

# 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):

<i>Participated in <b>job fairs</b> by station personnel who have substantial responsibility in making hiring decisions.</i>	04/07/2016 - Annual Job & Transfer Fair TRC Campus Poplar Bluff, MO Station Personnel Involved: KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff
	04/22/2016 – University Of Missouri Extension Job Fair/Small Business Media Fair. Station Personnel Involved: KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff
	08/26/2016 – 19 <sup>th</sup> Annual Three Rivers College Job Fair. Station Personnel Involved: Program Directors KKLR-FM, KJEZ-FM, KWOC-AM.
<i>Participated in <b>job banks, internet programs, and other programs</b> designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).</i>	03/15/2016 - Boy Scout Pack 60 Station Tour Station Personnel Involved; KKLR-FM, KJEZ-FM, KWOC-AM Air-Staff
<i>Participated in at least 4 <b>events or programs</b> sponsored by <b>educational institutions</b> relating to career opportunities in broadcasting.</i>	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.

*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.

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