

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2010 to July 22, 2011.

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

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

<b>WTLX(FM)</b>	<b>Monona, WI</b>
<b>WWHG(FM)</b>	<b>Evansville, WI</b>
<b>WTJK(AM)</b>	<b>South Beloit, IL</b>
<b>WTTN(AM)</b>	<b>Columbus, WI</b>
<b>WBEV(AM)</b>	<b>Beaver Dam, WI</b>
<b>WXRO(FM)</b>	<b>Beaver Dam, WI</b>
<b>WAUK(AM)</b>	<b>Jackson, WI</b>
<b>WRRD(AM)</b>	<b>Waukesha, WI</b>

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

Mailing Address:  100 Stoddart Street Beaver Dam, WI 53916	Telephone Number: (920) 885-4442
	Contact Person/Title: Kelli L. Gabel/ Human Resources
	E-mail Address: <a href="mailto:kgabel@gkbradio.com">kgabel@gkbradio.com</a>

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
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**5) Supplemental Recruitment Initiatives.** List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this report.

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

**Wisconsin Broadcasters Association Career Fair.** Monona Terrace, Madison, WI. January 26, 2011 from 9:00am – 11:00am. The Promotions Director and General Manager participated in the Job Fair. Both have substantial responsibility in making hiring decisions. The Employment Unit solicited students interested in careers in broadcasting for open positions at the stations and for internships. Over 100 participants attended the Job Fair.

**Milwaukee Career Fair.** Brookfield Suites Hotel and Conference Center, Brookfield, WI. March 28, 2011 from 11:00am – 2:00pm. The Human Resources Director participated in the Job Fair. They have substantial responsibility in making hiring decisions. The Employment Unit solicited students and professionals interested in careers in broadcasting for open positions at the stations and for internships. Over 500 participants attended the Job Fair.

**Milwaukee's Annual Diversity Employment Day.** Milwaukee County War Memorial, Milwaukee, WI. May 20, 2011 from 11:00am – 3:00pm. The Promotions Director and interns participated in the Job Fair. . The Employment Unit solicited students and professionals interested in careers in broadcasting for open positions at the stations and for internships. Over 500 participants attended the Job Fair.

**Wisconsin Broadcasters Association Career Fair.** Grand Geneva Resort, Lake Geneva, WI. June 22, 2011 from 2:00pm – 4:00pm. The Human Resources Director participated in the Job Fair. They have substantial responsibility in making hiring decisions. The Employment Unit solicited students interested in careers in broadcasting for open positions at the stations and for internships. Over 200 participants attended the Job Fair.

**Illinois/Ohio Center for Broadcasting Job Fair.** Illinois Center for Broadcasting, Lombard, IL from 12:45 pm - 3:00 pm on June 28, 2011. The Promotions Director participated in the Job Fair, who has substantial hiring responsibility. The Employment Unit solicited students interested in careers in broadcasting for open positions at the stations and for internships. Over 500 participants attended the Job Fair.

**(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, 58 interns participated in the program and most 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 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, and UW-Whitewater.

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

**Mentoring Program** – All of our interns participated in our mentoring program at the station. Interns were matched up with full-time sales, programming, and promotions employees. The mentors coached and coordinated meetings with their respective mentee from February 2011 – May 2011.

**(c) Initiative: Scholarship Program**

The Station Employment Unit, together with other Good Karma Broadcasting Employment Units, funds the Jim Lowell 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: Participation in Educational Institution and Community Events**

**Marquette University, Milwaukee** – Promotions Director and Operations Director spoke to members of the Public Relations Society of America on November 30, 2010. Over 30 students interested in internships attended.

**Jewish Museum, Milwaukee** – On-Air Personalities spoke to members of the museum on January 26, 2011 about their view on Jews and sports. Over 45 people participated.

**Wauwatosa Mayfair Rotary Club, Wauwatosa** – General Manager spoke to members on February 16, 2011 about journalism and media.

**UW-Madison, Madison** – Senior NFL Writer spoke to members of the Sports Business Club on March 10, 2011. Over 50 students interested in journalism and the digital age attended.

**(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.