

2016 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: 09/21/2015 – 09/20/2016

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 job fairs by station personnel who have substantial responsibility in making hiring decisions.

Date of Station Participation: October 8, 2015

Participating Employees: Station Air Personalities

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

Set up a booth display with handout guides of station formats, along with staff business cards and job applications. As interested students stopped by, they were educated on job opportunities, possible internships, and our stations.

Date of Station participation: January 15, 2016

Participating Employees: Station Air Personalities

Host/Sponsor of Activity: Jackson Middle School Career Fair

Two sessions where students were introduced to radio as a career, information about our stations, questions asked and answered.

Date of Station Participation: February 25, 2016

Participating Employees: Station Air Personalities

Host/Sponsor of Activity: SEMO University, Cape Girardeau, MO, Spring Career and Internship 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: October 9, 2015

Participating Employees: Promotions Director

Host/Sponsor of Activity: SEMO University – Intro to Multi Media and Audio Production Courses

Guest lectured both college courses. Conversation included description of job duties, how to get into the radio field, station demographics, our station work flow and more

Date of Station Participation: November 18, 2015

Participating Employees: Station Air Personality

Host/Sponsor of Activity: SEMO University - Sound for Media Class

Spoke to Dr. Mim's MC323 Sound for Media Class about day to day duties, how to get into the radio business, as well as the social media impact of our stations.

Date of Station Participation: January 15, 2016

Participating Employees: Station Air Personalities

Host/Sponsor of Activity: Jackson Middle 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: April 9, 2016

Participating Employees: General Manager

Host/Sponsor of Activity: SEMO University Department of Mass Media

SEMO's Department of Mass Media hosted the Missouri College Media Association conference. GM was featured presenter in a session called "The Future of Journalism?" where he shared his vision for where the news industry is going as it pertains to the radio industry. Students were encouraged to ask a series of questions regarding the journalism industry across the print, television, and radio platforms.

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

Date of Station Participation: 08/25/2015 – 12/17/2015

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: 08/25/2015 – 12/18/2015

Participating Employees: Digital Manager

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

Date of Station Participation: 01/19/2016 – 05/13/2016

Participating Employees: Promotions Director

Description of Activity: SEMO University student majoring in Public Relations served as an intern in our promotions department.

Date of Station Participation: 01/19/2016 – 05/06/2016

Participating Employees: Digital Manager

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

Date of Station Participation: 06/07/2016 – 08/18/2016

Participating Employees: Digital Manager / Operations Manager

Description of Activity: SEMO University student majoring in Mass Communications –Public Relations, served as an intern in our promotions/digital departments.

Date of Station Participation: 01/19/16 – 05/13/16

Participating Employees: Promotions Director

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

Date of Station Participation: June – August, 2016

Participating Employees: General Manager/Sales Manager/Account Executives

Description of Activity: SEMO University student majoring in Marketing –Public Relations, served as an intern in our sales 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 23, 2015

Participating Employees: KCGQ PD

Host/Sponsor of Activity: Girl Scout Troop 71148

Conducted a tour of the station's facilities

Date of Station Participation: March 23, 2016

Participating Employees: KCGQ PD

Host/Sponsor of Activity: Discovery 4-H

Conducted a tour of the station's facilities

Date of Station Participation: March 31, 2016

Participating Employees: KCGQ PD

Host/Sponsor of Activity: Cape / Jackson Homeschool Group
Conducted a tour of the station's facilities

Date of Station Participation: April 8, 2016
Participating Employees: KCGQ PD / KLSC PD
Host/Sponsor of Activity: Missouri College Media Association – SEMO University
Conducted a tour of our station's facilities (3 groups)

Date of Station Participation: July 8, 2016, July 12, 2016, July 13, 2016
Participating Employees: Operations Manager / KCGQ PD
Host/Sponsor of Activity: Boys & Girls Club of Southeast MO (3 groups)
Conducted tour of our station's facilities

Date of Station Participation: June 7, 2016
Participating Employees: KCGQ PD
Host/Sponsor of Activity: Girl Scout Troop 71291
Conducted a tour of the station's facilities

Date of Station Participation: August 17, 2016
Participating Employees: Operations Manager / KCGQ PD
Host/Sponsor of Activity: Jackson Chamber – Leadership Jackson
Conducted tour of our station's facilities

Date of Station Participation: September 19, 2016
Participating Employees: KCGQ Program Director
Host/Sponsor of Activity: Cub Scout Pack 4212
Conducted tour of our station's facilities

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

General Manager hosted a meeting with station management and went over list of what you may and may not ask during interviews, the recruiting requirements when filling a new job, and paperwork required after the hire.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11/18/15	Account Executive	Referral
11/18/15	Account Executive	SE Missourian newspaper ad
01/18/16	Account Executive	Employee Referral
02/27/16	News On-Air	Radio Ad
03/01/16	Director of Sales	Employee Referral
06/16/16	Promotions Director	Internal promotion
06/22/16	On-Air Personality	Radio Ad
08/22/16	Account Executive	Website posting
09/06/16	Account Executive	Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 19

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	1
Southern Illinois University - Carbondale	0
University of Missouri – St. Louis	0
St. Louis Community College – Florissant Valley	0
Southeast Missourian Newspaper	3
Company Websites	4
Word of Mouth / Referral	5
Radio Stations – on air announcements	2
Internal Postings	2
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
All Access.com website	1

RECRUITING SOURCES USED

Job Title of Position: Account Executive (2 hires)

Date of Hire: 11/18/2015

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		
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: 01/18/16

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 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
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: News On-Air

Date of Hire: 02/27/2016

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 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
Broadcast Center in St. Louis	N	2360 Hampton Ave., St. Louis, MO 63139	John Carroll	placement@broadcastcenterinfo.com
TVandRadioJobs.com	N			Tvandradiojobs.com
Southeast Missourian	N	301 Broadway, Cape Girardeau, MO 63701	Ashley Deurst	adeurst@semissourian.com
Allaccess.com	N			Allaccess.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		

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Job Title of Position: Director of Sales

Date of Hire: 03/01/2016

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		
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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
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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		

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Job Title of Position: Promotions Director

Date of Hire: 06/16/2016

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 Dr, Murray, KY 40271		
Southeast Missouri State University	N	One University Plaza, Cape Girardeau, MO 63701		
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TVandRadioJobs.com	N			Tvandradiojobs.com
Southeast Missourian	N	301 Broadway, Cape Girardeau, MO 63701	Ashley Deurst	adeurst@semissourian.com
Allaccess.com	N			Allaccess.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		

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Job Title of Position: On-Air Personality

Date of Hire: 06/22/2016

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		
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Job Title of Position: Account Executive

Date of Hire: 08/22/16 & 09/06/16

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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