
Annual EEO Public File Report Form

Mississippi River Radio LLC

Annual EEO Public File Report

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c) (6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KEZS-FM, KZIM-AM, KGIR-AM, KCGQ-FM, KGKS-FM, KLSC-FM, KMAL-AM, and KSIM-AM, and is required to be placed in the public inspection files of these stations, and posted on their web site, if they have a web site.

The information contained in this Report covers the time period beginning 9/25/2010 to and including 09/24/2011 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c) (2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from 9/25/10 to 9/24/11

Station Comprising Station Employment Unit: Mississippi River Radio LLC

Section 1: Vacancy Information

	Full-time Positions Filled By job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1	Sales Executive	Radio Announcements	6
2	Air Personality	All Access	5
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			

Total Number of Persons Interviewed During Applicable Period: 11

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 9/25/10 to 9/24/11

Station Comprising Station Employment Unit: Mississippi River Radio LLC

Section 2: Recruitment Source Information

	RECRUITMENT SOURCE (Business Name, Address, Phone, Contact name)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-Time Positions for Which This Source Was Utilized
A	Baltimore Association of Black Media Workers Mr. Terry Owens / WMAR-TV 6400 York Road, Baltimore, MD 21212	1	
B	Broadcast Employment Services Mr. Mark C. Holloway, CEO PO Box 4116, Oceanside, CA 92052	1	
C	NAACP PO Box 25427, Raleigh, NC 27611	1	
D	National Urban League of Central Carolinas, Inc 740 W 5 Street, PO Box 34686 Charlotte, NC 28234-4686	1	
E	The Urban League 3701 Grandel Square, St. Louis, MO 63156	1	
F	The Professional Center 415 4th Avenue, Suite 1, Tarentum, PA 15084 Ms. Nancy Kuritzky	1	
G	Society of Professional Journalists 3909 N Meridian Street, Indianapolis, IN 46208-4045		
H	Missouri State University 901 S. National, Springfield, MO 65804 Attn: Job Placement	1, 2	
I	Murray State University University Drive, Murray, KY 40271	1, 2	
J	Southeast Missouri State University One University Plaza, Cape Girardeau, MO 63701	1, 2	
K	Southwest Missouri State University 901 South National, Springfield, MO 65804	1, 2	
L	Southern Illinois University Carbondale Carbondale, IL 62901	1, 2	

	RECRUITMENT SOURCE (Business Name, Address, Phone, Contact name)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-Time Positions for Which This Source Was Utilized
M	University of Missouri – St. Louis 8001 Natural Bridge Road, St. Louis, MO 63121	1, 2	
N	St. Louis Broadcast Center 2360 Hampton Avenue, Saint Louis, MO 63130 John Carroll; placement@broadcastcenterinfo.com	2	
O	St. Louis Community College- Florissant Valley 3400 Pershall Rd., Ferguson, MO 63135 Tim Gorry; tgorry@stlcc.edu	1	
P	Southeast Missourian Newspaper Cape Girardeau, MO 63701 Fred Geske; fgeske@semissourian.com Ashley Duerst: aduerst@semissourian.com	1, 2	
Q	All Access.com (user posting)	2	
R	Country Aircheck (user submission)	2	
S	Corporate Website www.maxmediallc.com	2	
T	Word of Mouth/Referral		
U	KEZS-FM, KGKS-FM, KCGQ-FM, KLSC- FM, KZIM-AM, KSIM-AM, KGIR-AM, KMAL-AM	1	
V	Career/Job Fairs/Application Pool		
W	Internal Postings	2	
X	Sikeston Standard Democrat Newspaper Fred Geske; fgeske@semissourian.com Ashley Duerst: aduerst@semissourian.com	1	
Y			
Z			

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 9/25/10 to 9/24/11

Station Comprising Station Employment Unit Mississippi River Radio LLC

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities
Undertaken by Mississippi River Radio LLC

EDUCATIONAL EVENTS

Brief Description of Activity and Station Participation

Date of Station Participation: February 2, 2011
Participating Employees: Air Personalities/Kirby Ray
Host/Sponsor of Activity: Boy Scout Troop 202, Den 4 of Fruitland, Mo
Conducted a tour of the stations facilities

Date of Station Participation: February 7, 2011
Participating Employees: Air Personalities/Kirby Ray
Host/Sponsor of Activity: Tiger Cub Scouts, Den 8 of Cape Girardeau, Mo
Conducted a tour of the stations facilities

Date of Station Participation: February 18, 2011
Participating Employees: Air Personalities/Kirby Ray
Host/Sponsor of Activity: Cub Scout Troop 15 of Cape Girardeau, Mo
Conducted a tour of the stations facilities

Date of Station Participation: February 24, 2011
Participating Employees: Air Personalities/Kirby Ray
Host/Sponsor of Activity: Cub Scout Pack 15 of Cape Girardeau, Mo
Conducted a tour of the stations facilities

EDUCATIONAL EVENTS – continued

Brief Description of Activity and Station Participation

Date of Station Participation: October 14, 2010

Participating Employees: GM Scott Richards

Host/Sponsor of Activity: Cape Girardeau Chamber of Commerce-Leadership Missouri
Spoke to approximately 40 attendees about careers in Radio and the challenges and opportunities of the Radio Industry.

Date of Station Participation: January 13, 2011, April 5, 7, 8, & 12, 2011

Participating Employees: KZIM PD Faune Riggin

Host/Sponsor of Activity: Prodigy Leadership Academy of Cape Girardeau, Mo
Spoke to all classes about career, and conducted a tour of the stations for all classes over 4 days in April.

Date of Station Participation: January 19 to April 29, 2011

Participating Employees: KZIM PD Faune Riggin

Host/Sponsor of Activity: Southeast Missouri State University, Cape Girardeau, Mo
In cooperation with the Sponsor conducted an internship program with a senior mass communications student.

Date of Station Participation: February 2, 2011

Participating Employees: KZIM PD Faune Riggin

Host/Sponsor of Activity: Puxico High School, Puxico, MO

A senior student interested in a career in weather/news job shadowing for the day.

Date of Station Participation: April 7, 2011

Participating Employees: KGKS PD Jeremy Shane

Host/Sponsor of Activity: R.O. Hawkins Junior High School, Jackson, MO

Spoke to 8th & 9th Grade students interested in Radio careers, including a brief synopsis of a typical work day.

Date of Station Participation: May 19, 2011

Participating Employees: GM Scott Richards

Host/Sponsor of Activity: Cape Girardeau Chamber of Commerce (MO), Leadership
Cape Class 2011

Spoke about the challenges and opportunities of the Radio Industry, careers, and procedures for submitting Public Service Announcements and answered questions.

Date of Station Participation: June 10, 2011

Participating Employees: PD Faune Riggin

Host/Sponsor of Activity: Southeast Missouri State University of Cape Girardeau, MO
Speed Networking/Career Panel for Cape Girardeau High School seniors.

Presentation to students followed by individual sessions with students interested in broadcasting careers.

EDUCATIONAL EVENTS – continued

Brief Description of Activity and Station Participation

Date of Station Participation: July 11 to September 19, 2011

Participating Employees: KEZS PD Dawn Marie

Host/Sponsor of Activity: Mineral Area College, (Cape Girardeau Career & Technology Center) Cape Girardeau, Mo

In cooperation with the Sponsor conducted a 90 hour summer internship program with a student.

Date of Station Participation: August 17, 2011

Participating Employees: Air Personalities/PD/GM Scott Richards

Host/Sponsor of Activity: Jackson (MO) Chamber of Commerce, Leadership Jackson Class 2011

Conducted a tour of the stations facilities, gave an overview of the careers in the industry, and spoke about the challenges and opportunities of the Radio industry.

Date of Station Participation: August 26, 2011 to December 16, 2011

Participating Employees: KEZS PD Dawn Marie

Host/Sponsor of Activity: Jackson High School, Jackson, Mo

In cooperation with the Sponsor conducted a 10 hour per week internship program with a senior student.

Date of Station Participation: September 12, 2011

Participating Employees: Receptionist Regina Finch

Host/Sponsor of Activity: St. Vincent De Paul School, Cape Girardeau, Mo

During career day spoke to students about her duties, and duties of other personnel within Mississippi River Radio.

CAREER/JOB FAIRS

Southeast Missouri State University's of Cape Girardeau, MO, Part-Time Job Fair on August 24, 2011. Station Air Personalities' attended, and spoke with interested applicants and distributed applications to interested parties.

EEO TRAINING

On January 25th 2011, General Manager Scott Richards conducted an EEO Training and Self-Assessment meeting with all Department Heads, featuring EEO material prepared by Garvey Schubert Barer.