

2017 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: 09/21/2016 – 09/20/2017

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, a total of 6 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: September 29, 2016

Participating Employees: On Air Personality

Host/Sponsor of Activities: Lincoln University Extension Career Day

Event for students from selected Southeast Missouri schools. Presented descriptions of jobs available in field of radio. Was also a guest speaker

Date of Station Participation: October 13, 2016

Participating Employees: Promotion Director

Host/Sponsor of Activity: Southeast MO State University Fall Career Expo

Set up booth display with handouts of station media kits, along with job applications. Interested students were educated on job opportunities, current openings, and questions were answered.

Date of Station Participation: January 16, 2017

Participating Employees: Promotions Director

Host/Sponsor of Activity: Jackson Junior High Career Fair

Two sessions. Students were introduced to radio as a career, provided information about our stations, answered questions.

Date of Station Participation: January 20, 2017

Participating Employees: Promotions Director

Host/Sponsor of Activity: Jackson Middle School 6th Grade Career Fair

Students were introduced to radio as a career, provided information about our stations, handouts of media kits, answered questions.

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

Date of Station Participation: November 17, 2016

Participating Employees: KCGQ PD

Host/Sponsor of Activity: Southeast Missouri State University Media Management Class, Mike Simmons, Instructor

Students visited stations, studios, and production areas and were informed of different job opportunities in the radio field.

Date of Station Participation: October 19, 2016

Participating Employees: Promotion Manager and Sports Program Director

Host/Sponsor of Activity: Southeast MO State University

Employees spent an hour describing River Radio's latest remote equipment for sports play by play and remote use. Brought props and set up equipment, demonstrated how technology aids our efforts to sound clear while away from the studio. General questions at end of class about our philosophy and the radio industry in general.

Date of Station Participation: April 12, 2017

Participating Employees: KCGQ PD, Operations Manager, Promotion Manager

Host/Sponsor of Activity: Southeast Missouri State University, Mike Simmons, Instructor

Students visited stations, studios, and production areas and were informed of different job opportunities in the radio field.

Date of Station Participation: October 11, 2016

Participating Employees: Operations Manager

Host/Sponsor of Activity: Southeast MO State University Basic Radio Production class.

Discussed radio day to day duties and work flow, the best course to take to get into radio, as well as the social media impact of our stations.

Established an internship program designed to assist members of the community to acquire

skills needed for broadcast employment.

Date of Station Participation: September 21, 2016 – December 7, 2016

Participating Employees: Digital Manager

Description of Activity: SEMO University Mass Communications major and Advertising served as intern in our Digital Department, working on video editing, youtube content and creation and rules, content creation, and other duties.

Date of Station Participation: September 22, 2016 – December 2, 2016

Participating Employees: Digital Manager

Description of Activity: SEMO University Public Relations major served as intern in our digital department, earning Hubspot certification, developed and implemented social media content calendars, search engine keyword research and analysis, graphic design, etc.

Date of Station Participation: December 19, 2016 – January 13, 2017

Participating Employees: Promotion Director

Description of Activity: SEMO University student served as intern. Putting together ideas for events and promotions, following through to completion of promotion, paperwork to duct tape.

Date of Station Participation: May 12, 2017 – July 17, 2017

Participating Employees: Promotion Director and Digital Manager

Description of Activity: SEMO University student served as intern. Promotions from conception to completion, graphics, organization skills.

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: February 20, 2017

Participating Employees: KCGQ PD

Description of Activity: Homeschool Group Robotic Club
Conducted a tour of the station's facilities

Date of Station Participation: June 28, 2017

Participating Employees: KCGQ PD

Description of Activity: Boys and Girls Club of Southeast Missouri
Conducted a tour of the station's facilities

Date of Station Participation: July 5, 2017

Participating Employees: KCGQ PD

Description of Activity: Boys and Girls Club
Conducted a tour of the station's facilities

Date of Station Participation: July 11, 2017

Participating Employees: KCGQ PD and Operations Manager
 Description of Activity: Arrow Magazine
 Conducted a tour of the station's facilities

Date of Station Participation: July 19, 2017
 Participating Employees: KCGQ PD
 Host/Sponsor of Activity: Boy Scouts / Cub Scouts
 Conducted a tour of the station's facilities

Date of Station Participation: August 16, 2017
 Participating Employees: Operations Manager
 Host/Sponsor of Activity: Jackson Chamber of Commerce
 Conducted a tour of the station's facilities

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

General Manager attended Missouri Broadcasters Association annual meeting with breakout seminars on hiring practices. Shared with managers at station.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11/7/16	Business Manager	SE Missourian newspaper Ad
12/1/2016	Receptionist	On-air ad
01/10/2017	Account Executive	On air ad
01/23/17	Account Executive	On air ad
2/28/17	Accountant	On air ad
7/17/17	IT Manager	In House Posting

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 33

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, Inc	0
The Urban League	0
The Professional Center	0
Society of Professional Journalists	0
Missouri State university	0
Murray State University	0
Southeast Missouri State University	0
Southwest Missouri State University	0
Southern Illinois University Carbondale	0
University of Missouri – St Louis	0
St Louis Broadcast Center	0
St Louis Community College – Florissant Valley	0
Southeast Missourian Newspaper	10
Sikeston Democrat Newspaper	0
All Access.com	0
Country Aircheck	0
Corporate Website www.maxmediallc.com	0
Word of Mouth / Referral	5
KEZS, KGKS, KCGQ, KLSC, KZIM, KSIM, KGIR, KMAL	17
Inside Radio	0
Career/Job Fairs	0
Internal Postings	1

RECRUITING SOURCES USED

Job Title of Position: Business Manager

Date of Hire: November 7, 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 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: Receptionist

Date of Hire: 12/01/2016

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		
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: Account Executive

Date of Hire: 01/10/2017

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: Account Executive

Date of Hire: 01/23/2017

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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Society of Professional Journalists	N	3909 N Meridian, Indianapolis, IN 46208-40454		
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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		

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Job Title of Position: Accountant

Date of Hire: 02/28/2017

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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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: IT Manager

Date of Hire: 07/17/2017

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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