

## EEO ANNUAL PUBLIC FILE REPORT

### Carter Media LLC

This report covers full-time vacancy recruitment for the period of October 1, 2021 to September 30, 2022

<b>Employment Unit:</b> Carter Media LLC	<b>Address:</b> 102 North Mason Carrollton, Missouri 64633	<b>Contact Person / Title:</b> Miles Carter / General Manager
<b>Stations, Community of License:</b> KMZU- FM Carrollton, MO. KRLI -FM Malta Bend, MO. KAOL- FM Carrollton, MO.	<b>Telephone:</b> 660-542-0404	<b>E mail Address:</b> mcarter@kmzu.com

Carter Media LLC accepts applications and resumes throughout the year. Materials can be submitted electronically to [sales@kmzu.com](mailto:sales@kmzu.com). Application in person is available during regular office hours at 102 N. Mason St., Carrollton, Mo 64633. Carter Media LLC is an equal opportunity employer.

#### 1. Full-Time Job Vacancies Filled

Title	Recruitment Source Referring Hiring	Sources Utilized to Fill Full Time Vacancies			Referral Source of Interviewees	
		Outreach Organizations	Company Postings	Advertising	Referral Source	Number Interviewed
On-air; 5/9/22 2/18/22	Indeed/Walk-in employee referral	1-3	5	6-7, 10	Walk-In - 1 Facebook- 2 Indeed- 2 Employee-Referral-1	3
Sales Reps - 5/17/22 9/12/2022 11/29/22; 2/21/22	Indeed Walk-In, ON-Air Employee Referral	1 – 3	5	6-8, 10	Walk-In – 2 Indeed- 6 Employee-Referral-2	13
News 05/23/22	Employee Referral	1-3	5	6-8, 10	Walk-In – 2 Indeed- 5 Employee-Referral-2	8

Total # of New Interviewees for full-time job vacancies during the reporting period:

1 Part time employee went Full time as of 9/15/22 in Graphics /Video

The list of part-time hires for the time period can be supplied upon request.

Current Full-Time employment opportunities open as of Sept. 30<sup>th</sup>, 2020: 3

- 1) Sales Rep (posted on Indeed) Sept 2018 (Renewed annually)
- 2) News Director (posted on indeed)
- 3) Farm Director (posted on Indeed)

## 2. Recruitment Sources

### OUTREACH ORGANIZATIONS

#	Name	Organization	Address	City	State	Zip	Phone
1	Career Services	University of Missouri	230 Jesse Hall	Columbia	Missouri	65211	573-882-6075
2	Career Services	University of Central Missouri	Ward Edwards 200	Warrensburg	Missouri	64093	660-543-4985
3	Career Services	Northwest Missouri State Uni.	800 University Drive Wells Hall 235	Maryville	Missouri	64468	660-532-5561
4	NAFB	National Association of Farm Broadcasting		Kansas City	Missouri		

### Company Postings

#	Name	Organization	Address	City	State	Zip	Phone
5	Miles Carter	Carter Media LLC	102 North Mason Street <a href="http://www.kmzu.com">www.kmzu.com</a>	Carrollton	Missouri	64633	660-542-0404

**Advertising**

#	Organization	Address
6	Indeed . Com	<a href="http://www.indeed.com">www.indeed.com</a>
7	Missouri Broadcasters Association	<a href="http://www.mba.org">www.mba.org</a>
8	KMZU 100.7FM; KRLI 103.9FM	radio _____
9	NAFB	<a href="http://www.nafb.com">www.nafb.com</a>
10	Facebook	<a href="http://www.facebook.com/kmzu">www.facebook.com/kmzu</a>

**Other Recruitment Sources**

#	Source
11	Employee Referral
12	Former Employee
13	KMZU.COM
14	Industry Recommendation

**Organizations That Request Job Vacancies**

#	Organization	Address	City	State	Zip	Phone
15	Missouri Division of Workforce Development	401 Harvester Road	Chillicothe	Missouri	64601	800-735-2966
16	Veterans Employment Service	802 South Highway 13	Lexington	Missouri	64067	660-259-4671
17	Missouri Career Center	601 West Mohawk Road	Chillicothe	Missouri	64067	660-646-0671
18	Missouri Career Center	215 East 5 <sup>th</sup> Street	Sedalia	Missouri	65302	660-530-5627

**Supplemental Recruitment Initiatives**

#	Initiative	Date	Location	Description	Titles of Employees Involved
1	Internship Program	Summer/During School	Carrollton, MO.	Carter Media LLC offers internships at the radio stations in our Promotions, Programming and News departments. Interns must be college students and receive college credit for the internships.	General Manager Operations Manager
2	Missouri Broadcasters Association (MBA)	Periodically	Carrollton, Mo.	The Missouri Broadcasters	General Manager

		throughout the year		Association promotes the success and prosperity of the broadcasting industry by representing the members' points of view in the legislative and regulatory process in pertinent branches of State and Federal government.	Operations Manager Sales Management News Director
3	Partners in Education (Carrollton School District)	April 2022	Carrollton, Mo.	Carrollton students took a tour of our studios and technical department. Station employees discussed careers in radio, how to get started in the radio business, and also answered other broadcasting industry related questions. 24 students and 2 adults participated.	Sales Manager News Anchor Production Director On-Air Staff
4	KMZU Academic Scholarship Banquet (Virtual)	May 2022	Carrollton, Mo.	Carter Media LLC held a dinner banquet for outstanding students and their families. Outstanding area students were recognized for their academic success and introduced to careers in broadcasting. Multiple scholarship funds were given out to different participants.	General Manager Operations Manager Sales Manager
5	NAFB Convention	November 2022	Kansas City, Mo.	Carter Media LLC attended the "Speed-dating" event at the NAFB convention which involved NAFB students/ interns rotating tables to learn about career opportunities available.	General Manager Operations Manager Sales Manager Owner