

2022 ANNUAL EEO PUBLIC FILE REPORT

Mississippi River Radio – Poplar Bluff, Missouri (MRR License LLC)

Stations: KKLR-FM, Poplar Bluff, MO
KJEZ(FM), Poplar Bluff, MO
KLSC(FM), Malden, MO
KWOC(AM), Poplar Bluff, MO
KMAL(AM), Malden, MO

Reporting Period: September 20, 2021 to September 21, 2022

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

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):

Due to the ongoing effects of the Covid-19 Pandemic, much of our outreach programs such as job fairs, station tours and educational presentations were postponed or cancelled.

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

04/21/2022 – Three Rivers College Job Fair
Station Personnel Involved; KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff.

05/25/2022 – Black River Coliseum Job Fair
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).*

The stations engage the audience virtually through social media such as Facebook and their websites with local news and topics of current interest. Job postings are listed online on station websites, Facebook and Indeed.

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

04/19/2022 - Boy and Girls Club (Terry McCormick group leader) Station Tour
Station Personnel Involved; KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff and Station and Sales Managers.

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

05/04/2022 – Mark Twain Schools Student Station Tour. Station Personnel Involved; KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff and Station and Sales Managers.

06/15/2022 – Poplar Bluff R-1 Schools (Mrs. Desgranges group teacher/leader) Station Tour Station Personnel Involved; KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff and Station and Sales Managers.

06/16/2022 – Poplar Bluff R-1 Schools (Mrs. Desgranges group teacher/leader) Station Tour Station Personnel Involved; KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff and Station and Sales Managers.

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

03/08/2022 - Meeting With Hiring Managers General Manager, Sales Manager, Chief Engineer, KKLR Program Director, KJEZ Program Director, KWOC/KMAL Program Director, KLSC Program Director Topic: Semi-Annual Management Team Meeting To Review Proper Hiring Procedures And Updates On Any Changes To EEO Rules And Regulations.

09/06/2022 - Meeting With Hiring Managers General Manager, Sales Manager, Chief Engineer, KKLR Program Director, KJEZ Program Director, KWOC/KMAL Program Director KLSC Program Director Topic: Semi-Annual Management Team Meeting To Review Proper Hiring Procedures And Updates On Any Changes To EEO Rules And Regulations.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
11/16/2021	Sales Representative	Radio Ad

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Radio Advertising On KKLK-FM, KJEZ-FM, KLSC-FM, KWOC-AM, KMAL-AM	2
Indeed.com	1
Facebook	1
Total Interviews	4

RECRUITING SOURCES USED

Job Title of Position: Sales Representative Date of Hire: 11/16//2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Radio Advertisement On KWOC-AM, KMAL-AM KKLK-FM, KJEZ-FM, KLSC FM	N	1015 West Pine St. Poplar Bluff, MO 63901	John Rice	573-785-0881 johnr@riverradio.net
Indeed.com	N	Indeed.com website	N/A Online Account	Indeed.com
Facebook.com	N	Facebook.com	Facebook.com	All Stations Facebook.com Pages

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.