator	Social Media
15. Market Manager confidentiality	Did not post position, need for
16. Marketing Facilitator <i>(same pool of candidates as position 17)</i>	LinkedIn
17. Marketing Facilitator <i>(same pool of candidates as position 16)</i>	Internal Hire
18. National Sales Manager	Internal Hire

Organization/Agency	MC	Acc. Spec.	Coll Spec.	PDS	PD	PC	PC	PDS	Dig. Rep. Analyst	MC	PC	PDS	Train. Coord.	MF	NSM
Job Search Websites (Indeed.com, Glassdoor, ZipRecruiter, ihireHR.com, ihireaccounting.com)	7	5	1	2	2	1	1	4	3	1	1	1	6	2	8
Good Karma Broadcasting/Brands/Websites and internal referrals	5	3	1	3	7	4	3	2	3	6	4	4	3	6	5
Handshake	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
Good Karma Brands Sponsored Career Fair	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Social Media (LinkedIn)	0	4	2	1	0	2	0	0	0	0	9	10	20	3	3
Industry Sources (AMFMJobs.com, Inside Radio, Barrett Sports Media, National Alliance of State Broadcasters Association, Illinois Broadcasters Association, Industry Referrals)	1	0	0	0	7	0	0	0	0	1	0	0	1	0	0

**5) Total # of Interviewees Referred:** For the period from July 23, 2019 to July 22, 2020, this Employment Unit interviewed 172 interviewees for full-time job vacancies. 18 applicants were hired.

**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, 28 interns participated in the program (Milwaukee = 12, Madison = 16, Beaver Dam = 0) 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; but generally all report directly to an Internship Coordinator. 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, working and attending on-site events, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area including Marquette University, UW-Eau Claire, UW-Green Bay, UW-Lacrosse, UW-Madison, UW-Milwaukee, UW-Oshkosh, UW-Parkside, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Superior, UW-Whitewater, Madison College, Edgewood College, Carroll University, Concordia University Wisconsin. Other colleges and universities which stations had interns participate were: Michigan 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**

**Milwaukee Diversity Employment Day Career Fair.** Milwaukee County War Memorial Center in Milwaukee, WI. On September 19, 2019, two members of our Marketing and Sales Team participated in this career fair promoting our career and internship opportunities. Approximately 835 people were in attendance.

**CUW Sports & Hospitality Networking Roundtable.** Concordia University – Wisconsin in Mequon, WI. On October 28, 2019, two members of our Marketing Team attended the event discussing internship opportunities with students. Approximately 100 people were in attendance.

**Wisconsin Broadcasters Association Career Fair.** At the Madison Concourse Hotel in Madison, WI on January 29, 2020. Members of our Marketing Team attended the event. Approximately 100 people were in attendance.

**Marketing Networking Night.** At Marquette University in Milwaukee, WI. On February 11, 2020, one member of our Marketing Team participated in this career fair promoting our internship opportunities. Approximately 75 students were in attendance.

**University of Wisconsin Madison Advertising and Communications Career Fair.** Union South in Madison, WI. On February 11, 2020, two members of our Marketing Team participated in this career fair promoting our career and internship opportunities. Approximately 400 people were in attendance.

**UW-Parkside Spring Career Fair.** University of Wisconsin – Parkside in Kenosha, WI. On February 26, 2020, two members of our Marketing Team participated in this career fair promoting our internship and job opportunities. Approximately 250 people were in attendance.

**Edgewood College Community Partner Career Fair.** Washburn Heritage Room (Edgewood College) in Madison, WI on March 2, 2020. Two members from our Marketing Team participated in the career fair promoting our internship opportunities. Approximately 80 people were in attendance.

**Wisconsin Broadcasters Association Speed Networking.** Madison Marriott West in Middleton, WI. On March 7, 2020, one member of our Marketing Team and 3 members of our Content Team participated in this networking event promoting our internship and job opportunities. Approximately 75 people were in attendance.

**Chicago Bulls Career Fair on Friday,** January 10, 2020 at 12:30 pm, at the United Center in Chicago, IL - The WMVP(AM) Director of Sales, a WMVP(AM) Marketing Consultant, and a WMVP(AM) Marketing Facilitator represented the Employment Unit at the event. Approximately seven hundred (700) job seekers were in attendance.

**Northwestern Sports and Entertainment Career Fair on Friday,** February 21, 2020, at 12:30 pm, at Northwestern University, Welsh-Ryan Arena, in Evanston, IL - The WMVP(AM) Local Sales Manager, a WMVP(AM) Marketing Consultant, and a WMVP(AM) Marketing Facilitator represented the Employment Unit at the event. Approximately three hundred (300) job seekers were in attendance.

**(d) Initiative: Sponsoring and organizing a Career Fair**

**95X South Central Wisconsin Career Expo.** Sponsored and organized by Good Karma Brands. March 11, 2020 from 10 am to 5 pm at the Beaver Dam Community High School in Beaver Dam, Wisconsin. Eight Good Karma teammates participated in this career fair. Approximately 570 people and 37 hiring businesses were in attendance.

**Chicago Bulls Career Fair and the Northwestern Sports & Entertainment Career Fair** above listed job fairs, the Employment Unit was a media sponsor of these events, airing PSAs on the station to help promote the job fair, and posting the event on the station's Facebook Events page with all the relevant information to help create awareness.

**(e) Initiative: EEO Training Programs for Management Employees**

**Wisconsin Broadcaster Association, Madison, WI** – On January 29, 2019, two members with hiring capabilities of the Good Karma Broadcasting, LLC team attended the WBA Assistance Action Plan for EEO Compliance. We learned how to ensure Equal Employment Opportunity and prevent unlawful discrimination.

**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.

**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.

**(f) Initiative: Participation in Other Activities**

**WBEV-AM and WXRO-FM celebrates Teacher of the Month award.** General Manager presents the award while providing an overview of who we are and careers in broadcasting to those in attendance. Lincoln Elementary in Beaver Dam (December 10, 2019), Jefferson School in Beaver Dam (January 3, 2020)

**Cardinal Stritch Class – Milwaukee, WI.** On October 22, 2019, one member of our Marketing Team talked with students about career development and the sports marketing/media industry. There were 18 students in attendance.

**McFarland High School Lunch and Learn – McFarland, WI** – On October 23, 2019, one member of our Marketing Team talked with students about the sports marketing and career paths/responsibilities. There were approximately 350 students in attendance.

**Marquette Sports Management Class – Milwaukee, WI.** On November 12, 2019, two members of our Marketing Team talked with students about career development and the sports marketing/media industry. There were 20 students in attendance.

**UW-Parkside Sports Management Club – Kenosha, WI.** On November 18, 2019, one member of our Marketing Team talked with students about career development and the sports marketing/media industry. There were 25 students in attendance.

**UW-Parkside Sports Management Class – Kenosha, WI.** On November 18, 2019, one member of our Marketing Team talked with students about career development and the sports marketing/media industry. There were 20 students in attendance.

**UW Madison Sports Business Club – Madison, WI** – On February 3, 2020, two members of our Marketing Team talked about trends in sports marketing and as well as their respective careers. There were approximately 75 students in attendance.

**Bayside Middle School – Milwaukee, WI.** On February 5, 2020, one member of our Sales Team talked with middle school students about career experiences. There were approximately 40 students in attendance.

**Mount Horeb High School Sports Marketing Class - Mount Horeb, WI** – On March 3, 2020, one member of our Marketing Team talked about trends in sports marketing as well as their career responsibilities and educational background. There were approximately 15 students in the class.

**Wauwatosa Mayfair Rotary Club – Wauwatosa, WI.** On March 10, 2020, one member of our Content Team gave Wisconsin sports updates and insights into working within sports. There were approximately 30 people in attendance.

**Inclusive Internship Program Community Growth Session – Virtual Event** – On July 16, 2020, one member of our Marketing Team attended an event sponsored by Edgewood College that discussed best practices of a successful internship program and how to best support students at their internships and in their career development. There were approximately 7 people in attendance.

**(g) Initiative: Job Shadow**

**Barneveld High School – Barneveld, WI** – November 12, 2019, our team spoke to students visiting the office while they discuss production, marketing, broadcasting and sports. 2 students attended.

**Oostburg High School – Oostburg, WI** – On December 20, 2019, members of our team spoke to a student visiting the office who was interested in on-air content and marketing. 1 student attended.

**Colorado State – Fort Collins, CO** – On January 15, 2020, members of our team spoke to a student visiting the office who was interested in sales and marketing. 1 student attended.

**UW-Milwaukee – Milwaukee, WI** – On January 29, 2020, members of our team spoke to a student visiting the office who was interested in on-air content and production. 1 student attended.

**McFarland High School – McFarland, WI** – On March 6, 2020, members of our team spoke to a student visiting the office who was interested in event promotion and marketing. 1 student attended.

**Waukesha County Technical College – Waukesha, WI** – On March 23, 2020, members of our team spoke to a student virtually through the “Putting Abilities to Work” program about career development and working within marketing and media. 1 student attended.

**(h) Initiative: Educational Outreach**

**Illinois Media School Sports Broadcasting Class, Lombard, IL** – On November 6, 2019, one (1) member of the Employment Unit’s Content Team was a guest speaker at this school during which he discussed how students should prepare for and conduct themselves when working on TV broadcasts. He also talked about the different career opportunities in TV and Radio broadcasting and at the Employment Unit. Approximately fifteen (15) students were in attendance.

**Illinois Media School Sports Emphasis Program, Lombard, IL** – One (1) member of the Employment Unit’s Content Team was a guest speaker at this program during which students of the school learn how to direct, produce, shoot, and do play by play at the Windy City Bulls games. The Teammate spoke to the students about what goes into a sports radio broadcast at a game, how to prepare for it, and what makes a successful broadcast. The Teammate also discussed his role as on air host at the Employment Unit, the different careers in sports radio broadcasting, and offered advice on how to pursue a career in this very competitive industry. Approximately twelve (12) students interested in sideline reporting, engineering, camera and production were part of this program. The Teammate was a guest speaker for the program on the following dates/locations:

- November 8, 2019 – Windy City Bulls Away Game, Menominee Nation Arena, Oshkosh, WI
- November 9, 2019 – Windy City Bulls Home Game, Sears Centre Arena, Hoffman Estates, IL

- November 20, 2019 – Windy City Bulls Home Game, Sears Centre Arena, Hoffman Estates, IL
- December 11, 2019 – Windy City Bulls Home Game, Sears Centre Arena, Hoffman Estates, IL
- December 14, 2019 – Windy City Bulls Home Game, Sears Centre Arena, Hoffman Estates, IL
- January 3, 2020 – Windy City Bulls Home Game, Sears Centre Arena, Hoffman Estates, IL
- January 4, 2020 – Windy City Bulls Home Game, Sears Centre Arena, Hoffman Estates, IL
- February 7, 2020 – Windy City Bulls Home Game, Sears Centre Arena, Hoffman Estates, IL
- February 20, 2020 – Windy City Bulls Home Game, Sears Centre Arena, Hoffman Estates, IL
- February 25, 2020 – Windy City Bulls Away Game, DeltaPlex Arena, Grand Rapids, MI
- March 4, 2020 – Windy City Bulls Home Game, Sears Centre Arena, Hoffman Estates, IL

**Illinois Media School Air Check Sessions, Lombard, IL** – On December 4, 2019, one (1) member of the Employment Unit’s Content Team was a guest speaker at these two (2) sessions. He listened to the students’ air checks and sports segments, critiquing them and offering advice on how to improve and make them stand out from the crowd. He also talked about what to do with these air checks so that they get into the right hands. Afterwards, there was Q&A session during which the Teammate answered questions about broadcasting and the steps one should take to secure a job in this business. Approximately fifteen (15) students attended the day session, and approximately ten (10) students participated in the night session.

**East Leyden High School Writers Week – Franklin Park, IL** – On March 10, 2020, one (1) member of the Employment Unit’s Content Team was a speaker at this event, discussing his role at the radio station and how good writing skills have helped him during the course of his career. He answered questions from the students on how they can use their education and writing skills to pursue a career in sports radio broadcasting or in broadcasting, in general. Approximately two hundred (200) students attended this event.

**Southern Illinois University Football Team Meeting - Carbondale, IL** – On May 20, 2020, one (1) member of the Employment Unit’s Content Team spoke to the university’s football team and coaches via Zoom about his career in sports broadcasting and how education and internships were key to helping him on his journey to becoming an On Air Talent on a major market radio station. He stressed the importance of a solid education for any athlete and those interested in pursuing a career in sports broadcasting. Approximately twenty (20) students attended this event.

**(j) Initiative: Broadcast Conferences**

**Barrett Sports Media Summit in New York, NY** – On February 26, 2020, the Market Manager of the Employment Unit was a panelist at the event during which he discussed how to reach younger audiences by making content accessible where they spend many hours online, as well as the value of guests on shows and when not to use them, depending on the show. Afterwards, he spoke to some attendees and answered questions about how to advance their careers in the industry and what he looks for when hiring hosts and producers for his Content Team.

**(k) Initiative: Media Trade Group Postings**

The majority of full-time positions filled by the Employment Unit were posted on the National Alliance of State Broadcasters Association (“NASBA”) website, CareerPage.org. The NASBA is a media trade association with a broad-based membership, including women and minorities, that works to educate the public and public officials regarding the role and importance of broadcasting in the United States.

The majority of full-time positions at WMVP, Chicago, IL were also posted on the Illinois Broadcasters Association (“IBA”) website. The IBA provides a range of services to broadcasters throughout Illinois and has a broad-based membership that includes women and minorities.