

2011 ANNUAL EEO PUBLIC FILE REPORT

[Mississippi River Radio – Poplar Bluff, Missouri]

Station(s): KCLR-FM; KJEZ-FM; KWOC-AM
Community(ies) of License: Poplar Bluff, Missouri

Reporting Period: September 21, 2010 to September 20, 2011

No. of Full-time Employees: 5 – 10 _____ / More than 10 X _____
Small Market Exemption:

During the Reporting Period, a total of three 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.* 8/26/11
Butler County Job Fair
Sales Manager, Program Directors for 3 stations

*Hosted at least one **job fair**.*

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

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

*Participated in **job banks, internet programs**, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

6/17/11
Poplar Bluff Junior High
I'm a Citizen Too Class
General Manager, Sales Manager, Sales Reps,
KKLR Program Director, KJEZ Program
Director, KJEZ On-Air Talent, KWOC Program
Director, Receptionist

3/30/11
Boy Scouts Pack 329 Station Tour
KKLR On-Air Talents

3/10/11
Boy Scout Pack 64 Station Tour
KKLR On-Air Talents

3/12/11
Boy Scout Pack 200 Station Tour
KKLR On-Air Talents

3/7/11
Cub Scouts Pack 329 Station Tour
KJEZ On-Air Talent

11/15/10
Cub Scout Pack 60 Station Tour
KKLR Program Director, KKLR On-Air Talent

*Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.*

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

*Established a **mentoring** program for station personnel.*

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

3/4/11
Job Shadow Taylor Heckman
Poplar Bluff High School
KKLR Program Director, KJEZ Program
Director, KJEZ On-Air Talent, KWOC Program
Director, KKLR On-Air Talent

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

*Provided **assistance** to unaffiliated non-profit entities in **maintaining web sites** that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting*

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

*Provided **training** to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.*

*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.*

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
10/19/10	On-Air Talent	Promoted from part-time employees
1/5/11	Traffic Director	Radio Ads
8/1/11	On-Air Talent	Promoted from part-time employees

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: September 21, 2010 to September 20, 2011

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Radio Advertisement on KWOC-AM, KKLR-FM, KJEZ-FM	11
Personal Contact	1
Butler County Job Fair	3
Walk-In	1

RECRUITING SOURCES USED

Job Title of Position: On-Air Talent Date of Hire: 10/19/10

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Radio Advertisement on KWOC-AM, KKLR-FM, KJEZ-FM	N	1015 West Pine Poplar Bluff, MO 63901	Kati Ray	573-785-0881 katiw@riverradio.net
MERS/Goodwill	Y	2511 N. Westwood Blvd., Ste. B Poplar Bluff, MO 63901	Janel Barber, Director	800-682-8469 jbarber@mersgoodwill.org
Butler County Job Fair	N	Butler County Community Resource Council	Karen Crook, Executive Director	573-776-7830 caring@semo.net

* 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: Traffic Director

Date of Hire: 1/5/11

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Radio Advertisement on KWOC-AM, KKLR-FM, KJEZ-FM	N	1015 West Pine Poplar Bluff, MO 63901	Kati Ray	573-785-0881 katiw@riverradio.net
MERS/Goodwill	Y	2511 N. Westwood Blvd., Ste. B Poplar Bluff, MO 63901	Janel Barber, Director	800-682-8469 jbarber@mersgoodwill.org
Butler County Job Fair	N	Butler County Community Resource Council	Karen Crook, Executive Director	573-776-7830 caring@semo.net
Personal Contact	N	Employee	Tereska Stockton	573-785-0881

* 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: On-Air Talent

Date of Hire: 8/1/11

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Radio Advertisement on KWOC-AM, KKLR, KJEZ-FM	N	1015 West Pine Poplar Bluff, MO 63901	Kati Ray	573-785-0881 katiw@riverradio.net
MERS/Goodwill	Y	2511 N. Westwood Blvd., Poplar Bluff, MO 63901	Janel Barber, Director	800-682-8469 jbarber@mersgoodwill.org
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