

## 2018 ANNUAL EEO PUBLIC FILE REPORT

### Mississippi River Radio LLC Cape Girardeau Employment Unit

Stations: KEZS-FM, Cape Girardeau, MO  
KZIM(AM), Cape Girardeau, MO  
KGIR(AM), Cape Girardeau, MO  
KCGQ-FM, Gordonville, MO  
KGKS(FM), Scott City, MO  
KLSC(FM), Malden, MO  
KMAL(AM), Malden, MO  
KSIM(AM), Sikeston, MO

Reporting Period: 09/21/2017 – 09/20/2018

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, a total of 4 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

#### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

***Participated in job fairs by station personnel who have substantial responsibility in making hiring decisions.***

Date of Station Participation: 11/16/17

Participating Employees: Promotion Director

Host/Sponsor of Activities: Woodland High School

Students were introduced to radio as a career, provided information about our stations, distributed media kits, answered questions.

***Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.***

Date of Station Participation: 11/2/17

Participating Employees: Hunter Hendricks, On-Air

Host/Sponsor of Activity: Southeast Missouri State University

Radio presentation to Mass Communications class. Discussed radio day to day duties and work flow, the best courses to take to get into radio, as well as the social media impact of our stations.

Date of Station Participation: 11/14/17

Participating Employees: Promotion Director/On-Air personality

Host/Sponsor of Activity: Southeast Missouri State University

Southeast MO State University Basic Radio Production class.

Discussed radio day to day duties and work flow, the best course to take to get into radio, as well as the social media impact of our stations.

Date of Station Participation: 11/16/17

Participating Employees: Operations Manager

Host/Sponsor of Activity: Southeast Missouri State University, Dr. Mims, Instructor

Employee spent 3 hours describing River Radio's latest remote equipment for sports play by play and remote use. Brought props and set up equipment, demonstrated how technology aids our efforts to sound clear while away from the studio. General questions at end of class about our philosophy and the radio industry in general.

Date of Station Participation: 11/16/17

Participating Employees: Promotion Director

Host/Sponsor of Activity: Southeast MO State University Mass Communication class.

Discussed radio day to day duties and work flow, the best course to take to get into radio, as well as the social media impact of our stations.

Date of Station Participation: 12/5/17

Participating Employees: Promotion Director

Host/Sponsor of Activity: Southeast MO State University Mass Communication class.

Discussed radio day to day duties and work flow, the best course to take to get into radio, as well as the social media impact of our stations.

***Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.***

Date of Station Participation: July and August 2018

Participating Employees: News Director, Sports Director, Operations Director

Description of Activity: Shadowed news director learning to gather information, write, record, edit, and deliver news stories. Shadowed Ops Manager on general radio duties and formats of different stations, how music is selected. Shadowed Sport Director, gathering information on upcoming high school games, and helped two games for HS Football August 24<sup>th</sup> and Sept 7<sup>th</sup>..

***Participated in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.***

Date of Station Participation: 1/10/18

Participating Employees: KCGQ Program Director

Description of Activity:

Job Coach from Blue Sky Community Services received a tour of the station's facilities followed by discussion of working in radio, skills desired.

Date of Station Participation: 4/19/18

Participating Employees: Operations Manager, Several station PD's

Description of Activity: Cape Girardeau Chamber of Commerce Leadership Class toured the station facilities, received information about each of our stations, participated in recording a commercial, we answered questions about radio and how it impacts our community.

Date of Station Participation: 6/5/18

Participating Employees: KCGQ PD

Description of Activity:

Conducted a tour of the station's facilities

Date of Station Participation: 7/7/18

Participating Employees: KCGQ PD

Description of Activity: Boys and Girls Club of Southeast MO toured the station's facilities, recorded a mock commercial, learned about radio and career opportunities.

Date of Station Participation: 8/15/18

Participating Employees: Operations Manager, Sales Manager, several station PD's

Host/Sponsor of Activity: Jackson Chamber of Commerce Leadership Class

Class toured the station facilities, received information about each of our stations, participated in recording a commercial, we answered questions about radio and how it impacts our community.

***Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.***

General Manager facilitated meeting with Hiring Managers – Operations Manager, General Sales Manager, Traffic Director, and Business Manager. Reviewed proper hiring procedures to follow when interviewing and hiring.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11/20/17	General Sales Manager	Inside Radio
2/1/18	Account Executive	Employee Referral
2/12/18	Account Executive	Indeed.com
7/2/18	On-Air Personality	Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 13

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Baltimore Association of Black Media Workers	0
Broadcast Employment Services	0
NAACP	0
National Urban League of Central Carolinas, Inc	0
The Urban League	0
The Professional Center	0
Society of Professional Journalists	0
Missouri State university	0
Murray State University	0
Southeast Missouri State University	0
Southwest Missouri State University	0
Southern Illinois University Carbondale	0
University of Missouri – St Louis	0
St Louis Broadcast Center	0
St Louis Community College – Florissant Valley	0

Southeast Missourian Newspaper	0
Sikeston Democrat Newspaper	0
All Access.com	0
Country Aircheck	0
Indeed.com	4
Word of Mouth / Referral	3
KEZS, KGKS, KCGQ, KLSC, KZIM, KSIM, KGIR, KMAL	1
Inside Radio	3
Career/Job Fairs	0
Internal Postings	2

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## RECRUITING SOURCES USED

Job Title of Position: General Sales Manager

Date of Hire: 11/20/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Baltimore Assoc of Black Media Workers	N	WMAR-TV, 6400 York Rd, Baltimore, MD 21212	Terry Owens	
Broadcast Employment Services	N	P O Box 4116, Oceanside, CA 92052	Mark Holloway	
NAACP	N	P O Box 25427, Raleigh, NC 27611		
National Urban League of Central Carolinas, Inc.	N	740 W 5 <sup>th</sup> St, PO Box 34686, Charlotte, NC 28234		
The Urban League	N	3701 Gradel Square, St. Louis, MO 63156		
Society of Professional Journalists	N	3909 N Meridian, Indianapolis, IN 46208-40454		
Missouri State University	N	901 S National, Springfield, MO 65804		
Murray State University	N	University Drive, Murray, KY 40271		
Southeast Missouri State University	N	One University Plaza, Cape Girardeau, MO 63701		
Southern Illinois University – Carbondale	N	Carbondale, IL 62901		
Inside Radio	N			
Glassdoor	N			
Indeed.com	N			
University of Missouri – St. Louis	N	8001 Natural Bridge Road, St. Louis, MO 63121		
St. Louis Community College – Florissant Vly	N	3400 Pershall Rd, Ferguson, MO 63135	Steve Bai	<a href="mailto:sbai@stlcc.edu">sbai@stlcc.edu</a>
Broadcast Center	N	St. Louis, MO	John Carroll	<a href="mailto:placement@broadcastcenterinfo.com">placement@broadcastcenterinfo.com</a>
Internal Postings	N			
Illinois Broadcaster’s Association	N	200 Missouri Avenue Carterville, IL 62918 – <a href="http://ilba.org">ilba.org</a>		(618) 985-5555 <a href="mailto:iba@ilba.org">iba@ilba.org</a>
Missouri Broadcaster’s Association	N	1025 Northeast Drive Jefferson City, MO 65109 - <a href="http://mbaweb.org">mbaweb.org</a>	Terry Harper	(573) 636-6692 <a href="mailto:Tharper@mbaweb.org">Tharper@mbaweb.org</a>
Kentucky Broadcaster’s Association	N	101 Enterprise Dr., Frankfort, KY 40601 – <a href="http://kba.org">kba.org</a>		(502) 848-0426 <a href="mailto:kba@kba.org">kba@kba.org</a>
Arkansas Broadcaster’s Association	N	2024 Arkansas Valley Dr. #403 Little Rock, AR 72212		<a href="mailto:mail@arkbroadcasters.org">mail@arkbroadcasters.org</a>
Tennessee Broadcaster’s Association	N	Two International Plaza Dr., Ste. 902, Nashville, TN 37217		<a href="mailto:info@tabtn.org">info@tabtn.org</a>
Corporate Website	N	<a href="http://maxmediallc.com">maxmediallc.com</a>		
LinkedIn Website	N	<a href="http://www.linkedin.com">www.linkedin.com</a>		

\* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Account Executive

Date of Hire: 2/1/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Baltimore Assoc of Black Media Workers	N	WMAR-TV, 6400 York Rd, Baltimore, MD 21212	Terry Owens	
Broadcast Employment Services	N	P O Box 4116, Oceanside, CA 92052	Mark Holloway	
NAACP	N	P O Box 25427, Raleigh, NC 27611		
National Urban League of Central Carolinas, Inc.	N	740 W 5 <sup>th</sup> St, PO Box 34686, Charlotte, NC 28234		
The Urban League	N	3701 Gradel Square, St. Louis, MO 63156		
Society of Professional Journalists	N	3909 N Meridian, Indianapolis, IN 46208-40454		
Missouri State University	N	901 S National, Springfield, MO 65804		
Murray State University	N	University Dr, Murray, KY 40271		
Southeast Missouri State University	N	One University Plaza, Cape Girardeau, MO 63701		
Southern Illinois University – Carbondale	N	Carbondale, IL 62901		
Indeed.com	N			
All Access	N			
University of Missouri – St. Louis	N	8001 Natural Bridge Road, St. Louis, MO 63121		
St. Louis Community College – Florissant Vly	N	3400 Pershall Rd, Ferguson, MO 63135	Steve Bai	<a href="mailto:sbai@stlcc.edu">sbai@stlcc.edu</a>
Broadcast Center in St. Louis	N	2360 Hampton Ave., St. Louis, MO 63139	John Carroll	<a href="mailto:placement@broadcastcenterinfo.com">placement@broadcastcenterinfo.com</a>
Southeast Missourian	N	301 Broadway, Cape Girardeau, MO 63701	Ashley Deurst	<a href="mailto:adeurst@semissourian.com">adeurst@semissourian.com</a>
Internal Postings	N			
Company Website	N	324 Broadway, Cape Girardeau, MO 63701	Stephen Kennedy	<a href="http://www.riverradio.net/job">www.riverradio.net/job</a>
Company Radio Stations	N	KCGQ-FM KEZS-FM KGIR-AM KGKS-FM KLSC-FM KZIM-AM		

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Job Title of Position: Account Executive

Date of Hire: 2/12/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Baltimore Assoc of Black Media Workers	N	WMAR-TV, 6400 York Rd, Baltimore, MD 21212	Terry Owens	
Broadcast Employment Services	N	P O Box 4116, Oceanside, CA 92052	Mark Holloway	
NAACP	N	P O Box 25427, Raleigh, NC 27611		
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Internal Postings	N			
Company Website	N	324 Broadway, Cape Girardeau, MO 63701	Stephen Kennedy	<a href="http://www.riverradio.net/job">www.riverradio.net/job</a>
Company Radio Stations	N	KCGQ-FM KEZS-FM KGIR-AM KGKS-FM KLSC-FM KZIM-AM		

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Job Title of Position: On-Air Personality

Date of Hire: 7/2/2018

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Baltimore Assoc of Black Media Workers	N	WMAR-TV, 6400 York Rd, Baltimore, MD 21212	Terry Owens	
Broadcast Employment Services	N	P O Box 4116, Oceanside, CA 92052	Mark Holloway	
NAACP	N	P O Box 25427, Raleigh, NC 27611		
National Urban League of Central Carolinas, Inc.	N	740 W 5 <sup>th</sup> St, PO Box 34686, Charlotte, NC 28234		
The Urban League	N	3701 Gradel Square, St. Louis, MO 63156		
Society of Professional Journalists	N	3909 N Meridian, Indianapolis, IN 46208-40454		
Missouri State University	N	901 S National, Springfield, MO 65804		
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St. Louis Community College – Florissant Vly	N	3400 Pershall Rd, Ferguson, MO 63135	Steve Bai	<a href="mailto:sbai@stlcc.edu">sbai@stlcc.edu</a>
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Southeast Missourian	N	301 Broadway, Cape Girardeau, MO 63701	Ashley Deurst	<a href="mailto:adeurst@semissourian.com">adeurst@semissourian.com</a>
Internal Postings	N			
Company Website	N	324 Broadway, Cape Girardeau, MO 63701	Stephen Kennedy	<a href="http://www.riverradio.net/job">www.riverradio.net/job</a>
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