
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 10/01/2008 to and including 09/30/2009 (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 10/01/08 to 9/30/09

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	News Reporter	Internal Posting	28
2	Receptionist	Radio Announcements	8
3	Part-time Air Position	Radio Announcements	11
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			

Total Number of Persons Interviewed During Applicable Period: 47

Appendix 2 to

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Covering the Period from 10/01/08 to 9/30/09

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	American Women in Radio & TV Ms. Terri Dickerson 8405 Greensboro Dr McLean, VA 22101	0	
B	Baltimore Association of Black Media Workers Mr. Terry Owens / WMAR-TV 6400 York Road Baltimore, MD 21212	0	1 2 3
C	Broadcast Employment Services Mr. Mark C. Holloway, CEO PO Box 4116 Oceanside, CA 92052	0	1 2 3
D	Foundation for Minority Interests in Media (FMIM) 825 7 th Avenue, 4 th Floor New York, NY 10019	0	1 2 3

E	Hispanic Link News Service 1193 National Press Building Washington, DC 20045	0	
F	Ms. Foundation for Women 120 Wall Street 33 rd Floor New York, NY 10005	0	1 2 3
G	NAACP PO Box 25427 Raleigh, NC 27611	0	1 2 3
H	National Assoc of Broadcasters Mr. Dwight Ellis 1771 North Street NW Washington, DC 20036	0	1 2 3
I	National Assoc of Hispanic Journalists 1000 National Press Building 529 14 th Street NW Washington, DC 20045	0	1 2 3
J	National Hispanic Media Coalition Mr. Alex Nogales, CEO 2514 S. Grand Ave Los Angeles, CA 90007	0	1 2 3
K	Southeast Missourian Newspaper Cape Girardeau, MO 63701	0	
L		0	
M	National Urban League of Central Carolinas, Inc	0	1 2 3

	740 W 5 Street PO Box 34686 Charlotte, NC 28234-4686		
N	Native American Public Telecomm Mr. Frank Blythe PO Box 83111 Lincoln, NE 68501	0	
O	Radio-TV News Directors Assoc 1600 K Street NW Washington, DC 20006	0	1 2 3
P	Society of Professional Journalists 3909 N Meridian Street Indianapolis, IN 46208-4045	0	1 2 3
Q	The Professional Center Ms. Nancy Kuritzky 415 Fourth Avenue, Suite 1 Tarentum, PA 15084	0	1 2 3
R	Women's Information Network Job Placement Office 1800 R. Street,NW, Suite C-4 Washington, DC 20009	0	1
S	Grace Hill Neighborhood Services 2600 Hadley St. Louis, MO 63130	0	1 2 3
T	The Urban League 3701 Grandel Square St. Louis, MO 63156	0	1 2 3
U	Murray State University	0	1 2 3

	University Drive Murray, KY 40271		
V	Southern Illinois University Carbondale Carbondale, IL 62901	0	1 2 3
W	University of Missouri – St. Louis 8001 Natural Bridge Road St. Louis, MO 63121	0	1 2 3
X	Southwest Missouri State University 901 South National Springfield, MO 65804	0	
Y	Southeast Missouri State University One University Plaza Cape Girardeau, MO 63701	0	1 2 3
Z	Word of Mouth	6	1 2 3
Aa	KEZS-FM, KGKS-FM, KCGQ-FM, WLSC- FM, KZIM-AM, KSIM- AM, KGIR-AM, KMAL-FM	31	1 2 3
Ab	Career/Job Fairs	10	

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 10/01/08 to 9/30/09

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 18, 2009

Participating Employees: Air Personalities

Host/Sponsor of Activity : Tiger Cubs Pack 12 of Jackson, Mo

Provided a tour of the stations facilities

Date of Station Participation: March 23, 2009

Participating Employees: Air Personalities

Host/Sponsor of Activity : Tiger Cubs of Jackson, Mo

Provided a tour of the stations facilities

Date of Station Participation: April 22, 2009

Participating Employees: Air Personalities

Host/Sponsor of Activity : Tiger Cubs 17 of Cape Girardeau, Mo

Provided a tour of the stations facilities

Date of Station Participation: July 1, 2009

Participating Employees: Air Personalities

Host/Sponsor of Activity : CPS of Cape Girardeau, Mo

Provided a tour of the stations facilities

Date of Station Participation: September 23, 2009

Participating Employees: Air Personalities

Host/Sponsor of Activity : Girl Scout Troop 4043 of Jackson, Mo

Provided a tour of the stations facilities

Brief Description of Activity and Station Participation:

EDUCATIONAL EVENT

Date of Station Participation: January 16, 2009

Participating Employees: PD's Katie Carson and Jeremy Shane, along with air personalities Cate Morgan and Hunter Hendricks

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 250 students

INTERNSHIP PROGRAMS

Brief Description of Activity and Station Participation:

In cooperation with Southeast Missouri State University of Cape Girardeau, MO, offered an internship in the Creative Services Department from January 20, 2009 to May 3, 2009.

In cooperation with Southeast Missouri State University of Cape Girardeau, MO, offered an internship in the Promotions Department from January 21, 2009 to May 15, 2009.

In cooperation with Southeast Missouri State University of Cape Girardeau, MO, offered an internship in the News Department to a Mass Communications/Journalism major from June 2, 2009 to July 27, 2009.

In cooperation with Southeast Missouri State University of Cape Girardeau, MO, offered an internship in the Business Office from May 20, 2009 to August 10, 2009.

CAREER/JOB FAIRS

Brief Description of Activity and Station Participation:

Participated in Southeast Missouri State University's of Cape Girardeau, MO, Part-Time Job Fair on August 26, 2009. Various Station Pd's attended, spoke with interested applicants and distributed approximately 50 applications to interested parties.