

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period October 1, 2010 to September 30, 2011.

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|---|--|
| Employment Unit: Carter Broadcast Group, Inc. Unit Members: KPRS-FM KPRT-AM | Contact Information: Carter Broadcast Group, Inc. 11131 Colorado Ave Kansas City, MO 64137 816-763-2040 |
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1. Full-Time Job Vacancies Filled by Employment Unit.

| | Title | Recruitment Source Referring Hiree | Sources Utilized to Fill the Full-Time Vacancies (See #2: "Recruitment Sources for Corresponding List) | | | | Referral Source of Interviewees | |
|----|-------------------------------------|------------------------------------|---|------------------|-------------|-----------|---------------------------------|--------------------|
| | | | Outreach Organizations | Company Postings | Advertising | Job Fairs | Referral Source | Number Interviewed |
| A. | Account Executive March 15, 2011 | Radio Ad | 1-3 | 4 | 5-9 | | 5,8 | 5 |
| B. | Account Executive June 1, 2011 | Current Intern | 1-3 | 4 | 5-9 | 10 | 8,10 | 11 |

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2. Recruitment Sources

OUTREACH ORGANIZATIONS

| # | Organization | Contact | Address | City | ST | ZIP | Phone | Total Number of Interviewees Referred |
|---|--|---------|------------------------------|---------------|----|-------|------------|---------------------------------------|
| 1 | Friends University | | 8207 Melrose Dr #200 | Overland Park | KS | 66214 | 9132338700 | 0 |
| 2 | UMKC Career Services Center (Career.umkc.edu) | Mary | 4825 Troost Avenue, Room 205 | Kansas City | MO | 64110 | 8162351636 | 0 |
| 3 | Johnson County Community College via career.umkc.edu | | 12345 College Blvd | Overland Park | KS | 66210 | 9134698500 | 0 |

COMPANY POSTINGS

| | | | | | | | | |
|---|-----------------------------------|--|------------------|--|--|--|--|---|
| 4 | Carter Broadcast Group (In-house) | | Internal Posting | | | | | 0 |
|---|-----------------------------------|--|------------------|--|--|--|--|---|

ADVERTISING

| | | | | | | | | |
|---|--|--|--|--------------------|--|--|--|---|
| 5 | Careerbuilders.com | | | | | | | 5 |
| 6 | Kansas City Star Newspaper & Online | | | | | | | |
| 7 | Carter Broadcast Group (Website Recruitment) | | | Website: KPRS.COM | | | | 0 |
| 8 | Carter Broadcast Group (On-Air Recruitment) | | | Radio Ads: KPRS-FM | | | | 2 |
| 9 | Carter Broadcast Group (On-Air Recruitment) | | | Radio Ads: KPRT-AM | | | | 0 |

JOB FAIRS

| | | | | | | | | |
|----|---|--|--------------------------------|--|--|--|--|---|
| 10 | The Urban League of Greater Kansas City (Career Bazaar and Hiring Fair) | | See Supplemental Initiative #2 | | | | | 8 |
|----|---|--|--------------------------------|--|--|--|--|---|

OTHER RECRUITMENT SOURCES

| | | | | | | | | |
|---|-------------------|--|--|--|--|--|--|-----------|
| 11 | Employee Referral | | | | | | | 0 |
| 12 | Industry Referral | | | | | | | 0 |
| 13 | Walk In | | | | | | | 0 |
| 14 | Current Intern | | | | | | | 1 |
| Total Number of Interviewees Referred: | | | | | | | | 16 |

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3. Supplemental Recruitment Initiatives

| # | Initiatives | Date | Location | Description | Titles of Employees Involved |
|---|---|-------------------------------|--|---|--|
| 1 | Promotion Internships | On-going throughout the year. | Carter Broadcast Group Kansas City | Carter Broadcast Group provides the opportunity for college students to learn promotions, programming and operations of the radio station. (6) college students participated in the internship program during the annual report period. | Promotion Director & Promotion Assistant |
| 2 | The Urban League of Greater Kansas City (Career Bazaar and Hiring Fair) | April 12, 2011 | Kansas City Hyatt Regency Crown Center | Carter Broadcast Group attended job fair and met with attendees to discuss and answer questions about opportunities in Sales. The Urban League of Greater Kansas City's Career Bazaar Hiring Fair offers career seeking minorities and others to meet area employers. | Account Executives |
| 3 | Friendship Baptist Church 2011 Summer Youth Employment Program | June 13, 2011 - July 15, 2011 | Carter Broadcast Group Kansas City | Friendship Baptist Church provided (2) paid youth interns as a part of their 2011 Summer Youth Employment Program. The interns worked in Promotions and other departments. | Promotion Director & Promotion Assistant |