

R&J Broadcasting Inc.
Equal Employment Opportunity Program Report
Attachment to Form 2100, Schedule 396
Narrative Statement 2020

R&J Broadcasting, Inc. has conducted/participated in a number of outreach initiatives to provide education about and promote interest in the broadcasting and communications fields in the northern, northwestern and central Minnesota, and eastern North Dakota listening areas served by R&J Broadcasting Inc. stations. These initiatives seek to benefit the local communities and provide R&J Broadcasting Inc. with the opportunity to meet potential future employees as well as those interested generally in the broadcast and communications industries. Below is a listing of activities conducted during the preceding two years generally on behalf of all R&J Broadcasting Inc. Station Employment Units.

As with all industries and businesses, the pandemic and prevalence of Covid19 in our stations' communities has impacted R&J's ability to conduct and/or participate in outreach activities since March of 2020. It is our company's hope that 2021 will allow R&J to resume interaction with our communities face-to-face. R&J did have an intern this summer where appropriate precautions and safety measures were taken to ensure health and safety during these uncertain times.

On January 22, 2020, R&J Broadcasting Inc. participated in the Traill County Career Fair, in Mayville, ND. There, current employees of R&J Broadcasting Inc. talked with area high school students and students at Mayville State University as well as other community members about what it's like working in broadcasting and the small market radio industry. Applications were made available. Attendees were also encouraged to reach out for internship and job opportunities in the future across northern and central Minnesota and eastern North Dakota.

R&J Broadcasting Inc. also offers a scholarship to graduating high school students interested in broadcasting, marketing or other communications related fields of study each spring with applications due traditionally the first week of April. We send blank applications to schools across our listening areas in northern, northwestern, and central Minnesota and eastern North Dakota. We also make our application available for a limited time on our website home page. In our application, we invite students to inquire about job shadow and internship opportunities with R&J Broadcasting Inc.

During the summer of 2020, R&J Broadcasting Inc. employed an intern at our KKCQ AM/FM stations from Concordia College in Moorhead, MN. Our intern, Mary Balstad was responsible for conducting interviews and creating local news stories on community events and happenings. She plans to continue her education in Communications at Concordia College.

R&J Broadcasting Inc. has recently partnered with area high schools to assign students interested in media and broadcasting to help setup and run broadcast equipment at high school sports events we are airing. Students have the chance to lean more with hands on experience and have the opportunity to work alongside broadcasters during the games. Schools we work with include Finley-Sharon/Hope-Page, ND, Ada-Borup High School, MN, East Grand Forks High School, MN, Hawley High School, MN, Hillsboro-Central Valley High School, ND, Mahnomen-Waubun High School, MN, Sacred Heart High School, MN, and Climax-Fisher High School. We look forward to expanding this program to additional schools and communities in the future.

R&J Broadcasting Inc. participated in Northern Cass School's annual Career Day, April 26th, 2019. We talked with many middle school students about careers in broadcasting. Our audience was of course middle school students, and were not actively seeking employment, but we interviewed students on air on KRJB 106.5 FM about their future plans and encouraged careers in communications.

KSDM, KGHS Radio hosted a job fair on Thursday, May 16th, 2019 from 1-4 p.m. Those interested in radio broadcasting were invited to stop by the office located at 519 3rd St., downtown International Falls. Several interested individuals and asked about what careers at KSDM and KGHS Radio.