

## 2021 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: 09/19/2020 – 09/20/2021

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, a total of 4 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: 4/24/2021

Participating Employees: Promotions Director

Host/Sponsor of Activities: The Cape Girardeau Chamber of Commerce held a job fair open to the public. We attended.

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

Date of Station Participation: 02/19/2021

Participating Employees: KCGQ Program Director

Host/Sponsor of Activities: Big Brothers Big Sisters (grade 5-12)

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

Date of Station Participation: 10/30/2020

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: 08/17/2021

Participating Employees: On-Air Personality

Host/Sponsor of Activity: St. Vincent DePaul Grade School

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: 04/22/2021

Participating Employees: KCGQ Program Director

Host/Sponsor of Activity: Cape Career Center

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.

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

Date of Station Participation: Sept 2020 – Sept, 2021 (Blake Traw)

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

Description of Activity: Participated in creating podcast content for all stations.

***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: 8/16/21

Participating Employees: General Manager

Description of Activity: Cape Chamber Leadership Cape

Date of Station Participation: 7/22/21

Participating Employees: KCGQ PD

Description of Activity: Station Tour for Southeast Missouri State University

Date of Station Participation: 9/15/21

Participating Employees: KCGQ PD

Description of Activity: Station tour with local Girl Scout troop

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

October 9th, 2020 General Manager and other staff members attended a virtual leadership seminar on leadership and how to be a leader in the work environment.

July 26, 2021 General Manager attended Leadership Conference at Southeast Missouri State Athletics

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
05-21-21	Program Director	Word of Mouth
08-2-21	Information Officer	Southeast Missouri State University
7-12-21	Marketing Rep	KEZS, KGKS, KCGQ, KLSC, KZIM, KSIM, KGIR, KMAL
9-7-1`	Marketing Rep	Word of Mouth

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 6

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Baltimore Association of Black Media Workers	0
<b>Broadcast Employment Services</b>	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	1
Southern Illinois University Carbondale	0
University of Missouri – St Louis	0
Indeed.com	0
Word of Mouth / Referral	4
KEZS, KGKS, KCGQ, KZIM, KSIM, KGIR,	1
Internal Postings	0

## RECRUITING SOURCES USED

Job Title of Position: Program Director  
 Job Title of Position: Information Officer  
 Job Title of Position: Marketing Rep  
 Job Title of Position: Marketing Rep

Date of Hire: 5/21/2021  
 Date of Hire: 8/2/2021  
 Date of Hire: 7/12/2021  
 Date of Hire: 9/7/21

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		/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.