

2017 ANNUAL EEO PUBLIC FILE REPORT

Mississippi River Radio – Poplar Bluff, Missouri

Stations: KKLR-FM, KJEZ(FM) & KWOC(AM)
Community of License: Poplar Bluff, Missouri

Reporting Period: September 21, 2016 to September 20, 2017

No. of Full-time Employees: More than 10
Small Market Exemption: Yes

Our Market Had No Full Time Positions Open/Filled During the Reporting Period

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):

<i>Participated in job fairs by station personnel who have substantial responsibility in making hiring decisions.</i>	04/06/2017 - Annual Job & Transfer Fair TRC Campus Poplar Bluff, MO Station Personnel Involved: KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff
	08/25/2017 – 20 th Annual Three Rivers College Job Fair. Station Personnel Involved: Program Directors KKLR-FM, KJEZ-FM, KWOC-AM.
<i>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).</i>	03/03/2017 - Boy Scout Pack 60 Station Tour Station Personnel Involved; KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff. Pack leader Jarod Stark.
<i>Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</i>	06/26/2017 - Poplar Bluff Junior High Students tour. “I’m a Citizen” program. Station Personnel Involved: General Manager, Program Directors and Air-Staff for KKLR-FM, KJEZ-FM, and KWOC-AM. Hosted a station tour and gave students information on Broadcast Radio On-Air and Sales Careers. 04/12/2017 Exploring Careers Class Tour. Two classes came in to tour the stations. Station Personnel Involved: General Manager, Program Directors and Air-Staff for KKLR-FM, KJEZ-

FM, and KWOC-AM. Teacher was Cindy Nicolini.

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

03/06/2017 - Meeting With Hiring Managers
General Manager, Chief Engineer, KKLR
Program Director, KJEZ Program Director,
KWOC Program Director
Topic: Semi-Annual Management Team Meeting
To Review Proper Hiring Procedures And
Updates On Any Changes To EEO Rules And
Regulations.

09/04/2017 - Meeting With Hiring Managers
General Manager, Chief Engineer, KKLR
Program Director, KJEZ Program Director,
KWOC Program Director
Topic: Semi-Annual Management Team Meeting
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Updates On Any Changes To EEO Rules And
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GSB:8093900.2