

Attempts to upload this file on Friday, October 1; Saturday, October 2, and Sunday, October 3, 2021 were unsuccessful due to technical issues experienced with the OPIF.

WITHERS BROADCASTING OF MISSOURI, LLC
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT
September 30, 2021

This is the report required by section 73.2080 (c) (6) of the Rules of the Federal Communications Commission for broadcast station employment units with five or more full-time employees. It is to be included in our public file on or before the anniversary of our renewal of license application, which is October 1 of each year. Our “employment unit” consists of KAPE (AM) and KGMO (FM), Cape Girardeau, MO, KREZ (FM), Chaffee, MO, KYRX (FM), Marble Hill, MO, and KJXX (AM), Jackson, MO licensed to Withers Broadcasting Company of Missouri, LLC; and WKIB (FM), Anna, IL, licensed to WKIB, LLC.

PERIOD COVERED: October 1, 2020 through September 30, 2021.

I. LIST OF FULL-TIME JOB VACANCIES FILLED BY OUR EMPLOYMENT UNIT DURING THE PERIOD (BY JOB TITLE/DATE OF HIRE)

<u>Job Vacancy/Title</u>	<u>Date Filled</u>
1. Account Executive	March 29, 2021
2. Account Executive	April 12, 2021
3. Digital Content Manager	May 3, 2021
4. Account Executive	June 9, 2021

II. RECRUITMENT SOURCE FOR FILLING EACH OF THE FOREGOING JOB CATEGORIES

		<u>JOB VACANCY TITLE #</u>
Metro Business College 1732 N. Kingshighway Cape Girardeau, MO 63701	Fax # 573-334-0617 Phone # 573-334-9181 Attn: Diane	1,2,3,4
Missouri Broadcasters Assoc. P.O. Box 104445 Jefferson City, MO 65110-4445	Fax # 573-634-8258 Phone #573-636-6692 Attn: Mark Gordon	1,2,3,4
Mo. Career Center 1737 N. Kingshighway Cape Girardeau, MO 63701	Fax # 573-334-5930 Phone # 573-334-0082 Attn: Rich Payne	1,2,3,4
MO Vocational Rehab 3102 Blattner Cape Girardeau, MO 63701	Fax # 573-290-5921 Phone # 583-290-5788 Attn: Ron Parker	1,2,3,4
Southeast Missouri State RM 141 Academic Hall Cape Girardeau, MO 63701	Fax # 573-651-2532 Phone # 573-651-2000 Attn: Barbara	1,2,3,4

Lincoln University 820 Chestnut Street Jefferson City, MO 65101	Fax # Phone # Attn:	1,2,3,4
NAACP PO Box 428 Charleston, MO 63834	Fax # Phone #: Attn:	1,2,3,4
United Way 1417 D North Mt. Auburn Road Cape Girardeau, MO 63701	Fax #: Phone #: Attn:	1,2,3,4
Indeed.com		1,2,3,4
LinkedIn.com		1,2,3,4
Walk/Call In/Referral/Radio Promo/Station Website: Withers Broadcasting 901 S. Kingshighway Cape Girardeau, MO 63701		1,2,3,4

III. Recruitment source which referral each of the hires for the vacancies listed above:

<u>Job Vacancies Number</u>	<u>Recruitment Source</u>
1. Account Executive	LinkedIn
2. Account Executive	Withers Broadcasting
3. Digital Content Manager	Indeed.com
4. Account Executive	LinkedIn

IV. Data reflecting the total number of persons interviewed for full-time vacancies during the period covered by this report, and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.

Total Interviewed: 26

<u>Interview Sources</u>	<u>Number of Interviews</u>
1. Indeed.com	16
2. Withers Broadcasting	5
3. Linked In Referral	4
4. Client Referral	1

V. DESCRIPTION OF INITIATIVES LISTED IN 47 CFR 73.2080 (C)(2) TAKEN BY OUR EMPLOYMENT UNIT:

Conducted the following initiatives:

Participated in the following Job Fairs:

- March 5, 2021 – Southeast Missouri State University Virtual Career Fair

- March 17, 2021 – Shawnee Community College Virtual Career Fair
- May 18, 2021 – Withers Broadcasting/Rend Lake College Job Search Party
- May 19, 2021 – Withers Broadcasting Drive Thru Job Fair #1 (Marion, IL)
- June 30, 2021 – Withers Broadcasting Drive Thru Job Fair #2 (Mt. Vernon, IL)
- September 23, 2021 – Fall 2021 Career Fair at Southeast Missouri State University

These stations typically participate in Career Fairs at other area colleges and universities, such as Eastern Illinois University, Missouri Broadcasters Association at Southeast Missouri State University, and additional which were canceled due to COVID-19 pandemic. Others that we regularly attending were not even scheduled.

Management typically attends International Idea Bank Meetings. Each meeting typically discusses how to better handle the EEO and get more diverse employment recruitment. Meetings scheduled October 2020 in Adrian, Michigan, were canceled due to the ongoing COVID-19 Pandemic. Management attended the May 2021 convention in Durant, Oklahoma the rescheduled Adrian, Michigan, convention in September 2021 where EEO was discussed.

Currently air announcements promoting organizations to be notified of job opportunities at each station.

VI. OUR POLICY IS REVIEWED FOR ENFORCEMENT

Employees are informed of our EEO policy through meetings, postings in Employee Break Room regarding EEO and Non-Discrimination, and initial Hiree paperwork has forms for EEO and Non-Discrimination policies.

VII. OUR PROGRAM IS REVIEWED REGULARLY FOR EFFECTIVENESS

During the review, suggestions are asked for on how we can improve our EEO Program. During review, we look for any problems in our program and how, if any are found, we can correct them.

VIII. PAY, BENEFITS, SENIORITY PRACTICES, PROMOTIONS, AND SELECTION TECHNIQUES ARE ANALYZED DURING OUR QUARTERLY REVIEW.

Our goal is to improve and ensure that we reach out to have a guaranteed Equal Opportunity for everyone.