
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 10/01/2009 to and including 09/24/2010 (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 10/01/09 to 9/24/10

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	Word of Mouth/Referral	3
2	Operations Dir/Air Personality	Internal Promotion from within parent Company	3
3	Air Personality	Internal Promotion	
4	Air Personality	Word of Mouth/Referral	7
5	News Reporter	Radio Announcements	6
6	Receptionist	Southeast Missourian	11
7			
8			
9			
10			
11			
12			
13			
14			

Total Number of Persons Interviewed During Applicable Period: 30

Appendix 2 to

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Covering the Period from 10/01/09 to 9/24/10

Station Comprising Station Employment Unit: Mississippi River Radio LLC

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	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	0	1 2 3 4 5 6
B	Broadcast Employment Services Mr. Mark C. Holloway, CEO PO Box 4116 Oceanside, CA 92052	0	1 2 3 4 5 6
C	NAACP PO Box 25427 Raleigh, NC 27611	0	1 2 3 4 5 6
D	National Urban League of Central Carolinas, Inc 740 W 5 Street PO Box 34686 Charlotte, NC 28234-4686	0	1 2 3 4 5 6
E	The Urban League 3701 Grandel Square St. Louis, MO 63156	0	1 2 3 4 5 6
F	The Urban League 3701 Grandel Square St. Louis, MO 63156	0	1 2 3 4 5 6
G	The Professional Center Ms. Nancy Kuritzky 415 4th Avenue, Suite 1 Tarentum, PA 15084	0	1 2 3 4 5 6
H	Society of Professional Journalists 3909 N Meridian Street Indianapolis, IN 46208-4045	0	1 2 3 4 5 6
I	Missouri State University Attn: Job Placement 901 S. National Springfield, MO 65804	0	2 3 4 5 6
J	Murray State University University Drive Murray, KY 40271	0	1 2 3 4 5 6

K	Southeast Missouri State University One University Plaza Cape Girardeau, MO 63701	0	1 2 3 4 5 6
L	Southwest Missouri State University 901 South National Springfield, MO 65804	0	1 2 3 4 5 6
M	Southern Illinois University Carbondale Carbondale, IL 62901	0	1 2 3 4 5 6
N	University of Missouri – St. Louis 8001 Natural Bridge Road St. Louis, MO 63121	1	1 2 3 4 5 6
O**	St. Louis Broadcast Center 2360 Hampton Avenue Saint Louis, MO 63130 John Carroll placement@broadcastcenterinfo.com	0	3 4 5
P	St. Louis Community College- Florissant Valley 3400 Pershall Rd. Ferguson, MO 63135-1408 Tim Gorry tgorry@stlcc.edu	0	1 2 3 4 5 6
Q	Southeast Missourian Newspaper Cape Girardeau, MO 63701 Fred Geske fgeske@semissourian.com	5	6
R	All Access.com (user posting)	6	2 3 4 5
S	Country Aircheck (user submission)	0	2 3 4
T	Corporate Website www.maxmediallc.com	1	2 3 4
U	Word of Mouth/Referral	7	
V	KEZS-FM, KGKS-FM, KCGQ-FM, KLSC-FM, KZIM-AM, KSIM-AM, KGIR-AM, KMAL-AM	6	1 5 6
W	Career/Job Fairs/Application Pool	2	
X	Internal Postings	2	1 2 3 4 5 6
Y	** Denotes request to be notified of any employment opportunities (July 2010)**		
Z			
Aa			
Ab			
Ac			

Appendix 3 to

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Covering the Period from 10/01/09 to 9/24/10

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: January 6, 2010
Participating Employees: Air Personalities
Host/Sponsor of Activity: Tiger Cubs Den 6 of Jackson, Mo
Provided a tour of the stations facilities

Date of Station Participation: January 20, 2010
Participating Employees: Air Personalities
Host/Sponsor of Activity: Tiger Scouts Den 12 Pack 16 of Jackson, Mo
Provided a tour of the stations facilities

Date of Station Participation: April 19, 2010
Participating Employees: Air Personalities
Host/Sponsor of Activity: Cub Scout Pack 202 Den 1 of Jackson, Mo
Provided a tour of the stations facilities

Date of Station Participation: May 4, 2010
Participating Employees: Air Personalities
Host/Sponsor of Activity: Tiger Cubs – St. Mary of Cape Girardeau, Mo
Provided a tour of the stations facilities

Date of Station Participation: July 1, 2010
Participating Employees: Air Personalities
Host/Sponsor of Activity: Kids Korner Daycare of Cape Girardeau, Mo
Provided a tour of the stations facilities

EDUCATIONAL EVENT

Date of Station Participation: January 22, 2010

Participating Employees: Air personality Cate Morgan and Promotions Director Nicole Arnzen

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

Explained variety of Radio Station careers, job descriptions, and courses of study to pursue to attain a career in Broadcasting to approximately 350 students

Date of Station Participation: April 20 and 22, 2010

Participating Employees: Air personality Kirby Ray

Host/Sponsor of Activity: Southeast Missouri State University of Cape Girardeau, Mo

Spoke to students of the music & social protest class about music and employment as an Air Personality

Date of Station Participation: April 15, 2010

Participating Employees: GM Scott Richards, Air personalities, Creative Services Director Bryan Young

Host/Sponsor of Activity: Leadership Cape Class – 2010, Cape Girardeau Chamber of Commerce, Cape Girardeau, MO

Conducted a tour of the facilities, explained variety of Radio Station careers, explained how to submit Public Service Announcements, creative copy writing, and answered questions. Scott Richards also participated in a Media Panel discussion

Date of Station Participation: June 8, 2010

Participating Employees: PD Faune Riffin

Host/Sponsor of Activity: Southeast Missouri State University of Cape Girardeau, MO SE Office of Pre-collegiate programs; spoke to 12th graders about career, career history and education

Date of Station Participation: August 23, 2010

Participating Employees: Air personalities, PD's, and Creative Services Director Bryan Young

Host/Sponsor of Activity: Leadership Jackson Class – 2010, Jackson Chamber of Commerce, Jackson, MO

Conducted a tour of the facilities, explained variety of Radio Station careers, creative copy writing, and answered questions.

CAREER/JOB FAIRS

Southeast Missouri State University's of Cape Girardeau, MO, Part-Time Job Fair on August 25, 2010. Station PD's attended, and spoke with interested applicants and distributed approximately 50 applications to interested parties.

EEO TRAINING

On May 11, 2010, General Manager Scott Richards participated in an EEO webinar offered through the Missouri Broadcasters Association, featuring material provided by Davis Wright Tremaine LLP.