

## 2023 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: 09/21/2022 – 09/20/2023

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, no 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: 9/21/2022  
Participating Employees: Operations Manager  
Host/Sponsor of Activities: Southeast Missouri State University

Date of Station Participation: 3/1/2023  
Participating Employees: Operations Manager, 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: 09/7/2023

Participating Employees: KCGQ Program Director

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

Nell Holcomb 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: 8/3/2023

Participating Employees: KCGQ Program Director

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

Jackson R-S High School 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: 06/26/2023

Participating Employees: General Manager

Host/Sponsor of Activity: Missouri Educators Tour with the Missouri Chamber of Commerce.

Area high school teachers and administrators toured to learn about radio and mass media as a career option for their students.

Date of Station Participation: 03/08/2023

Participating Employees: KCGQ Program Director

Host/Sponsor of Activity: Scott City High School Arts Club 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: December 1, 2022 – December 31, 2023

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

Description of Activity: High school student learned how radio works for over the air broadcasts, remote broadcasts, and local sports play-by-play

Date of Station Participation: September 1, 2023-TBA

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

Description of Activity: Southeast Missouri State University Student learning about promotional events

***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: 8/17/23

Participating Employees: General Manager

Description of Activity: Cape Chamber Leadership Cape

Date of Station Participation: 8/01/23

Participating Employees: General Manager

Description of Activity: Jackson Chamber Leadership class

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

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***

January 1, 2023-October 1, 2023 Staff members attended Leadership Jackson classes

January 1, 2023-October 1, 2023 Staff members attended Leadership Perryville Classes

October 7<sup>th</sup>, 2023-Staff attended Live 2 Lead with GlennView for Leadership training

September 22, 2023-Female staff attended Cape Chamber Women's Network event

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE

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	0
KEZS, KGKS, KCGQ, KZIM, KSIM, KGIR,	0
Internal Postings	0

## RECRUITING SOURCES USED

Job Title of Position:

Date of Hire:

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		
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.