

Annual EEO Public File Report

Covering the Period from October 1, 2010 to September 30, 2011

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The purpose of this 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 station: KRCU-FM, Cape Girardeau, MO and is required to be placed in the public inspection file of the station, and posted on their website.

The information contained in this Report covers the time period beginning October 1, 2010 to and including September 30, 2011 (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 sources(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), 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 Section 73.2080(c)(2) of the FCC rules.

**Prong 3 Longer-Term Recruitment Initiatives
Implemented from October 1, 2010 through September 30, 2011**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	ongoing	Student Intern Program	Expose college students to public broadcasting environment	Host interns from area colleges who are majoring in broadcasting for credit hours. Utilize students in various areas including program editing, development and program development.	General Manager Development Director Operations Director Host/Producer
	Fall 2010	student intern program	Two Anthropology students working with the station;	One student involved in scheduling, recording, and interviewing subjects for feature-style radio reporting. Other student recording upcoming university events calendar (This Week at Southeast). Writing athletics calendar copy and producing our local movie music program.	Host/Producer
	11/17/10	Liberal Arts Intern Fair	College of Liberal Arts at Southeast Missouri State University hosted a fair to help with the recruitment of interns	KRCU sent a full-time staff member to recruit students for internships related to the launch of new newsgathering initiative to begin in Spring 2011.	Host/Producer
	12/01/10	Anthropology Department Intern Fair	Southeast Missouri State University's Anthropology Department hosted a fair to help with the recruitment of interns	KRCU sent a full-time staff member to recruit students for internships related to the launch of new newsgathering initiative to begin in Spring 2011.	Host/Producer
	Spring 2011	student news interns	Utilize Southeast University students to help station cover news around the region	KRCU recruited five students from Southeast Missouri State University to cover news under the direction of our full-time morning host. The students cover an area related to their area of study.	Host/Producer
	Spring 2011	production intern	Utilize Southeast University student to assist with weekly production duties as assigned	KRCU recruited one student to help with local production which includes audio editing and recording breaks for automation and "This Week at Southeast."	Host/Producer

1	Summer 2011	student news interns	Utilize Southeast University students to help station cover news around the region	KRCU recruited two students from Southeast Missouri State University to cover news under the direction of our full-time morning host. The students cover an area related to their area of study.	Host/Producer
	Summer 2011	production intern	Utilize Southeast University student to assist with weekly production duties as assigned	KRCU recruited one student to help with local production which includes audio editing and recording breaks for automation and "This Week at Southeast."	Host/Producer
	Summer 2011	Development/Marketing Intern	Utilize Southeast University student to assist with weekly marketing duties as assigned; also help with research and contacting businesses	Student assisted Development Director with project involving major donor that including developing contact list; writing of event copy and other duties as assigned.	Development Director

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2	--	Events with educational institutions relating to broadcasting employment opportunities.	MC344 Audio Production Class visit	Talked with group of 10 students about KRCU and public radio and about internship opportunities at the station.	General Manager Operations Director
	10/19/10		MC101 Intro to Mass Media Class visit	Talked with two sections of the class (25) and (37). Told them about public broadcasting in general, about KRCU as a public radio station; shared current job opportunities and talked about our program schedule. Gave tour to both groups. Had four students fill out job applications.	General Manager Operations Director

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No	Date	Initiative	Description	Scope of Involvement	Personnel Involved
3	ongoing	Host Student Job Fair	Southeast Missouri State University Career Linkages hosted a job fair for recruitment of part-time workers (the station employs Southeast students as announcers)	Set up table and station staff have students interested fill our applications and give them chance to talk about opportunities in broadcasting and production at station.	General Manager Operations Director Host/Producer
	08/24/11	Hosted Student Job Fair	Had booth at Fall student job fair at Southeast Missouri State University	Talked with students interesting in working in radio and accepted approximately 50 applications. Also told students about internship opportunities available during the Fall semester at the station.	General Manager Operations Director
4	ongoing	Training program designed to enable station personnel to acquire skills that could enable them to obtain higher level positions	Southeast Missouri State University provides employees, including KRCU employees, with opportunities to attend relevant training programs and seminars through their respective departments. In addition, staff members of Southeast Missouri State receive a comprehensive educational benefit program. Employees are able to pursue academic learning in their area of interest or career path.	Available to all fulltime employees.	Office Manager

**Station KRCU has six full-time employees and therefore is required to complete two longer-term initiatives every two years.