

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2018 to July 22, 2019.

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
WTMJ (AM)	FCC Facility ID No. 74096	Milwaukee, WI
WKTI (FM)	FCC Facility ID No. 74095	Milwaukee, 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 -	Internal Hire
2. Partnership Development Specialist -	Internal Hire
3. Partnership Development Specialist -	LinkedIn
4. Marketing Facilitator -	Teammate referral
5. Program Director -	Client referral
6. Benefits and Payroll Specialist -	Internal Hire
7. Design and Communications Coordinator -	Company website
8. Graphic Designer -	Company website

Organization/Agency	PDS	MC	PD	Payroll	Design/Comm	Graphic
Job Search Websites (Indeed.com, Glassdoor)	1	4	1	3	9	16
Good Karma Broadcasting/Brands/Websites and internal referrals	16	4	9	3	12	7
Handshake						
Good Karma Brands Sponsored Career Fair						
Social Media (LinkedIn)	3	2	1	2	3	3
Industry Sources (AMFMJobs.com, Inside Radio, Barrett Sports Media)			9			

5) **Total # of Interviewees Referred:** For the period from July 23, 2018 to July 22, 2019, this Employment Unit interviewed 108 interviewees for full-time job vacancies. 8 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, 50 interns participated in the program (Milwaukee = 26, Madison = 24, 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. 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, Milwaukee School of Engineering, Cardinal Stritch University, Madison Media Institute, and Wisconsin Lutheran College. Other colleges and universities which stations had interns participate were: West Alabama, Creighton, University of Minnesota – Twin Cities, and Texas 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: 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

Diversity Employment Day Career Fair. Milwaukee County War Memorial Center in Milwaukee, WI on September 20, 2018. Two members from our Marketing Team participated in the career fair promoting our internship opportunities. Approximately 595 people were in attendance.

2018 Concordia University Sport and Hospitality Networking Roundtable. Marcus Hotels and Resorts in Milwaukee, WI on October 18, 2018. Two members from the Marketing Team participated in the event promoting our internship opportunities. They also spent the time educating and answering questions.

University of Wisconsin Madison Advertising and Communications Career Fair. Union South in Madison, WI. On February 12, 2019, two members of our Marketing Team participated in this career fair promoting our career and internship opportunities. Approximately 400 people were in attendance.

Wisconsin Herd Career in Sports. Menominee Nation Arena in Oshkosh, WI on March 2, 2019. Two members from the Marketing Team participated in the event promoting our internship and part-time opportunities. They also spent time educating interested parties about the company and answering questions.

Wisconsin Broadcasters Association Student Seminar. At the Madison Marriott West in Madison, WI on March 2, 2019. Members of our Production Team presented to students about on-air responsibilities and the company. Approximately 150 students were in attendance.

(e) Initiative: Sponsoring a Career Fair

South Central Wisconsin Career Fair. Sponsored and organized by Good Karma Brands. March 12, 2019 from 10 am to 5 pm at the Dodge County Airport in Juneau, WI. Six Good Karma teammates participated in this career fair. Approximately 130 people and 44 businesses were in attendance.

(f) Initiative: EEO Training Programs for Management Employees

Wisconsin Broadcaster Association, Elkhart Lake, WI – On June 12, 2019, four 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.

(g) Initiative: Participation in Other Activities

UW Milwaukee Sports Marketing Class, Milwaukee, WI – On July 30, 2018, 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 25 students were in the class.

UW Madison Sports Marketing Class – Madison, WI – On September 25, 2018, two members of our Marketing and Sales team talked about trends in sports marketing and as well as their respective careers. There were approximately 79 students in the class.

Nikolay Middle School – Cambridge, WI – On October 12, 2018, one member of our Marketing and Sales team talked about trends in sports marketing as well as their career responsibilities and educational background. There were approximately 70 students in attendance.

UW-Whitewater FBLA Presentation, Whitewater, WI – On October 24, 2018, two members of the marketing and sales team spoke with approximately 30 students about a career in sports and marketing.

Marquette University Sports Promotions Class – Milwaukee, WI – On November 8, 2018, two members of our marketing and sales team spoke with approximately 30 students about a career in sports and marketing.

UW Milwaukee School of Business – Milwaukee, WI - On January 3, 2019, our Chief Executive Officer spoke to a class on careers in sports communications, marketing and sales. Approximately 20 students attended.

Middleton High School Sports Marketing Class, Middleton, WI – On February 14, 2019, two members of our Marketing and Sales team talked about trends in sports marketing as well as their career responsibilities and educational background. There were approximately 22 students in the class.

UW Madison Sports Marketing Class – Madison, WI – On February 21, 2019, two members of our Marketing and Sales team talked about trends in sports marketing as well as their respective careers. There were approximately 70 students in the class.

Association for Women in Sports Media Panel, Madison, WI – On April 4, 2019, two members of the Marketing Team spoke to a college organization. They described their careers in sports marketing and marketing trends in the industry. Approximately 30 students were in attendance.

Dodgeville High School Sports Marketing Class, Dodgeville, WI – On May 2, 2019, one member of the Sales and 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 East High School Business Education Class, Wauwatosa, WI – On February 21, 2019, one member of our marketing and sales team talked about what we do as a company. The teammate also talked about their career responsibilities and use the time to educate and answer questions. There were approximately 60 students in the class.

Cardinal Stritch University Class – Milwaukee, WI - On March 11, 2019, a member of our marketing and sales team spoke to the class about trends in sports marketing as well as their career responsibilities. The teammate also used the time to educate and answer questions. There were approximately 10 students in the class.

(g) Initiative: Job Shadow

Savannah Oaks Middle School – Madison, WI – April 18, 2019, our team spoke to students visiting the office while they discuss production, marketing, broadcasting and sports. 8 students attended.

University School of Milwaukee – Milwaukee, WI – On July 21, 2019, our team allowed one student to shadow them for the day. The student spent time observing various team member's roles as it relates to sales, events and on-air integration.