

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 22, 2017 to July 23, 2018.

1) **Employment Unit:** Good Karma Broadcasting, LLC - Wisconsin

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

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

Mailing Address: 310 W. Wisconsin Ave. Suite 100 Milwaukee, WI 53203	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. Partnership Development Specialist -	Teammate referral
2. Partnership Development Specialist -	Teammate referral
3. Marketing Consultant -	Beaver Dam Career Fair
4. Partnership Coordinator -	Indeed.com

Organization / Agency	PDS JULY 2017	BD MC 2/28/2018	MADISON PC 5/21/18
Paylocity (indeed)		2	6
Good Karma Broadcasting/Brands/websites and internal referrals	6	3	6
Madison Media Institute			
Wisconsin Jobs for Wisconsin Grads (HANDSHAKE) (UW-Eau Claire, UW-Green Bay, UW-La Crosse, UW-Madison, UW-Milwaukee, UW-Oshkosh, UW-Parkside, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Superior, UW-Whitewater)		1	
Good Karma Sponsored Career Fair UW-Madison		1	
Wisconsin Technical System			

5) Total # of Interviewees Referred: For the period from July 22, 2017 to July 23, 2018, this Employment Unit interviewed 25 interviewees for full-time job vacancies. 4 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, 56 interns participated in the program (Milwaukee = 27, Madison = 28, Beaver Dam = 1) 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, 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, Cardinal Stritch University, and Madison Media Institute, Wisconsin Lutheran College. Other colleges and universities which stations had interns participate were: Boston College, Trinity International University, University of Colorado, Skidmore College.

(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: Scholarship

The Station Employment Unit, together with other Good Karma Broadcasting Employment Units, funds the Jim Stowell/Karen Kuhn Scholarship. The scholarship awards \$500 to a graduating senior at Beaver Dam High School who plans to pursue a degree in broadcasting, journalism or drama. The scholarship is in memory of a former employee who passed away. The scholarship is awarded annually. Scholarship winners are encouraged to return during their summers to participate in the Station Employment Unit's internship program.

(d) Initiative: Job & Career Fairs

UW Madison School of Journalism and Mass Communications Career Fair. Union South in Madison, WI. On February 6, 2018, two members of our Talent Acquisition Team participated in this career fair promoting our career and internship opportunities. Approximately 400 people were in attendance.

UW Milwaukee JAMS Internships and Jobs Fair. UW Milwaukee campus in Milwaukee, WI on April 3, 2018, two members from our Marketing Team participated in the career fair promoting our internship opportunities. Approximately 30 students were in attendance.

(e) Initiative: Sponsoring a Career Fair

South Central Wisconsin Career Fair. Sponsored by Good Karma Brands. March 6, 2018 from 10 am to 5 pm at the Dodge County Airport in Juneau, WI. Eight Good Karma teammates participated in this career fair. Approximately 250 people and 82 businesses were in attendance.

(f) Initiative: Participation in Other Activities

UW Milwaukee Sports Marketing Class, Milwaukee, WI – On July 26, 2017, two members of the Marketing Team spoke to a sports marketing class. They described their careers in sports marketing and marketing trends in the industry. Approximately twenty students were in the class.

UW Madison Sports Marketing Class – Madison, WI – On October 10, 2017, two members of our Marketing and Sales team talked about trends in sports marketing and as well as their respective careers. There were approximately 47 students in the class.

UW Madison Sports Marketing Class – Madison, WI – On February 6, 2018, two members of our Marketing and Sales team talked about trends in sports marketing as well as their respective careers. There were approximately 38 students in the class.

Cardinal Stritch University, Milwaukee, WI – On February 28, 2018, Marketing Director spoke to approximately five students on becoming a professional out of college.

UW Milwaukee Journalism Class, Milwaukee, WI – On March 2, 2018, one member of the Marketing Team spoke to a journalism class. They described their careers in sports marketing and marketing trends in the industry. Approximately ten students were in the class.

Milwaukee Public Schools – Milwaukee, WI – On March 13, 2018, as part of their schools “Be the Spark Tour”, fifteen 7th-grade students took a tour of our facility and met with a member of our marketing team.

University of Wisconsin, Lubar School of Business – Milwaukee - On April 19, 2018; our Chief Executive Officer spoke to a class on careers in sports communications, marketing and sales. Approximately 48 students attended.

Irving Elementary Career Day – Milwaukee, WI – On April 27, 2018, two members of our marketing and sales team spoke with approximately 100 students about a career in sports and marketing.

Milwaukee Academy of Science – Milwaukee – On May 23, 2018; members of our marketing and sales team provided a tour of the facility and discussed sports marketing and events topics with approximately ten students.

Leadership Watertown – Watertown, WI - On June 13, 2018, a member of our marketing and sales team spoke to the Leadership Watertown graduation on the topic of selling sports. Approximately 25 people were in attendance.

(g) Initiative: Job Shadow

Cardinal Stritch University – Milwaukee, WI – On December 1, 2017, our marketing directed allowed one student shadow her for the day. The student spent time observing a marketing directors role as it relates to sales, events and on-air integration.

University of Wisconsin – Madison, WI – On January 18, 2018, our marketing directed allowed one student shadow her for the day. The student spent time observing a marketing directors role as it relates to sales, events and on-air integration.

Savannah Oaks Middle School – Madison, WI – March 22, 2018, our team spoke to students visiting the office while they discuss production, marketing, broadcasting and sports. 6 students attended.

Cardinal Stritch University - Milwaukee, WI– On April 3, 2018, our marketing directed allowed one student shadow her for the day. The student spent time observing a marketing directors role as it relates to sales, events and on-air integration.

Carbon World Health – Madison, WI – On April 30, 2018, our production director and on-air host provided students from the "Why Not Me" program with insights into his background and how radio shows operate behind the scenes. The students also recorded their own commercials. Approximately 5 students attended.

Brookfield Central High School, Brookfield, WI – From September 5 – 27, 2018, our marketing director allowed 6 students in 3 different groups participate in a shadow of her position. The students spent time observing and learning sports talk radio, marketing and execution as well as sales integration.