

R&J Broadcasting Inc.

REVISED Equal Employment Opportunity Program Report

Attachment to Form 2100, Schedule 396

Narrative Statement May 2021

Since its inception, R & J Broadcasting Inc. (“R&J” or “the Company”) has been an Equal Opportunity Employer. We are committed to a policy of equal opportunity for all qualified individuals without regard to race, color, religion, national origin, sex, age, sexual orientation, physical or mental disability, or conditions specifically prohibited by federal, state, and local legislation.

R & J Broadcasting, Inc. seeks the assistance of organizations to help in our efforts for an effective, positive employment recruitment program which includes local newspapers, area high schools, colleges and universities, minority organizations, state broadcaster’s association, state and local employment agencies as well as its stations’ websites. To make this policy effective, and, within the rules and regulations of the Federal Communications Commission, R & J Broadcasting, Inc. has an Equal Employment Opportunity (EEO) program with Jim Birkemeyer, President of R & J Broadcasting, Inc. being responsible for the implementation. This non-discrimination policy has been widely distributed to all employees and managers and has been placed in the public inspection file as well as here on their website.

Historically, R&J Broadcasting, Inc. has conducted and/or participated in a number of outreach initiatives during the year to provide education about and promote interest in the broadcasting and communications fields in the northern, northwestern and central Minnesota and 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. This was true during the Company’s 2019 Reporting Period (11/30/18-12/1/19) and a summary of these activities is listed below. However, as with all industries and businesses, the Global Pandemic and prevalence of Covid19 in our stations’ communities severely impacted R&J’s ability to conduct and/or participate in outreach activities during the Company’s 2020 Reporting Period (11/30/19-12/1/2020). Although a few initiatives were executed, since March of 2020, the Company’s broadest initiative, its “Open Broadcast Booth” during high school sports games at nearly 900 annual events, was suspended until schools reopen and sporting events resume, and safety precautions were made. The Minnesota Governor closed schools for in-person learning and cancelled the remainder of Winter 2019-2020 and Spring 2020 school sporting events in March 2020. A list of the Company’s successful 2020 initiatives is provided below. It is the Company’s hope that 2021 will allow R&J to resume interaction with our communities face-to-face.

In addition, the search for and hiring of a Sales/General Manager during the Pandemic impacted the Company's normal sourcing of applicants. As is reported in its 2020 Annual EEO Program Report (REVISED), although the Company began in January 2020 to advertise locally to fill the Sales Manager position for its Eastern Station Employment Unit in a variety of sources (STAA.com, MBA, R&J Radio Ads) no qualified applications were received. Efforts locally to continue the search for a Sales Manager became very difficult as a result of the onset of the Global Pandemic and the closing of many businesses: in-person interviews were next to impossible, the Company had concerns for the safety of its employees, several employees were impacted by the Covid19 outbreak either personally or caring for a family member and the Company's staff was stretched thin as it continued to run all of the company stations and provide service to the listening public in all of its service areas. As a result of these exigent circumstances, on July 31, 2020 R&J made the decision to hire an employment recruiting agency, Roos Advisors, to assist in the search, which was then conducted more broadly, on a nationwide scale. Roos was able to identify approximately 125 qualified applications/applicants from a variety of sources (60 from an ad Roos placed on All Access Radio Job Board and 65 from direct contact recruiting sources through LinkedIn and existing Roos database and network sources). Thirteen (13) resumes were referred to R&J and eight (8) people were interviewed. At roughly the same time, the SEU's General Manager notified R&J that he wished to step into a different role with company in the future for personal reasons. At that time R&J made the decision to elevate the Sales Manager position to a Sales Manager with the potential to be promoted to General Manager after a certain period of time with R&J. This was explained to the candidates that were being interviewed from the Roos pool of applicants. A Sales Manager was hired from the Roos search (respondent from All Access Radio Job Board) in November 2020, began employment in December 2020. As a result of the transfer to a different position within the Company of the then-current GM, the new Sales Manager was promoted to General Manager on January 5, 2021.

OUTREACH INITIATIVES DURING THE 12/1/2018-11/30/2019 REPORTING PERIOD:

High School Sport Job Shadow Program/Open Broadcast Booth for 2018-19 Season (EASTERN/WESTERN/NORTHERN SEUs): In a typical year, R&J sports announcers annually broadcast more than 900 local high school sporting events across the Company's listening areas. R&J has worked with numerous local high schools for many years and school faculty are aware that R&J offers an 'open broadcast booth' policy during the games that allows for interested students to simply drop in and shadow the game's R&J sports announcer during the broadcast. Students have the chance to learn more with hands-on experience and have the opportunity to work alongside broadcasters during the games. Faculty also refer students interested in broadcasting directly to the R&J booth on game nights.

High schools participating in the **EASTERN SEU** include: Pillager, Brainerd, McGregor, Aitkin, Crosby, Pequot Lakes, Isle, and Pine River-Backus. Full time R&J employees participating (on a rotational basis) in these games are: Tom Martin (GM in 2018-19), Devon Krueger (Site Manager/Sports Director), Paul Vold (Sports Announcer), Ben Aberg (Sports Announcer) as well as several part-time announcers.

High schools participating in the **WESTERN SEU** include: Finley-Sharon/Hope-Page, ND, Ada-Borup, MN High School, East Grand Forks, MN High School, Hawley, MN High School, Hillsboro-Central Valley High School, ND, Mahnommen-Wauburn High School, MN, Sacred Heart High School, MN, Climax-Fisher High School, MN, Fertile-Beltrami High School, MN, Fosston High School, MN, Clearbrook Gonvick High School, MN, Red Lake High School, MN, Red Lake Falls High School, MN, Win-E-Mac High School, MN, Hawley High School, MN, Lake Park Audubon High School, MN, Norman County East High School, MN, Ulen-Hitterdal High School, MN. Full time R&J employees participating (on a rotational basis) in these games are: Don Brinkman (Announcer/Sales), Tom Lan (Sports Director), Dawson Peterson (Announcer/Sales), Sean Bjerck (Site Manager), Jim Birkemeyer (President), Jacob Birkemeyer (Announcer/Sales/Assistant Administrator Financial), Kevin Kochmann (Announcer/Sales), Brady Seibels (Announcer) as well as several part-time announcers.

High schools participating in the **NORTHERN SEU** include: Little-Fork High School, MN, International Falls High School, MN, and Indus High School, MN. Full time R&J employees participating (on a rotational basis) in these games are: Kris Norton (Announcer), Timm Ringhoffer (Announcer), Will Heyer (Announcer), Mike Bolstad (GM) as well as several part-time announcers.

The exact total of students participating from each high schools during individual games is not tracked but the program is robust.

R&J Broadcasting, Inc. Radio Job Fair (EASTERN SEU): On August 21-23, 2019 R&J held an Open House at its offices in Aitkin and Brainerd inviting interested members of the public to learn about a career in the radio broadcast industry and opportunities with R & J Broadcasting, Inc., including full-time and part-time positions for on-air announcers, account executives, news reporters and sports play-by-play. An ad was broadcast on R&J stations from August 1-23, 2019. Jim Birkemeyer, R&J President and Jacob Birkemeyer, Announcer/Management Team Member, traveled to the Aitkin/Brainerd offices to participate in the Open House, meet interested parties and answer questions about the broadcasting industry generally and R&J specifically.

R&J Broadcasting, Inc. Scholarship Program (EASTERN/WESTERN/NORTHERN SEUs): In 2016 R&J Broadcasting Inc. began offering up to two yearly \$500 scholarships 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. R&J sends blank

applications to high schools across its 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 its application, R&J also invites students to inquire about job shadow and internship opportunities with R&J Broadcasting Inc. Scholarships are judged by the R&J Scholarship Committee and winners are notified by mail or telephone.

R&J Broadcasting, Inc. Radio Job Fair (NORTHERN SEU): On May 16, 2019 from 1-4pm, Stations KSDM and KGHS hosted a job fair at the stations' offices at 519 3rd Street in downtown International Falls, MN. R&J personnel: Mike Bolstad (GM), Nikki Silvers (part-time Sales) and Duane Etienne (part-time Announcer) oversaw the program. Several interested individuals attended and asked about careers in radio at KSDM and KGHS.

Northern Cass School, Annual Career Day (WESTERN SEU): R&J Broadcasting Inc. participated in Northern Cass School's annual Career Day, April 26th, 2019. Jim Birkemeyer (R&J President) and Whitney Pittman (Website Manager) spoke with many middle school students about careers in broadcasting. Our audience was of course middle school students who 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.

OUTREACH INITIATIVES DURING THE 12/1/2019-11/30/2020 REPORTING PERIOD:

High School Sport Job Shadow Program/Open Broadcast Booth for 2020 Season

(EASTERN/WESTERN/NORTHERN SEUs): As reported in its previous annual Public File EEO Reports, in a typical year, R&J sports announcers broadcast annually more than 900 local high school sporting events across the Company's listening areas. R&J has worked with numerous local high schools for many years and school faculty are aware that R&J offers an 'open broadcast booth' policy during the games that allows for interested students to simply drop in and shadow the game's R&J sports announcer during the broadcast. Students have the chance to lean more with hands-on experience and have the opportunity to work alongside broadcasters during the games. Faculty also refer students interested in broadcasting directly to the R&J booth on game nights. However, the 2020 season was vastly different due to the Global Pandemic. In March of 2020, the Governor of Minnesota closed schools temporarily but as the pandemic continued, schools in the state remained closed or operated with distance learning through the end of 2020. As a result, there were limited/revised schedules for sports for R&J to broadcast and its Job Shadow/Open Broadcast Booth program was suspended. Following is a list of high schools that have participated in this program with R&J in the past and it is hoped will continue to do so once school open and sports programs resume:

High schools participating in the **EASTERN SEU** include: Pillager, Brainerd, McGregor, Aitkin, Crosby, Pequot Lakes, Isle, and Pine River-Backus.

High schools participating in the **WESTERN SEU** include: Finley-Sharon/Hope-Page, ND, Ada-Borup, MN High School, East Grand Forks, MN High School, Hawley, MN High School, Hillsboro-Central Valley High School, ND, Mahnomen-Wauburn High School, MN, Sacred Heart High School, MN, Climax-Fisher High School, MN, Fertile-Beltrami High School, MN, Fosston High School, MN, Clearbrook Gonvick High School, MN, Red Lake High School, MN, Red Lake Falls High School, MN, Win-E-Mac High School, MN, Hawley High School, MN, Lake Park Audubon High School, MN, Norman County East High School, MN, Ulen-Hitterdal High School, MN

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Trail County Career Fair, Mayville, ND (WESTERN SEU): Prior to the shutdown of activities due to the Global Pandemic, R&J Broadcasting Inc. participated in the Trail County Career Fair, in Mayville, ND on January 22, 2020. There, employees of R&J Broadcasting Inc., Brady Siebels (Announcer) and Whitney Pittman (Website Manager) talked with area high school students and students at Mayville State University as well as other community members about working in broadcasting and the small market radio industry. Applications for employment opportunities 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. Internship Program (WESTERN SEU): During the summer of 2020, R&J Broadcasting Inc. was able to conduct its planned internship program at our KKCQ AM/FM stations. Mary Balstad, from Concordia College in Moorhead, MN worked part-time (15-30 hrs/week) and was supervised by Tom Lano (Sports Director/ Site Manager). She also assisted other R&J employees at the stations, including Don Brinkman (Announcer/Sales) and Dawson Peterson (Announcer/Sales). Ms. 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. The internship program was overseen and the selection for 2020 was made by R&J President, Jim Birkemeyer and Tom Lano, Site Manager.