

2022 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
KSIM(AM), Sikeston, MO

Reporting Period: 09/19/2021 – 09/20/2022

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, a total of 2 full time position was filled. The information required by FCC Rule 73.2080(c)(6) is provided in the chart that follows.

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: 10/27/2021
Participating Employees: General Manager, Sales Manager
Host/Sponsor of Activities: Mississippi River Radio

Date of Station Participation: 3/9/2022
Participating Employees: General Manager, Sales Manager
Host/Sponsor of Activities: Southeast Missouri State University

Date of Station Participation: 9/14/2022
Participating Employees: Program Director
Host/Sponsor of Activities: Southeast Missouri State University

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

Date of Station Participation: 01/27/2022

Participating Employees: KCGQ Program Director

Host/Sponsor of Activities: School of Real Rock (Mississippi River Radio

Cape Central students were introduced to radio as a career, provided information about our stations, distributed media kits, learned how to use equipment, answered questions.

Date of Station Participation: 3/10/2022

Participating Employees: General Manager

Host/Sponsor of Activities: Southeast Missouri St University-Mass Comm and Society

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

Date of Station Participation: 03/15/2022

Participating Employees: KCGQ Program Director

Host/Sponsor of Activity: Eagle Ridge School for School of Real Rock (Miss. River Radio)

Discussed radio day to day duties and work flow and students learned how to be a DJ.

Date of Station Participation: 05/03/2022

Participating Employees: KCGQ Program Director

Host/Sponsor of Activity: East Elementary for School of Real Rock (Miss. River Radio)

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. Gave a tour of the radio stations. Students had an opportunity to talk on-air with assistance from staff.

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

Date of Station Participation: June 1, 2022 – August 11, 2022 (Nicholas Wimp)

Participating Employees: General Manager, Operations Manager, Digital Manager, On-Air personalities

Description of Activity: Participated in creating podcast content for all stations, learned how to use broadcast equipment.

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: 9/15/22

Participating Employees: General Manager

Description of Activity: Cape Chamber Leadership Cape

Date of Station Participation: 3/09/22

Participating Employees: General Manager

Description of Activity: Jackson Chamber Leadership class

Date of Station Participation: 1/1/22-9/20/22

Participating Employees: KCGQ PD

Description of Activity: School of Real Rock. Designed to teach high school and college students about radio broadcast and the job opportunities that they could pursue.

Provided off-site training to staff to gain leadership and advancement skills

October 8th, 2021 Staff members attended a virtual leadership seminar on leadership and how to be a leader in the work environment.

February 7th, 2022 General Manager and Sales manager attended leadership meetings presented by Max Media, LLC.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
9-19-22`	Marketing Rep	KEZS, KGKS, KCGQ, , KZIM, KSIM, KGIR,

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 5

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
Southern Illinois University Carbondale	0
University of Missouri – St Louis	0
Indeed.com	0
Word of Mouth / Referral	1
KEZS, KGKS, KCGQ, KZIM, KSIM, KGIR,	4
Internal Postings	0

RECRUITING SOURCES USED

Job Title of Position: Marketing Rep

Date of Hire: 9/19/22

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 th 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		/semo.edu/careers/redhawkjobs
Southern Illinois University – Carbondale	N	Carbondale, IL 62901		
Indeed.com	N			
Internal Postings	N			

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