

EEO PUBLIC FILE REPORT

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

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
WGKB (FM)	FCC Facility ID No: 70771	Waukesha, 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. 101.7 The Truth General Manager	Exigent hire ¹
2. 101.7 The Truth Director of Content	Exigent hire ¹
3. Marketing Facilitator/Partnership Coordinator	Internal Promotion
4. Partnership Coordinator ²	Internal Referral
5. Marketing Facilitator	LinkedIn
6. Producer ³	Internal Referral
7. Producer ²	Industry Referral
8. Producer ²	Community Advertising
9. On-Air Host ⁴	Community Advertising
10. On-Air Host ³	Community Advertising
11. On-Air Host ³	Community Advertising
12. Sales Manager	Internal Promotion

¹ The General Manager and Director of Content positions for employment unit’s “The Truth” format on FM Translator W269DL were hired under exigent circumstances – no recruitment was conducted due to the need for confidentiality with respect to the launch of the new format.

² Recruitment not reflected on chart – hiree was from a candidate pool from a different company employment unit.

³ Positions 6, 7 and 8 used the same candidate pool.

⁴ Positions 9, 10 and 11 used the same candidate pool.

13. Director of Marketing	Job board
14. Executive Producer	Internal Referral
15. On-Air Host	Industry Referral
16. Marketing Consultant ⁵	LinkedIn
17. Marketing Consultant ⁴	Internal Promotion
18. Marketing Consultant ⁶	Internal Promotion
19. Marketing Consultant ⁵	Industry Referral/LinkedIn
20. Marketing Consultant	Internal Referral
21. Marketing Consultant ⁷	Internal Referral
22. Marketing Consultant ⁶	Community Advertising (on radio)
23. Partnership Coordinator ⁸	Industry Referral
24. Partnership Coordinator ⁷	Former Intern
25. Content Manager	Internal Promotion
26. Marketing Facilitator/Partnership Coordinator	Indeed.com

Organization/Agency	Position														
	MF/PC	MF	Prod (3)	On-Air Host (3)	Sales Mgr	Dir. Of Mkt.	EP	On-Air Host	MC (2)	MC (2)	MC	MC (2)	PC (2)	Cont. Mgr	MF/PC
Job Search Websites (Indeed.com, Glassdoor, ZipRecruiter, ihireHR.com, ihireaccounting.com)	6	1	5	2	2	11	2	0	1	2	2	2	2	1	4
Good Karma Broadcasting/Brands/Websites, Internal Referrals, Former Interns	4	0	6	22	1	8	3	3	7	1	2	5	5	7	12
Handshake	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Good Karma Brands Sponsored Career Fair	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social Media (LinkedIn, Twitter, Instagram, Facebook)	2	1	0	0	0	11	1	0	4	5	3	0	4	0	26
Industry Sources (AMFMJobs.com, Inside Radio, Barrett Sports Media, National Alliance of State Broadcasters Association, Illinois Broadcasters Association, Industry Referrals)	2	0	5	0	3	7	1	2	4	0	5	3	2	2	0
Community Advertising (media, press releases, radio ads, promotions)	0	1	4	3	0	0	0	0	0	0	1	1	0	0	0

5) Total # of Interviewees Referred: For the period from July 23, 2020 to July 22, 2021, this Employment Unit interviewed 233 interviewees for full-time job vacancies. 26 applicants were hired.

⁵ Positions 16 and 17 used the same candidate pool.

⁶ Positions 18 and 19 used the same candidate pool.

⁷ Positions 21 and 22 used the same candidate pool.

⁸ Positions 23 and 24 used the same candidate pool.

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) Initiative: 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.

Wisconsin Broadcaster Association - On March 24, 2021, two members of the Good Karma Broadcasting, LLC team with hiring capabilities attended the WBA Assistance Action Plan for EEO Compliance. We learned how to ensure Equal Employment Opportunity and prevent unlawful discrimination.

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. This is an ongoing quarterly training that is mandatory for all managers.

(d) Initiative: Job & Career Fairs

Edgewood Spring Inclusive Internship Program Virtual Fair – virtual event. On March 30, 2021 our Director of Marketing attended a virtual career fair and talked to (1) student about our internship program, how to apply, next steps, etc.

Downtown Madison Isthmus Virtual Job Fair – virtual event. On June 2, 2021 (2) members of our Sales & Marketing team attended a virtual career fair and talked to roughly 15 individuals about career opportunities.

City Conference Diversity Career Fair – virtual event. On October 2, 2020 two members of our team joined a virtual career fair event to schedule times to meet with interested applicants in the Milwaukee area. Approx. 100 attendees participated in this event. Attendees could schedule 15-minute time slots to chat with employers.

Wisconsin Broadcasters Association Spring Job Fair – virtual event. From March 1, 2021 through March 5, 2021 one member of our marketing team participated in a week-long job fair where we posted all open GKB positions for interested applicants across Wisconsin to submit a resume. Applicants could reach out and ask specific questions about open positions and learn more about GKB.

Wisconsin Broadcasters Association Student Seminar – virtual event. On March 6, 2021 seven members of our team participated in a virtual networking event with students across Wisconsin interested in radio/broadcasting. We used a virtual program where each industry professional got their own breakout room where students could join to ask questions. There were three rotations each of 30 minutes where students could join to learn more about the industry, share contact info, etc.

Wisconsin Broadcasters Association Summer Job Fair – virtual event. From June 7, 2021 through June 11, 2021 two members of our team participated in a week-long job fair where we posted all open GKB positions for interested applicants across Wisconsin to submit a resume. Applicants could reach out and ask specific questions about open positions and learn more about GKB.

(e) Initiative: Sponsoring and Organizing a Career Fair

95X South Central Wisconsin Virtual Career Expo – virtual event. Virtual career fair sponsored and organized by Good Karma Brands. Virtual career fair was featured on DailyDodge.com the entire month of April 2021. Eight Good Karma teammates participated in this career fair. We had approximately 998 page views and 20 different businesses participated.

(f) Initiative: Participation in Other Activities

UW – Madison American Marketing Association – Madison, WI. On March 16, 2021, three members of our Marketing Team talked to a group of about 55 students about who Good Karma Brands is, what we do, opportunities within the company, sports marketing industry overall, digital activations and pieces of advice for success.

UW-Parkside Intern/Employer Panel – Madison, WI. On July 23, 2020 one member of our marketing team joined a panel of 15 employers, students, and faculty at University of Wisconsin-Parkside to discuss best practices for recruiting, professional development, internships, and career advice.

UW-Milwaukee Journalism Club – Milwaukee, WI. On October 12, 2020 one member of our content team spoke to 25 students with the UW-Milwaukee Journalism Club for an hour to discuss his career path, experiences, and career tips.

Internship Consortium of Southeast Wisconsin – Milwaukee, WI. On October 29, 2020 one member of our marketing team joined a panel made up of about 20 Wisconsin schools and employers to brainstorm and share ideas about recruiting, hiring, developing interns.

Sports Promotion Class at Marquette University – Milwaukee, WI. On November 10, 2020 three members of our marketing team spoke to 35 students in a Sports Promotion class at Marquette University to discuss sports marketing and our experiences working in the industry. The presentation lasted 45 minutes with a 15-minute Q&A.

Sports Marketing Class Presentation – Milwaukee, WI. On January 6, 2021 one member of our sales team spoke to 27 students with Milton High School's Sports Marketing class about his career path and experience working in sports marketing.

Sports Marketing Class Presentation – Milwaukee, WI. On March 2, 2021 one member of our sales team spoke to a class of 40 students at University of Wisconsin-Whitewater about her career path and experience working in sports marketing.

Sports Reporting Class at Marquette University – Milwaukee, WI. On April 14, 2021 three members of our leadership team spoke to 25 students in a Sports Reporting class at Marquette University to discuss sports reporting, marketing, broadcasting, and experiences working in the industry.

Concordia University Business Scholars Club Professional Networking – Milwaukee, WI. On April 21, 2021, our Market Manager/Vice President was one of three keynote speakers at a professional networking event presented by the Business Scholars Club at Concordia University. The event lasted about three hours and included dinner, networking, and a speaking presentation with about 40 participants in attendance.

Life Academy – Beaver Dam, WI. This employment unit works with Life Academy to hire 2-3 students/year with special needs to work our Brat Fry community events where they help set up and break down the event, roll brats into wraps and hand out sodas to guests.

(g) Initiative: Job Shadow

UW-Whitewater – virtual. On October 27, 2020 four members of our team set up a 2-hour Teams call to chat with one student from University of Wisconsin-Whitewater who had interests in content/producing. The student had originally contacted us through a representative with the Department of Vocational Rehabilitation with the goal of helping students with disabilities gain career experiences and insights.

Concordia University – virtual. On November 2, 2020 two member of our team set up a 1-hour Teams call to chat with one student from Concordia University who had interests in sports marketing/journalism.

UW-Milwaukee – virtual. On January 15, 2021 two members of our team set up a 1-hour Teams call to chat with one student from University of Wisconsin-Milwaukee who had interests in content/producing.

(h) Initiative: Media Trade Group Postings

The majority of full-time positions in Wisconsin were also posted 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.