

EEO ANNUAL PUBLIC FILE REPORT

Carter Media LLC

This report covers full-time vacancy recruitment for the period of October 1, 2019 to September 30, 2020

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

Carter Media LLC accepts applications and resumes throughout the year. Materials can be submitted electronically to jennycarter@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
Sales Support 01/06/2020	Facebook	1-3	5	6-7, 10	Walk-In - 1 Facebook- 2	3
Sales Reps - 10/14/19; 12/2/19; 2/10/20; 3/23/20; 4/6/20; 8/31/20	Indeed Walk-In Employee Referral	1 - 3	5	6-8, 10	Walk-In - 2 Indeed- 12 Employee-Referral-4 Facebook-3	21
Production 3/23/20	Employee Referral	1 - 3	5	6-7, 10	Indeed - 5 employee referral- 2	7

News Director 04/27/20	Employee Referral	1-3	5	6 -8, 10	Indeed-6; Employee Referral-1	7
News/Sports 06/29/20	Indeed/Walk-In	1 – 3	5	6-8; 10	Indeed – 10; Employee Referral – 1 kmzu.com- 1; Walk-In- 2 Facebook-3	15
Farm 02/3/20; 7/20/20	Facebook/Indeed; Indeed	1 – 3	5	6 – 10	Walk-in-3; NAFB-1; Facebook-3; Indeed-5	12
Total # of New Interviewees for full-time job vacancies during the reporting period: The list of part-time hires for the time period can be supplied upon request.						23

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

- 1) Digital Media Coordinator (posted on Indeed) Sept 2018 (Renewed annually)
- 2) Sales Rep. posted on Facebook and Indeed (renewed annually)
- 3) Farm Director

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	Jenny Carter	Carter Media LLC	102 North Mason Street www.kmzu.com	Carrollton	Missouri	64633	660-542-0404

Advertising

#	Organization	Address
6	Indeed . Com	www.indeed.com
7	Missouri Broadcasters Association	www.mba.org
8	KMZU 100.7FM; KRLJ 103.9FM	radio
9	NAFB	www.nafb.com
10	Facebook	www.facebook.com/kmzu

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 th 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 2020	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 2020	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 2020	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