

2015 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: 09/21/2014 – 09/20/2015

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, a total of 4 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: October 9, 2014

Participating Employees: Station Air Personalities

Host/Sponsor of Activity: SEMO University, Cape Girardeau, MO, Fall Career Fair

Attended and met with students with an interest in radio broadcasting. Discussed internship and part-time job opportunities, along with a description of our stations.

Date of Station Participation: February 26, 2015

Participating Employees: Station Air Personalities

Host/Sponsor of Activity: SEMO University, Cape Girardeau, MO, Spring Career Fair

Attended and met with students with an interest in radio broadcasting. Discussed internship and part-time job opportunities, along with a description of our stations.

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

Date of Station Participation: September 24, 2014

Participating Employees: Promotions Director

Host/Sponsor of Activity: SEMO University – Audio Production/Radio Course

Spoke to a college class about our radio formats and their target demographics. Also discussed daily events of a Promotions Director, as well as part-time/internship opportunities.

Date of Station Participation: September 25, 2014

Participating Employees: Program Director / News Director

Host/Sponsor of Activity: SEMO University - Media Management Class

The class took a tour of the station with emphasis on informing students of the functions of staff positions, explanation of multi-format platform within group, and technical information in studios and production. Had Q & A session with News Director and 2 Program Directors.

Date of Station Participation: January 16, 2015

Participating Employees: Station Air Personalities

Host/Sponsor of Activity: Jackson High School FBLA Career Fair

Took our SEMO ESPN radio set on site for the students to see. Discussed our station formats, public service and job descriptions.

Date of Station Participation: March 11, 2015

Participating Employees: KCGQ PD

Host/Sponsor of Activity: Senior at SEMO University

Marketing class project which required job observation time of a professional in a desired field/company. Interview included subjects of job duties, and the handling of business tasks and clients.

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

Date of Station Participation: 08/25/2014 – 12/12/2014

Participating Employees: ESPN Program Director

Description of Activity: SEMO University student majoring in Mass Communications – Multimedia Journalism, served as an intern in our programming department.

Date of Station Participation: 09/03/2014 – 12/12/2014

Participating Employees: Promotions Director

Description of Activity: SEMO University student majoring in Mass Communications – Advertising and Public Relations, served as an intern in our promotions department.

Date of Station Participation: 01/12/2015 – 05/14/2015

Participating Employees: KLSC Program Director

Description of Activity: SEMO University student majoring in Mass Communications served as an intern in our programming department.

Date of Station Participation: 01/26/2015 – 05/08/2015
Participating Employees: Promotions Director
Description of Activity: SEMO University student majoring in Mass Communications – Public Relations served as an intern in our promotions department.

Date of Station Participation: 01/27/2015 – 05/07/2015
Participating Employees: Digital Manager
Description of Activity: SEMO University student majoring in Mass Communications – Advertising and Public Relations, served as an intern in our digital 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 28, 2014
Participating Employees: KLSC PD
Host/Sponsor of Activity: SEMO Students
Conducted a tour of the station's facilities

Date of Station Participation: December 2, 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: April 15, 2015
Participating Employees: KCGQ PD
Host/Sponsor of Activity: Perryville FBLA
Conducted a tour of the station's facilities

Date of Station Participation: August 3, 2015
Participating Employees: KCGQ PD
Host/Sponsor of Activity: Sikeston Eastside Teens
Conducted a tour of our station's facilities

Date of Station Participation: August 19, 2015
Participating Employees: Operations Manager / KCGQ PD
Host/Sponsor of Activity: Jackson Chamber – Leadership Jackson
Conducted tour of our station's facilities

Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.

On September 17, 2015, the Business Manager and assistant viewed a live webinar presentation of "The FCC Rules and How to Survive Them", presented by the Missouri Broadcasters Association.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
10/20/2014	Regional Sales Manager	LinkedIn Website
3/2/15	Account Executive	Company Website
6/1/15	Account Executive	Employee Referral
6/22/15	Account Executive	Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7

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
Broadcast Center in St. Louis	0
Society of Professional Journalist	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
St. Louis Community College – Florissant Valley	0
Southeast Missourian Newspaper	1
Company Websites	1
Word of Mouth / Referral	2
Radio Stations – on air announcements	2
Internal Postings	0
Missouri Broadcasters Association Website	0
LinkedIn Website	1
Kentucky Broadcasters Association Website	0
Illinois Broadcasters Association Website	0
Tennessee Broadcasters Association Website	0
Arkansas Broadcasters Association Website	0

RECRUITING SOURCES USED

Job Title of Position: Regional Sales Manager

Date of Hire: 10/20/2014

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		
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		
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
Broadcast Center	N	St. Louis, MO	John Carroll	placement@broadcastcenterinfo.com
Internal Postings	N			
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
Arkansas Broadcaster's Association	N	2024 Arkansas Valley Dr. #403 Little Rock, AR 72212		mail@arkbroadcasters.org
Tennessee Broadcaster's Association	N	Two International Plaza Dr., Ste. 902, Nashville, TN 37217		info@tabtn.org
Corporate Website	N	maxmediallc.com		
LinkedIn Website	N	www.linkedin.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: 03/02/2015

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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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
Broadcast Center in St. Louis	N	2360 Hampton Ave., St. Louis, MO 63139	John Carroll	placement@broadcastcenterinfo.com
Southeast Missourian	N	301 Broadway, Cape Girardeau, MO 63701	Ashley Deurst	adeurst@semissourian.com
Internal Postings	N			
Company Website	N	324 Broadway, Cape Girardeau, MO 63701	Stephen Kennedy	www.riverradio.net/job
Company Radio Stations	N	KCGQ-FM KEZS-FM KGIR-AM KGKS-FM KLSC-FM KZIM-AM		

* 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: 06/01/2015

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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Job Title of Position: Account Executive

Date of Hire: 06/22/2015

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		
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