

2023 ANNUAL EEO PUBLIC FILE REPORT

Mississippi River Radio – Poplar Bluff, Missouri (MRR License LLC)

Stations: KKLR-FM, Poplar Bluff, MO
KJEZ(FM), Poplar Bluff, MO
KLSC(FM), Malden, MO
KWOC(AM), Poplar Bluff, MO
KMAL(AM), Malden, MO

Reporting Period: September 21, 2022 to September 20, 2023

No. of Full-time Employees: More than 10
Small Market Exemption: Yes

Our Market Had No Full Time Positions Filled During the Reporting Period

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):

Due to the ongoing aftereffects of the Covid-19 Pandemic, some station outreach opportunities and programs such as job fairs, station tours and educational presentations have not been restarted or have been permanently cancelled by the participating groups or organizations. As a result we have had to create new outreach initiatives of our own with small groups and even individuals via virtual outreach sessions by telephone, internet and even video.

Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.

04/13/2023 – Three Rivers College / Community Resource Council Job Fair. Station Personnel Involved; Randy Bailey PD for KJEZ-FM, Frankie Casteel PD for KWOC-AM.

To our knowledge this was the only job fair in our immediate area in 2023.

Participated in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

During the reporting period Mississippi River Radio's stations constantly engage their audiences virtually through social media such as Facebook and online outlets like station websites with local news and topics of current interest. When job vacancies are available they are posted on-air, online on station websites, Facebook, Indeed and Handshake.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

10/7/2022 – Outreach to The CRC.org and their Juvenile Crime Reduction Committee to discuss broadcast technology and educational opportunities that could be incorporated and made available to troubled youth as well as educating the general public and community leaders to develop awareness that real need exists in our communities and what role that Mississippi River Radio can help play in developing the educational and employment opportunities needed.

04/19/2023 - Boy and Girls Club Station Tour. Station Personnel Involved; KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff/Office and Sales Staff.

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

7/7/2023 - Diane Meyer - Federal Programs Director/Williamsville School Principal Initiative – Digital Director Tim Hicks conducted a classroom education and outreach event regarding employment opportunities in our industry. Also discussed was Mississippi River Radio’s role regarding online and broadcast radio technologies that can potentially impact students and their safety.

9/1/2023 - Taylor Settlemoir RTV Teacher of Valley View High School. Digital Director Tim Hicks met with Taylor and a group of his technology students showing them the tools and software our digital team uses to stream/broadcast sporting events over the Internet. And to discuss opportunities for them to work in our industry and specifically for Mississippi River Radio in the future.

As with other student/educational opportunities that we have participated in or hosted in the past, our options were drastically reduce due to the aftereffects of the Covid Pandemic. As the opportunities become available again in the future, we will plan to participate and host when possible.

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

03/07/2023 - Meeting With Hiring Managers General Manager, Sales Manager, KKLR Program Director, KJEZ Program Director, KWOC/KMAL Program Director, KLSC Program Director Topic: Semi-Annual Management Team Meeting To Review Proper

Hiring Procedures And Updates On Any Changes
To EEO Rules And Regulations.

09/05/2023 - Meeting With Hiring Managers
General Manager, Sales Manager, KJEZ Program
Director, KWOC/KMAL Program Director
KLSC Program Director Topic: Semi-Annual
Management Team Meeting To Review Proper
Hiring Procedures And Updates On Any Changes
To EEO Rules And Regulations.