

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2009 to July 22, 2010.

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

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

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

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: kgabel@gkbradio.com

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

Job Title	Recruitment Source Referring Hiree
1. Sports Account Executive – WTLX, WTTN	On-Air Ad
2. Sports Account Executive – WAUK, WRRD	On-Air Ad
3. Traffic Manager – GKB	On-Air Ad

5) Job Title: Sports Account Executive Referral Source(s) of Hiree: On-Air Ad

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	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	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	1	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	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Madison	Career Development	University Avenue, Madison, WI	(608) 263-2400	0	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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Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
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	0	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	0	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	2	No
Job Center of Wisconsin	Webmaster	www.jobcenterofwisconsin.com	(608) 245-5390	0	No
Station Web site	Kelli Gabel	www.espnmadison.com	(608) 245-9859	1	No
Company Web site	Kelli Gabel	www.gkbradio.com	(920) 885-4442	0	No
El Semanal	Webmaster	www.eslsemaniel-mil.com	(414) 979-5850	0	No
On-Air Ad: WTLX	Kelli Gabel	100 Stoddart Street, Beaver Dam, WI	(920) 885-4442	10	No

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5) Job Title: Sports Account Executive Referral Source(s) of Hiree: On-Air Ad

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	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	1	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	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Madison	Career Development	University Avenue, Madison, WI	(608) 263-2400	0	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	0	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	0	No
Madison Media Institute	Bill Mallinson	2702 Agriculture Drive, Madison, WI	(608) 663-2000	0	No
Employee Referral	N/A	N/A	N/A	4	No
Industry Referral	N/A	N/A	N/A	0	No
Job Center of Wisconsin	Webmaster	www.jobcenterofwisconsin.com	(608) 245-5390	0	No
Station Web site	Kelli Gabel	www.espnmilwaukee.com	(608) 245-9859	1	No
Company Web site	Kelli Gabel	www.gkbradio.com	(920) 885-4442	0	No
El Semanal	Webmaster	www.eslsemaniel-mil.com	(414) 979-5850	0	No
On-Air Ad	Kelli Gabel	310 W. Wisconsin Avenue, Milwaukee, WI	(414) 273-3776	20	No

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5) Job Title: Traffic Manager

Referral Source(s) of Hiree: On-Air Ad

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AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	1	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	1	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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Wisconsin Jobs for Wisconsin Grads: UW-Parkside	Career Development	900 Wood Road, Kenosha, WI	(262) 595-2345	0	No
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Madison Media Institute	Bill Mallinson	2702 Agriculture Drive, Madison, WI	(608) 663-2000	0	No
Employee Referral	N/A	N/A	N/A	3	No
Industry Referral	N/A	N/A	N/A	0	No
Job Center of Wisconsin	Webmaster	www.jobcenterofwisconsin.com	(608) 245-5390	0	No
Station Web site	Kelli Gabel	www.espnmilwaukee.com	(608) 245-9859	1	No
Company Web site	Kelli Gabel	www.gkbradio.com	(920) 885-4442	1	No
El Semanal	Webmaster	www.eslsemaniel-mil.com	(414) 979-5850	0	No
On-Air Ad	Kelli Gabel	310 W. Wisconsin Avenue, Milwaukee, WI	(414) 273-3776	11	No
WBA Career Fair	Kelli Gabel	44 E. Mifflin Street, Madison, WI	(608) 255-2600	1	No

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6) Total # of Interviewees Referred: For the period from **July 23, 2009 to July 22, 2010**, this Employment Unit interviewed 60 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 Cavaliers Career Fair. The Station Employment Unit attended the 11th Annual Cleveland Cavaliers Career Fair on February 23, 2010 from 1pm – 4pm. Marketing Manager and Promotions Assistant 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 350 participants and over 42 exhibitors attended the Job Fair.

Wisconsin Broadcasters Association Career Fair. Monona Terrace, Madison, WI. January 27, 2010 from 9:00am – 11:00am. The Promotions Director and an Intern participated in the Job Fair. The Promotions Director has 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's Annual Diversity Employment Day. Milwaukee, WI. November 18, 2009 from 2:00pm – 5:00pm. The Promotions Director and interns participated in the Job Fair. . The Employment Unit solicited students interested in careers in broadcasting for open positions at the stations and for internships. Over 600 participants attended the Job Fair.

Milwaukee Bucks' Career Fair. Bradley Center, Milwaukee, WI from 3:00 pm-5:30 pm on Tuesday, March 9, 2010. 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.

(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, 63 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.

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 2010 – May 2010.

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(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.

The Station Employment Unit organized a full season long football student-athlete scholarship program in which the Station Employment Unit awarded \$7,500 in scholarships to two different student-athletes. Student-athletes were nominated by Athletic Directors and coaches through an online form. They were evaluated on academics, community/after schoolwork, and on-field football accolades. The event took place on Thursday, January 20, 2010. Ten student athletes, their parents, and coaches attended a banquet to recognize their efforts.

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

University of Wisconsin, Milwaukee – Promotions Director and Operations Director spoke to a Sports Marketing class on January 11, 2010. Over 30 students interested in sports marketing attended this class.

Marquette University – Promotions Director and Operations Director spoke to members of Lambda Pi Eta on November 5, 2009 for an internship night at the school. Over 50 students interested in internships participated.

Marquette University – Promotions Director and Operations Director spoke to members of the Public Relations Society of America on October 13, 2009. Over 20 students interested in events, promotions and publicity 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.