

GOOD KARMA BROADCASTING EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 23, 2014 to September 22, 2015.

1) **Employment Unit:** Good Karma Broadcasting, LLC (West Palm Beach, FL)

2) **Unit Members (Stations and Communities of License):** WEFL (AM), Tequesta, FL (Facility ID No. 35148)
WUUB (FM) Jupiter, FL (Facility ID No. 24143)

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

Mailing Address: 2090 Palm Beach Lakes Blvd. Suite 801 West Palm Beach, FL 33409	Telephone Number: (561) 697-8353
	Contact Person/Title: Kelli Gabel/ Human Resources Director
	E-mail Address: kgabel@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	ESPN West Palm Beach On-Air Ad

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a.) Job Title: Marketing Consultants (1)

Recruiting Source: ESPN West Palm Beach On-Air Ad

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com		0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com		0	No
Company Websites	Market Contact	Goodkarmabrands.com, Espnwisconsin.com, Espnwestpalmbeach.com, espncleveland.com	Beaver Dam, Cleveland, Madison, Milwaukee, West Palm Beach	3	No
Connecticut School of Broadcasting	Tom Adams	3450 Northlake Boulevard, #110	North Palm Beach	0	No
Employee Referral	N/A	N/A	N/A	3	No
ESPN West Palm Beach On-air ad	N/A	2090 Palm Beach Lakes Blvd, Suite 701, West Palm Beach, FL	N/A	6	No
Florida Atlantic University	James Watson Jr.	777 Glades Road, SU220	Boca Raton	1	No
Florida State University	Jim Harris/Sean Collins	A4100 University Center	Tallahassee	1	No
GKB Internship program referral	N/A	N/A	N/A	7	No
Google Search	N/A	N/A	N/A	2	No
Hispanic Human Resources Council	Luciano Martinez	1427 S. Congress Avenue	West Palm Beach	0	No
Indeed.com	Webmaster	N/A	N/A	1	Yes
Industry Referral	N/A	N/A	N/A	1	Yes
Lynn University	Dana Levy	3601 N. Military Trail	Boca Raton	1	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com		0	No
University of Florida	Jill Skufe	100 J. Wayne Reitz Union	Gainesville	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900	Madison	0	No
WorkInSports.com	Webmaster	7010 E. Chauncey Ln., Suite 115	Phoenix, AZ	3	No

6) Total # of Interviewees Referred: For the period from September 23, 2014 – September 22, 2015, this Employment Unit interviewed 29 interviewees for full-time job vacancies.

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7) Supplemental Recruitment Initiatives.

(a) Initiative: Job & Career Fairs

Lynn University. Boca Raton, FL. March 25, 2015. A Marketing Facilitator participated in the Career Fair. The Employment Unit solicited students interested in careers in broadcasting for internships. The career fair had 75-100 attendees.

Keiser University. West Palm Beach, FL. April 21, 2015. A Marketing Facilitator participated in the Career Fair. The Employment Unit solicited students interested in careers in broadcasting for internships. The career fair had 40 attendees.

(b) 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, 35 interns participated in the program and 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, program director, or promotions director. 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, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area, including Palm Beach Atlantic, Northwood University, Connecticut School of Broadcasting, Florida Atlantic University, Lynn University, Nova Southeastern University, Palm Beach Community College, University of Florida, Keiser University and University of Miami.

(c) Initiative: Job Shadowing Program

Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area high school and colleges visit the station and shadow an Employment Unit employee for an entire day, giving them a feel for careers in the broadcasting industry.

(d) 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.

(e) Initiative: Participation in Educational Institution and Community Events

Reach for the Star Gala (November 8, 2014): The Employment Unit's Journalist was a celebrity blackjack dealer at the Kravis Center in West Palm Beach, FL for a fundraiser benefiting Young Friends of Kravis/Youth Programs. About 300 people were in attendance.

Breast Cancer Research Foundation Luncheon (February 5, 2015): The Employment Journalist's co-hosted a lunch at Breakers in Palm Beach, FL. This fundraiser benefited Breast Cancer Research Foundation. About 400 were in attendance.

Little Smiles Starts Ball Gala (February 7, 2015): The Employment Unit's Journalist emceed a live auction at the Himmel Theatre in City Place, FL. This event benefited the Little Smiles organization. About 300 were in attendance.

Huntington Lakes Men's Club (March 8, 2015): The Employment Unit's Director of Content spoke to the Men's Club in Delray on the topic of sports journalism. About 150 men in attendance.

Dr. Oz for Kids Sanctuary Campus (March 28, 2015): The Employment Unit's Journalist emceed the benefit that was held at a private residence in Old Palm, FL. About 65 were in attendance.

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Ernie Els for Autism (April 4, 2015): The Employment Unit's Journalist emceed the events at the Harbourside Place in Jupiter, FL. About 300 were in attendance.

Boy Scout Pacesetter Luncheon (April 9, 2015): The Employment Unit's Journalist emceed the event at the Kravis Center in West Palm Beach. About 300 were in attendance.

Kids In the Kitchen (April 25, 2015): Multi Media Journalist from Employment Unit help the kids at different stations at the South Florida Science Center and Aquarium in West Palm Beach, FL. About 300 students were in attendance.

FAU Youth Broadcasting Camp (June 10, 2015): Multi Media Journalist from Employment Unit spoke to various groups regarding a career in broadcasting at Florida Atlantic University in Boca Raton, FL. About 20 students were in attendance.