
Annual EEO Public File Report

Mississippi River Radio LLC
Poplar Bluff, Missouri

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c) (6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KJEZ-FM, KWOC-AM, and KKLR-FM, and is required to be placed in the public inspection files of these stations, and posted on their web site.

The information contained in this Report covers the time period beginning 09/20/2007 to and including 09/26/2008 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c) (2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person.

Appendix 1 to

Annual EEO Public File Report

Covering the Period from 09/20/2007 to 09/26/2008

Stations Comprising Station Employment Unit:
KJEZ-FM, KWOC-AM, and KKLR-FM

Section 1: Vacancy Information

	Full-time Positions Filled By job Title	Recruitment Source of Hiree	Total Number of Interviewees from all sources for this position
1	Traffic Director	Personal Contact	1
2	On-Air Announcers (Part-Time)	Personal Contact and Previous Employees/Interns	4
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

Total Number of Persons Interviewed During Applicable Period: 5

Appendix 2 to

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Covering the Period from 09/20/2007 to 09/26/2008

Stations Comprising Station Employment Unit:
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Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If any)	Full-time Positions for Which This Source Was Utilized
A.	Radio Advertisement on KWOC-AM, KKLR- FM, KJEZ-FM 1015 West Pine Poplar Bluff, MO 63901 Kati Wylie 573-785-0881	0	1 Traffic Director
B.	MBA website www.mbaweb.org	0	Sales Rep (position not filled)
C.	Word of Mouth/Personal Contact	1 4	1 Traffic Director 2 On-Air Announcers

D.	Three Rivers Community College Placement Office Bess Activity Center Poplar Bluff, MO 63901 573-840-9608	0	2 On-Air Announcer
F.	Butler County Community Resource Council Job Fair Poplar Bluff, MO 573-776-7830 Karen Crook	0	

Appendix 3 to

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Covering the Period from 09/20/2007 to 09/26/2008

Station Comprising Station Employment Unit:
KJEZ-FM, KWOC-AM, and KKLR-FM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities
Undertaken by Mississippi River Radio LLC, Poplar Bluff.

EDUCATIONAL EVENT

Date of Station Participation: 2/14/2008
Participating Employees: Galen Stevens

Host/Sponsor of Activity: Dexter High School Job Fair

Brief Description of Activity and Station Participation

Galen Stevens spoke to students about career opportunities in broadcast.

EDUCATIONAL EVENT

Date of Station Participation: 5/13/2008
Participating Employees: Chris Berger, Kati Wylie

Host/Sponsor of Activity: Poplar Bluff High Smokebusters tour

Brief Description of Activity and Station Participation

Shared information relating to broadcasting and career opportunities with the students.

EDUCATIONAL EVENT

Date of Station Participation: 2/27/2008 and 3/26/2008

Participating Employees: Kati Wylie

Host/Sponsor of Activity : Three Rivers Community College Advertising Classes

Brief Description of Activity and Station Participation

Shared with students regarding broadcasting and career opportunities. Also worked with them on creating commercials.

EDUCATIONAL EVENT

Date of Station Participation: 3/3/2008 and 3/5/2008

Participating Employees: Kati Wylie, Galen Stevens, Randy Bailey, Rick Carl, Chris Berger, Brittney McKay

Host/Sponsor of Activity : Three Rivers Community College Advertising Class Tour

Brief Description of Activity and Station Participation

Students came to the studio and observed on-air studios and production work.

EDUCATIONAL EVENT

Date of Station Participation: 6/5/2008

Participating Employees: Galen Stevens, Randy Bailey, Rick Carl, Chris Berger, Kati Wylie, Rhonda Hunt, Lauri O'Brien.

Host/Sponsor of Activity: Poplar Bluff Junior High Citizenship Class

Brief Description of Activity and Station Participation

Tour and job shadowing of class of approximately 40 students. The objective of the class is to explore various careers.

EDUCATIONAL EVENT

Date of Station Participation: 8/22/2008

Participating Employees: Randy Bailey, Galen Stevens, Kati Wylie, Rick Carl, Rhonda Hunt

Host/Sponsor of Activity : Butler County Community Resource Council, Greater Poplar Bluff Area Chamber of Commerce, Missouri Career Center, Three Rivers Community College and Mississippi River Radio

Brief Description of Activity and Station Participation

Attended with booth and applications. Also broadcasted live to invite the public to the job fair on KJEZ, KKLR and KWOC.

INTERNSHIP PROGRAM

Date of Station Participation: 5/31/2008 to 8/17/2008

Participating Employees: Galen Stevens, Supervisor. All employees participated.

Host/Sponsor of Activity: Station Intern Whalen George and Shawn Mannon.

Brief Description of Activity and Station Participation

Interns from local schools to learn about career opportunities in broadcasting.

TRAINING

Max Media LLC and its stations Mississippi River Radio LLC are equal opportunity employers. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at Max Media LLC and its stations will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status, Acquired-Immune Deficiency Syndrome (AIDS), AIDS - related complex (ARC), veteran status or any other category protected by law.