

## **EEO PUBLIC FILE REPORT**

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

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

**2) Unit Members (Stations and Communities of License):**

**WEFL (AM)  
WUUB (FM)**

**FCC Facility ID No. 35148  
FCC Facility ID No. 24143**

**Tequesta, FL  
Jupiter, FL**

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

Mailing Address:  777 S Flagler Drive, Suite 106 West Palm Beach, FL 33401	Telephone Number: (561) 697-8353
	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**

None hired during this time period.

**5) 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, thirty-eight (38) 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, 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, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area including: Palm Beach Atlantic University, Keiser University, Connecticut School of Broadcasting, Florida Atlantic University, Lynn University, Nova Southeastern University, Palm Beach State College, University of Central Florida, and University of Miami, American University, Montreat College, Career Source Palm Beach County.

**(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 & Career Fairs**

**Palm Beach State College.** On October 5, 2017, a member of the ESPN West Palm marketing team participated in this career fair. An estimated 75 students attended.

**WEFL (AM) and WUUB (FM) are an Equal Opportunity Employer.**

**Florida Atlantic University Career Fair.** On March 19, 2018, a marketing member of the ESPN West Palm team participated in this career fair for student athletes. Approximately 200 students attended.

**Keiser University Career Fair.** On April 4, 2018, a member of the ESPN West Palm marketing team attended this career fair. Approximately 50 students were in attendance.

**City Place of West Palm Beach.** On May 9, 2018, a member of the ESPN West Palm marketing team attended this career fair with approximately 200 attendees.

**Lynn University Career Fair.** On September 12, 2018, members of the ESPN West Palm team participated in this career fair. Estimated attendance of 200 students.

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

**FAU Student Media Open House.** On August 24, 2018, A member of the ESPN West Palm content team participated in a speaking engagement regarding working in radio and media. Estimated attendance of 30 students.

**CWS Camp in Delray Beach** On August 5, 2018, a member of the ESPN West Palm content team spoke to about 20 summer campers in the 8<sup>th</sup>/9<sup>th</sup> grade about working in the radio industry.

**(e) 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.

**Benjamin School Job Shadows**

(May 22, 2018): A student from the school shadowed members of our content, marketing and sales team.

(May 22-25, 2018): A student from the school shadowed members of our content, marketing and sales team for three (3) days.

(October 2 – November 6, 2018): A student from the school shadowed members of the content, marketing and sales team each Monday during this time period.