

# GOOD KARMA BRANDS

## EEO PUBLIC FILE REPORT

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

1) **Employment Unit:** Good Karma Broadcasting, LLC (Cleveland, OH)

2) **Unit Members (Stations and Communities of License):** WWGK(AM) FCC Facility ID No. 7065 Cleveland, OH  
WKNR(AM) FCC Facility ID No. 28509 Cleveland, OH

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

|   |  |
|---|--|
| Mailing Address:<br><br>1301 E. 9 <sup>th</sup> St., Suite 252<br>Cleveland, OH 44114 | Telephone Number:<br>(216) 583-9901                  |
|   | Contact Person/Title:<br>Sam Pines / General Manager |
|   | E-mail Address:<br>spines@goodkarmabrands.com        |

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

### Job Title

Marketing Consultant

### Recruitment Source Referring Hiree

Radio on-air commercial

| Web Site/E-mail   | Source           | # of Interviewees referred |
|---|------------------|----------------------------|
| <a href="http://www.facebook.com">www.facebook.com</a>  | Facebook         |                            |
| <a href="https://www.joinhandshake.com/">https://www.joinhandshake.com/</a>                     | Handshake        |                            |
| <a href="http://case-csm.symplicity.com/employers">http://case-csm.symplicity.com/employers</a> | Case Western     |                            |
| <a href="#">Instagram @ESPNCleveland</a>  | Instagram        |                            |
| <a href="http://www.workinsports.com">www.workinsports.com</a>                                  | Workinsports.com | 1                          |
| <a href="http://www.indeed.com">www.indeed.com</a>  | Indeed           | 2                          |
| <a href="http://www.goodkarmabrands.com">www.goodkarmabrands.com</a>                            | GKB              | 1                          |
| <a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a>                                  | Zip Recruiter    | 1                          |
| <a href="http://www.linkedin.com">www.linkedin.com</a>  | LinkedIn         | 1                          |
| ON-AIR  |                  |                            |
| ESPN Cleveland - 850 WKNR and 1540 WWGK   |                  | 5                          |

6) Total # of Interviewees Referred: For the period from May 23, 2018 to May 22, 2019, this Employment Unit interviewed 11 candidates for this full-time vacancy. One applicant was hired.

**Good Karma Broadcasting is an Equal Opportunity Employer.**

## 7) 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, 24 interns participated in the program 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, Internship Coordinator, 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-opping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges in and out of the Cleveland area, including: Baldwin Wallace College, Cleveland State University, The Ohio State University, John Carroll University, Kent State University, Ashland University, Notre Dame College, Mount Vernon Nazarene University, University of Akron, Case Western University, The Ohio Media School, Youngstown State University, Ohio University, Florida State, Elon University, Bowling Green State University, Villanova University, and University of Pittsburgh.

### (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 Shadowing

Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area middle schools, high schools, 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. A middle school student shadowed the employment unit's production director and on-air hosts on June 5, 2018. A high school student also shadowed the production director and on-air hosts on July 17, 2018. A college student shadowed the production director and on-air hosts on November 20, 2018 and another student on May 15, 2019. One of the employment unit's production director had a high school student job shadow from May 7 – 11, 2019. Two middle school students also shadowed one of the employment unit's on-air host on May 11, 2019.

### (d) Initiative: Participation in Educational Institution and Community Events

**John Marshall High School** – An on-air host spoke to 30 students between 9<sup>th</sup> and 12<sup>th</sup> grade on the topics of public speaking, the power of the ESPN brand, and about hosting a radio show on October 9, 2018.

**Metro Catholic School** – An on-air host spoke to two 8<sup>th</sup> grade classes of 30 students each (60 students total) about sports broadcasting, hosting a radio show, and public speaking on October 17, 2018.

**Ohio Media School** – The Internship Coordinator spoke to 50 adult students at the Ohio Media School on November 13, 2018 to discuss ESPN Cleveland and the internship opportunities available to students able to receive academic credit.

**Mount Vernon Nazarene University** – The Internship Coordinator spoke to three different classes focused in marketing and sports management to a total of 70 students at Mount Vernon Nazarene University on January 28, 2019 to discuss ESPN Cleveland and the internship opportunities available to students able to receive academic credit.

**Kent State University** - The Marketing Facilitator spoke to three different communications classes at Kent State University with around 50 students per class (150 students total) on February 18, 2019. The Marketing Facilitator discussed his experiences at Kent State University with the Communication Studies program and how it prepared him to work with Good Karma Brands and ESPN Cleveland.

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**Ohio Media School** – The Internship Coordinator spoke to 50 adult students at the Ohio Media School on February 23, 2019 to discuss ESPN Cleveland and the internship opportunities available to students able to receive academic credit.

**(e) Initiative: Job & Career Fairs**

**Bowling Green State University, Northwest Ohio Media Night**, Bowling Green, OH, September 13, 2018. Our Internship Coordinator participated in the BGSU Northwest Ohio Media Night at the Kuhlin Center from 7:00p-9:00p featuring a networking and recruiting opportunity with BGSU students and media industry professionals. The Internship Coordinator was featured in a panel discussion to share about the media industry and career guidance. There was no cost involved and the event was organized through the BGSU School of Media & Communications.

**Ohio Media School Career Fair**, Independence, OH, December 12, 2018. One of our Internship Coordinator and Operations Manager participated in the Ohio Media School Career Fair at Ohio Media School from 4:00p – 5:30p. 50 students were estimated to be in attendance. There was no cost involved and the intern fair was organized through Lynda Leciejewski, the Employer Relations Representative/Career Services Advisor.

**Cleveland Cavaliers Career Fair**, Cleveland, OH, January 8, 2019. Our Marketing Facilitator and Marketing Event Supervisor (2 teammates) participated in the Cleveland Cavaliers Career Fair at Quicken Loans Arena from 2:00 pm – 4:30 pm. 200 students were estimated to be in attendance. The cost for the career fair was \$100 and the intern fair was organized through Zachary Konno, the Sales & Service Operations Seasonal Assistant.

**John Carroll University**, University Heights, OH, March 21, 2019. One of our Marketing Facilitators participated in the John Carroll University's Recruiting Russerts Career and Internship Fair from 6:00p-8:00p. 150 students were estimated to be in attendance. There was no cost involved and the intern fair was organized through Kelly Fichtner with The Russert Department of Communication at John Carroll University.