

2016 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, 2015 to September 20, 2016

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):

*Participated in **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

03/15/2016 - Boy Scout Pack 60 Station Tour
Station Personnel Involved; KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff

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

04/07/2016 - Annual Job & Transfer Fair
TRC Campus Poplar Bluff, MO Station Personnel Involved; KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff

*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).*

04/22/2016 – University Of Missouri Extension
Job Fair/Small Business Media Fair . Station Personnel Involved; KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff

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

06/21/2016 - 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.

08/26/2016 – 19th Annual Three Rivers College Job Fair. Station Personnel Involved Program Directors KKLR-FM, KJEZ-FM, KWOC-AM.

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

03/08/2016 - 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.

09/13/2016 - 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.