

2014 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: 09/21/2013 – 09/20/2014

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, a total of 9 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 at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.

Date of Station Participation: March 6, 2014

Participating Employees: Station Air Personalities

Host/Sponsor of Activity: SEMO University, Cape Girardeau, MO, Career and Internship Fair
Attended and spoke with interested applicants, and distributed applications to interested parties.

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

Date of Station Participation: January 24, 2014

Participating Employees: Station Air Personalities

Host/Sponsor of Activity: Jackson Middle School Career Fair – Discussed daily job duties and radio and media in general.

Date of Station Participation: October 29, 2013
Participating Employees: Operations Manager / News Director
Host/Sponsor of Activity: Cape Career & Tech Center 8th Grade “My Success” Event
Spoke to groups about journalism and broadcasting careers, including what to expect, daily duties, opportunities and more.

Date of Station Participation: October 10, 2013
Participating Employees: Promotions Director
Host/Sponsor of Activity: National Broadcasting Society – SEMO University. Described daily job duties, explained what all is involved in promotions, illustrated the importance of being patient when looking for a full-time radio job.

Date of Station Participation: July 23, 2014
Participating Employees: KCGQ PD
Host/Sponsor of Activity: University School for Young Children
Provided tour of studios and explained the different jobs involved in radio.

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

Date of Station Participation: 01/02/2014 – 05/01/2014
Participating Employees: Operations Manager
Description of Activity: SEMO University student majoring in Mass Communications served as an intern in our programming department.

Date of Station Participation: 06/01/2014 – 08/22/2014
Participating Employees: Promotions Director
Description of Activity: SEMO University student majoring in Public Relations served as an intern in our promotions department.

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: October 14, 2013
Participating Employees: KCGQ PD
Host/Sponsor of Activity: Girl Scouts of Missouri Heartland
Conducted a tour of the station’s facilities

Date of Station Participation: January 15, 2014
Participating Employees: KCGQ PD
Host/Sponsor of Activity: Cub Scouts of Jackson Pack 16
Conducted a tour of the station’s facilities

Date of Station Participation: March 10, 2014
Participating Employees: KCGQ PD
Host/Sponsor of Activity: Girl Scout Troup #50292
Conducted a tour of the station's facilities

Date of Station Participation: May 19, 2014
Participating Employees: KCGQ PD
Host/Sponsor of Activity: Mers Goodwill Youth
Conducted a tour of our station's facilities

Date of Station Participation: August 20, 2014
Participating Employees: Operations Manager / KCGQ PD
Host/Sponsor of Activity: Jackson Chamber – Leadership Jackson
Conducted tour of our station's facilities

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
10/16/2013	General Sales Manager	MBA Website
10/28/2013	On-Air Personality	All Access Website
12/10/2013	PD/On-Air Personality	Internal
02/03/2014	Newsperson	Referral
05/05/2014	Account Executive	Referral
05/05/2014	Engineer	MBA Website
06/23/2014	Account Executive	Career Fair
06/23/2014	Account Executive	Internal
08/04/2014	General Sales Manager	Linked In Website

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 36

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	0
The Urban Leagues	0
The Professional Center	0
Society of Professional Journalist	0
Missouri State University	0
Murray State University	0
Southeast Missouri State University	0
Missouri State University	0
Southern Illinois University - Carbondale	0
University of Missouri – St. Louis	0
St. Louis Community College – Florissant Valley	0
Southeast Missourian Newspaper	2
All Access.com (user posting)	2
Country Aircheck.com	0
Company Websites	1
Word of Mouth / Referral	10
Radio Stations – on air announcements	3
Internal Postings	8
Sikeston Standard Democrat Newspaper	0
Facebook	1
Career Builder	0
Spots n Dots	0
Missouri Broadcasters Association Website	2
LinkedIn Website	5
Kentucky Broadcasters Association Website	0
Illinois Broadcasters Association Website	0
Tennessee Broadcasters Association Website	0
TVandRadioJobs.com	1
Career/Job Fair	1

RECRUITING SOURCES USED

Job Title of Position: General Sales Manager

Date of Hire: 10/16/2013

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		
The Professional Center	N	415 4 th Ave., Ste. 1, Tarentum, PA 15084	Nancy Kuritzky	
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		
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	sbai@stlcc.edu
Southeast Missourian	N	Cape Girardeau, MO 63701	Ashley Deurst	adeurst@semissourian.com
Internal Postings	N			
Company Websites	N	www.929theriver.com www.1470kmal.com www.1400ksim.com www.k103fm.com www.960kzim.com www.realrock993.com www.kgir.com www.939kiss.com		
All Access.com	N	28955 Pacific Coast Hwy Ste. 210 Malibu, CA 90265		(310) 457-6616
Tennessee Broadcaster’s Association	N	2 International Plaza Dr., Ste. 902 Nashville, TN 37217 - tabtn.org		info@tabtn.org
Missouri Broadcaster’s Association	N	1025 Northeast Drive Jefferson City, MO 65109 - mbaweb.org	Terry Harper	(573) 636-6692 Tharper@mbaweb.org
Illinois Broadcaster’s Association	N	200 Missouri Avenue Carterville, IL 62918 – ilba.org		(618) 985-5555 iba@ilba.org
Kentucky Broadcaster’s Association	N	101 Enterprise Dr., Frankfort, KY 40601 – kba.org		(502) 848-0426 kba@kba.org

* 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: On Air Personality

Date of Hire: 10/28/2013

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		
The Professional Center	N	415 4 th Ave., Ste. 1, Tarentum, PA 15084	Nancy Kuritzky	
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		
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	sbai@stlcc.edu
Southeast Missourian	N	Cape Girardeau, MO 63701	Ashley Deurst	adeurst@semissourian.com
Internal Postings	N			
Company Websites	N	www.929theriver.com www.1470kmal.com www.1400ksim.com www.k103fm.com www.960kzim.com www.realrock993.com www.kgir.com www.939kiss.com		
Tennessee Broadcaster’s Association	N	2 International Plaza Dr., Ste. 902 Nashville, TN 37217 - tabtn.org		info@tabtn.org
Kentucky Broadcaster’s Association	N	101 Enterprise Dr., Frankfort, KY 40601 – kba.org		(502) 848-0426 kba@kba.org
Missouri Broadcaster’s Association	N	1025 Northeast Drive Jefferson City, MO 65109 - mbaweb.org	Terry Harper	(573) 636-6692 Tharper@mbaweb.org
All Access.com	N	28955 Pacific Coast Hwy Ste. 210 Malibu, CA 90265		(310) 457-6616

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Job Title of Position: Program Director/On-Air Personality Date of Hire: 12/10/2013

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		
The Professional Center	N	415 4 th Ave., Ste. 1, Tarentum, PA 15084	Nancy Kuritzky	
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		
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	sbai@stlcc.edu
Internal Postings	N			
Company Websites	N	www.929theriver.com www.1470kmal.com www.1400ksim.com www.k103fm.com www.960kzim.com www.realrock993.com www.kgir.com www.939kiss.com		
Southeast Missourian	N	Cape Girardeau, MO	Ashley Duerst	aduerst@semissourian.com

* 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: Newsperson

Date of Hire: 02/03/2014

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		
The Professional Center	N	415 4 th Ave., Ste. 1, Tarentum, PA 15084	Nancy Kuritzky	
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		
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	sbai@stlcc.edu
Internal Postings	N			
Company Websites	N	www.929theriver.com www.1470kmal.com www.1400ksim.com www.k103fm.com www.960kzim.com www.realrock993.com www.kgir.com www.939kiss.com		
All Access.com	N	28955 Pacific Coast Hwy Ste. 210 Malibu, CA 90265		(310) 457-6616
TVandRadiojobs.com	N	TVandRadioJobs.com		

* 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: 05/05/2014

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		
The Professional Center	N	415 4 th Ave., Ste. 1, Tarentum, PA 15084	Nancy Kuritzky	
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		
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	sbai@stlcc.edu
Internal Postings	N			
Company Websites	N	www.929theriver.com www.1470kmal.com www.1400ksim.com www.k103fm.com www.960kzim.com www.realrock993.com www.kgir.com www.939kiss.com		
All Access.com	N	28955 Pacific Coast Hwy Ste. 210 Malibu, CA 90265		(310) 457-6616

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Job Title of Position: Engineer

Date of Hire: 05/05/2014

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		
The Professional Center	N	415 4 th Ave., Ste. 1, Tarentum, PA 15084	Nancy Kuritzky	
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		
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	sbai@stlcc.edu
Internal Postings	N			
Company Websites	N	www.939theriver.com www.k103fm.com www.960kzim.com www.semoespn.com		
Missouri Broadcaster’s Association	N	1025 Northeast Drive Jefferson City, MO 65109 - mbaweb.org	Terry Harper	(573) 636-6692 Tharper@mbaweb.org
Illinois Broadcaster’s Association	N	200 Missouri Avenue Carterville, IL 62918 – ilba.org		(618) 985-5555 iba@ilba.org

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Job Title of Position: Account Executive

Date of Hire: 06/23/2014

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	
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Internal Postings	N			
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All Access.com	N	28955 Pacific Coast Hwy Ste. 210 Malibu, CA 90265		(310) 457-6616

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Job Title of Position: Account Executive

Date of Hire: 06/23/2014

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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All Access.com	N	28955 Pacific Coast Hwy Ste. 210 Malibu, CA 90265		(310) 457-6616

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Job Title of Position: General Sales Manager

Date of Hire: 08/04/2014

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		
The Professional Center	N	415 4 th Ave., Ste. 1, Tarentum, PA 15084	Nancy Kuritzky	
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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		
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	sbai@stlcc.edu
Sikeston Standard Democrat Newspaper	N	Sikeston, MO 63801	Ashley Deurst	adeurst@semissourian.com
Internal Postings	N			
Company Websites	N	www.929theriver.com www.1470kmal.com www.1400ksim.com www.k103fm.com www.960kzim.com www.realrock993.com www.kgir.com www.939kiss.com		
Illinois Broadcaster’s Association	N	200 Missouri Avenue Carterville, IL 62918 – ilba.org		(618) 985-5555 iba@ilba.org
Missouri Broadcaster’s Association	N	1025 Northeast Drive Jefferson City, MO 65109 - mbaweb.org	Terry Harper	(573) 636-6692 Tharper@mbaweb.org
Kentucky Broadcaster’s Association	N	101 Enterprise Dr., Frankfort, KY 40601 – kba.org		(502) 848-0426 kba@kba.org
Corporate Website	N	maxmediallc.com		

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