

# 2021 ANNUAL EEO PUBLIC FILE REPORT

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

Stations: KCLR-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, 2020 to September 21, 2021

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 Covid-19 Pandemic, outreach planned after mid-March 2020 such as job fairs, station tours and educational presentations did not occur.

*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 on Facebook.

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

03/09/2021 - Meeting With Hiring Managers General Manager, Sales Manager, Chief Engineer, KCLR 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.

09/14/2021 - Meeting With Hiring Managers General Manager, Sales Manager, Chief Engineer, KCLR 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
01/21/2021	On Air	Radio Ads

**INTERVIEWEE REFERRAL SOURCE SUMMARY**

Total Number of Persons Interviewed during the Reporting Period: 3

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Radio Advertising On KKLR-FM, KJEZ-FM, KLSC-FM, KWOC-AM, KMAL-AM	2
Monster.com	0
Indeed.com	0
Facebook	1

**RECRUITING SOURCES USED**

Job Title of Position: On Air      Date of Hire: 01/21/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Radio Advertisement On KWOC-AM, KMAL-AM, KKLR-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.