

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2008 to July 22, 2009.

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

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

<b>WTLX(FM)</b>	<b>Columbus, WI</b>
<b>WWHG(FM)</b>	<b>Evansville, WI</b>
<b>WTJK(AM)</b>	<b>South Beloit, IL</b>
<b>WTTN(AM)</b>	<b>Watertown, 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>
1. Sports Account Executive - WTLX	Industry Referral
2. Station Manager – WRRD	Employee Referral

**5) Job Title: Sports Account Executive Referral Source(s) of Hiree: Industry Referral**

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	<a href="http://www.allaccess.com">www.allaccess.com</a>	N/A	1	No
AMFMJobs.com	Webmaster	<a href="http://www.amfmjobs.com">www.amfmjobs.com</a>	N/A	1	No
TVandRadioJobs.com	Webmaster	<a href="http://www.tvandradiojobs.com">www.tvandradiojobs.com</a>	N/A	0	No
American Women in Radio and Television	Kate O'Donnell	1595 Spring Hill Road, Vienna, VA	(703) 506-3266	0	No
Asian American Journalists Assoc.	Rene Astudillo	1182 Market Street, San Francisco, CA	(415) 346-2051	0	No
National Association of Black Journalists	Angela White	8701A Adelphia Road, Adelphia, MD	(301) 445-7100	0	No
National Association of Hispanic Journalists	Marco Botero	1000 National Press Building, Washington, DC	(888) 346-6242	0	No
National Lesbian & Gay Journalists Association	Jason Clement	2120 L Street, NW Suite 840, Washington, DC	(202) 588-9888	0	No
National Organization for Women	Tizzy Hyatt	122 State Street, #403, Madison, WI	(608) 255-3911	0	No
NAACP	Darnetta	35 Pinckney Street, #5, Madison, WI	(608) 255-3911	0	No
Native American Journalist Association	Ron Evans	3359 36th Avenue South, Minneapolis, MN	(612) 729-9244	0	No
Radio and Television News Directors Association	Thomas Corcoran	1000 Connecticut Avenue NW, Suite 615 Washington, DC	(202) 223-4007	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 East Mifflin, Madison, WI	(608) 255-2600	0	No
Postings at all Good Karma Broadcasting, LLC stations	Kelli Gabel	100 Stoddart Street, Beaver Dam, WI	(920) 885-4442	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Eau Claire	Career Development	105 Garfield Avenue, Eau Claire, WI	(715) 836-2637	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Green Bay	Career Development	2420 Nicolet Drive, Green Bay, WI	(920) 465-2000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-La Crosse	Career Development	1725 State Street, La Crosse, WI	(608) 785-8000	1	No
Wisconsin Jobs for Wisconsin Grads: UW-Madison	Career Development	University Avenue, Madison, WI	(608) 263-2400	2	No
Wisconsin Jobs for Wisconsin Grads: UW-Milwaukee	Career Development	2200 East Kenwood Avenue, Milwaukee, WI	(414) 229-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Oshkosh	Career Development	800 Algoma Boulevard, Oshkosh, WI	(920) 424-1234	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Parkside	Career Development	900 Wood Road, Kenosha, WI	(262) 595-2345	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Platteville	Career Development	1 University Plaza, Platteville, WI	(800) 362-5515	0	No

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Wisconsin Jobs for Wisconsin Grads: UW-River Falls	Career Development	410 South Third Street, River Falls, WI	(715) 425-3911	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stevens Point	Career Development	2100 Main Street, Stevens Point, WI	(715) 346-0123	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stout	Career Development	712 South Broadway Street, Menomonie, WI	(715) 232-1122	1	No
Wisconsin Jobs for Wisconsin Grads: UW-Superior	Career Development	Belknap & Catlin, Superior, WI	(715) 394-8101	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Whitewater	Career Development	800 West Maim Street, Whitewater, WI	(262) 472-1234	2	No
Madison Media Institute	Bill Mallinson	2702 Agriculture Drive, Madison, WI	(608) 663-2000	0	No
Employee Referral	N/A	N/A	N/A	0	No
Industry Referral	N/A	N/A	N/A	1	No
Job Center of Wisconsin	Webmaster	<a href="http://www.jobcenterofwisconsin.com">www.jobcenterofwisconsin.com</a>	(608) 245-5390	0	No
Station Web site	Kelli Gabel	<a href="http://www.espnmadison.com">www.espnmadison.com</a>	(608) 245-9859	2	No
Company Web site	Kelli Gabel	<a href="http://www.gkbradio.com">www.gkbradio.com</a>	(920) 885-4442	0	No
El Semanal	Webmaster	<a href="http://www.eslsemaniel-mil.com">www.eslsemaniel-mil.com</a>	(414) 979-5850	0	No

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**5) Job Title: Station Manager Referral Source(s) of Hire: Employee Referral**

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AllAccess.com	Webmaster	<a href="http://www.allaccess.com">www.allaccess.com</a>	N/A	0	No
AMFMJobs.com	Webmaster	<a href="http://www.amfmjobs.com">www.amfmjobs.com</a>	N/A	0	No
TVandRadioJobs.com	Webmaster	<a href="http://www.tvandradiojobs.com">www.tvandradiojobs.com</a>	N/A	0	No
American Women in Radio and Television	Kate O'Donnell	1595 Spring Hill Road, Vienna, VA	(703) 506-3266	0	No
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Station Web site	Kelli Gabel	<a href="http://www.espnmadison.com">www.espnmadison.com</a>	(608) 245-9859	0	No
Company Web site	Kelli Gabel	<a href="http://www.gkbradio.com">www.gkbradio.com</a>	(920) 885-4442	0	No
El Semanal	Webmaster	<a href="http://www.eslsemaniel-mil.com">www.eslsemaniel-mil.com</a>	(414) 979-5850	0	No

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**6) Total # of Interviewees Referred:** For the period from **July 23, 2008 to July 22, 2009**, this Employment Unit interviewed 15 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.** List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this report.

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

**Cleveland State University Career Fair.** The Station Employment Unit attended the Cleveland State University 30<sup>th</sup> Annual Spring Career Fair on February 27, 2009 from 9am – 2pm. Promotions Director, Executive Assistant and Assistant Promotions Director participated in the Job Fair, all of whom 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 1,000 participants and over 130 exhibitors attended the Job Fair.

**Wisconsin Broadcasters Association Career Fair.** Monona Terrace, Madison, WI. January 28, 2009 from 8:30am – 10:30am. The Promotions Director and General Manager participated in the Job Fair, each of whom 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 150 participants attended the Job Fair.

**Milwaukee Bucks' Career Fair.** Bradley Center, Milwaukee, WI from 3:00 pm-5:00 pm on Tuesday, March 3, 2008. The Promotions Director, Sales Manager, and Program Director participated in the Job Fair, all of whom have 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.

**Northwood University Job Fair.** Northwood University Campus, West Palm Beach, FL from 9:00 am-11:00 pm. The Promotions Director and Sales Manager participated in the Job Fair, all of whom have substantial hiring responsibility. The Employment Unit solicited students interested in careers in broadcasting for open positions at the stations and for internships. Over 300 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, 56 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 UW-Eau Claire, UW-LaCrosse, UW-Green Bay, UW-Whitewater, UW-Stevens Point.

**(c) Initiative: Scholarship Program**

Good Karma Broadcasting established and funds the Janice LeBeau Scholarship. The scholarship awards \$500 to a graduating senior at Beaver Dam High School who plans to pursue a degree in communications or journalism. The scholarship is in memory of a former employee's wife who

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tragically lost her life in an automobile accident. The scholarship is awarded annually. Scholarship winners are encouraged to return during their summers to participate in our internship program.

**(d) 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. Several of these job shadows have entered our internship program, and one has become a full-time employee of ours.

**(e) Initiative: Mentoring / Training Program**

The Employment Unit has instituted a program whereby its employees have the opportunity to shadow other employees in the company to learn more about their positions and the skills required to do those jobs (for example, several of our receptionists have trained under the traffic department and received promotions into this department and a DJ/board-op has trained under our engineer). This program helps station personnel acquire skills that could qualify them for higher-level positions.

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

**Temper Senior High School** – On-air host spoke to a Sportainment class on May 14, 2009. Over 30 students interested in sports and broadcasting attended this class.