

**EEO PUBLIC FILE REPORT FOR R&J BROADCASTING, INC.**

**Reporting Period: December 1, 2020 – November 30, 2021**

This report was prepared by Jim Birkemeyer, President of R & J Broadcasting, Inc. licensee of:

**WESTERN STATION EMPLOYMENT UNIT:**

KRJB 106.5 FM -ADA, MN, KRJM 101.5 FM -MAHNOMEN, MN, KKCQ-FM – 96.7 FM -  
BAGLEY, MN

KKCQ-AM 1480 AM/99.7 FM –FOSSTON, MN

**EASTERN STATION EMPLOYMENT UNIT:**

KKIN 930 AM/103.1 FM -AITKIN, MN, KKIN 94.3 FM -AITKIN, MN, KLKS 100.1 FM -PEQUOT  
LAKES, MN

WWWI 1270 AM/96.3 FM -BAXTER, MN, WWWI-FM 95.9 FM -PILLAGER, MN, KFGI 101.5 FM  
–CROSBY, MN

**NORTHERN STATION EMPLOYMENT UNIT (less than 5 FTE):**

KSDM 104.1 FM -INTERNATIONAL FALLS, MN

KGHS-AM 1230 AM/95.3 FM -INTERNATIONAL FALLS, MN

Since its inception, R & J Broadcasting Inc. (“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.

The policy is also stated in the R&J Broadcasting Inc. Policy/Procedure manual as follows:

“It is the policy of the Station/Company to ensure equal employment opportunity to all employees and qualified applicants for employment without regard to race, age, religion, color, national origin, marital status,

physical or mental handicap or disability, gender, sexual orientation, or covered veteran status. Positive action shall be taken to ensure the fulfillment of this policy in all employment areas including the following:

- Recruiting, advertising, or soliciting for employment;
- Hiring, placement, upgrading, transfer or demotion;
- Treatment during employment;
- Rates of pay or other forms of compensation;
- Selection for training; and
- Layoff or termination”

Employment Vacancies at R&J Station Employment Units during this reporting period include:

**EASTERN STATION EMPLOYMENT UNIT:**

KLKS, WWWI AM/FM, Brainerd, Pillager, MN, KFGI, KKIN AM/FM, Crosby, MN Aitkin, MN

1/8/21

**Account Executive/Sales: Part-time**

A position for part-time employment were posted for the time period of 1/8/21-4/30/21 and was advertised on R&J Broadcasting Inc. stations KFGI, KKIN: AM/FM, KLKS, and WWWI AM/FM (R&J Radio Ads).

A total of eleven applications were received for the position from R&J Radio Ads: A total of 4 applicants were interviewed for the position. A part-time position was offered to and accepted by 1 applicant referred by R&J Radio Ads. Employment began 6/1/2021.

4/17/21- PRESENT

**Multiple Sales/Sports Announcers/Account Executives: PART and FULL TIME**

In April of 2021 R&J began to advertise locally to fill multiple Sales/Sports Announcers/ Account Executive positions. The advertisements, which continue to the present, were listed with STAA, R&J Radio Ads, MBA, Indeed.com, Concordia College, NDSU, UND, MSUM, NDSCS, Minot State University, Bemidji State University, SW MN State and Roos Advisors. A total of 25 applications were received from: STAA (3), R&J Radio Ads (3), MBA (4) and Indeed.com (15). To date, a total of 3 applicants were interviewed: one was referred from MBA and 2 from Radio Ads. A total of 1 applicant was hired from Radio Ad referral and employment began on 6/1/21.

In September of 2021 R&J continued to advertise locally to fill Account Executive positions. Recruitment continued on R&J Radio Ads and through Roos Advisors. In September of 2021, two applicants referred by Roos Advisors were interviewed, first by phone, a second interview was conducted via Zoom and a third interview with each was conducted in person. Both applicants were offered employment and both declined.

In September, October and November of 2021, R&J continued to fill Account Executive positions through R&J Radio Ads and Roos Advisors. Roos Advisors contacted 87 applicants, 4 applications were received through R&J Radio Ads. Six (6) applicants were interviewed: four (4) from Roos and two (2) from R&J Radio Ads. One applicant was hired for full time employment (referred by R&J Radio Ads). Employment began November 8, 2021. Position(s) for Full or Part Time Account Executives continues to be posted.

In October and November of 2021, during the broadcast at various local high school sporting events of volleyball and football, two individuals approached R&J broadcasters with interest in opportunities with R&J. They were invited to observe through R & J's Open Broadcast Booth program and discussed potential employment opportunities in broadcasting with R&J's Play-by-Play announcers. Both individuals made appointments to be interviewed and came to the R&J studio in Brainerd. Both were interviewed and offered part-time positions and both accepted. Employment will begin on 12/1/21.

**6/10/21-8/7/21**

**General Manager: Full-time**

In June of 2021, R&J began to advertise to fill an open General Manager position. The advertisements were listed with MBA and Roos Advisors. A total of 56 applications were received from Roos Advisors. Roos' sources included: AllAccess.com, LinkedIn, the Roos Advisors' database and cold calling. One internal R&J employee application was also received.

A total of 6 applicants were interviewed: five (5) from Roos and one (1) internal application. Offers were extended to two applicants from Roos Advisors, and was accepted by one applicant received from Roos Advisors. Employment began 9/7/21.

**WESTERN STATION EMPLOYMENT UNIT:  
KRJB, KRJM, KKCQ AM/FM Ada, Mahnomen, Fosston, Bagley, MN**

**4/17/21**

**Sales/Account Executive: Full-time**

A position for full-time employment was posted for the time period of April 17, 2021- May 15, 2021 for a Sales/Account Executive on Indeed.com, R&J Broadcasting Inc. stations KRJB, KRJM, and KKCQ AM/FM (R&J Radio Ads), MBA, Concordia College, MSUM, UND, NDSU, Bemidji State University, Minot State University, NDSCS, SW MN State.

A total of 13 applications were received for the position. Eleven were from Indeed.com and 2 were from Radio Ads. Three applicants were interviewed (2 from Indeed.com and 1 from R&J Radio Ads), and no offers of employment were made.

**4/17/21**

**Website/Social Media Director: Full-time**

A position for full-time employment as a Website/Social Media Director was posted for the time period of April 17, 2021- May 15, 2021 and was advertised on Indeed.com, R&J Broadcasting Inc. stations KRJB, KRJM, and KKCQ AM/FM (R&J Radio Ads), MBA, Concordia College, MSUM, UND, NDSU, Bemidji State University, Minot State University, NDSCS, SW MN State.

A total of 19 applications were received for the position: 16 from Indeed.com and 3 R&J Radio Ads. 5 applicants were interviewed, 2 from R&J Radio Ads and 3 from Indeed.com. One offer of employment was made and accepted (referral from R&J Radio Ads). Employment began 6/1/2021.

**5/15/21**

**Play-by-Play Sports Announcer/Sales/Account Executive: Full-time**

A position for full-time employment as a Play-by-Play Sports Announcer/Sales/Account Executive was posted for the time period of May 15, 2021-June 1, 2021 and was advertised on Indeed.com, R&J Broadcasting, Inc. stations KRJB, KRJM and KKCQ AM/FM (R&J Radio Ads), STAA.com, MBA,

Concordia College, MSUM, NDSU, Minot State University, Bemidji State University, NDSCS, SW MN State, UND.

A total of 27 applications were received: 7 from STAA, 19 from Indeed.com and 1 from R&J Radio Ads. A total of 10 applicants were interviewed: 1 from Radio Ads, 5 from STAA and 4 from Indeed.com. Three offers of employment were made and accepted: 2 from STAA, 1 from Radio Ads. Two positions started on 7/1/2021 and one on 8/10/21.

**10/27/21-Ongoing**

**Play-by-Play Sports Announcer/Video Production Specialist: Full-time**

A position for full-time employment as a Play-by-Play Sports Announcer/Video Production Specialist was posted beginning on October 27, 2021 and remains ongoing and has been/is advertised on Indeed.com, R&J Broadcasting, Inc. stations KRJB, KRJM and KKCQ AM/FM (Radio Ads), STAA.com, MBA, Concordia College, MSUM, NDSU, Minot State University, Bemidji State University, NDSCS, SW MN State, UND. As of the date of this Report, no applications have been received, no interviews conducted and no offers of employment extended.

**NORTHERN STATION EMPLOYMENT UNIT:  
KGHS-FM, KSDM-AM: International Falls, MN**

The KGHS-FM, KSDM-AM employment unit employs fewer than 5 full time employees. Details regarding hiring is not required by 47 CFR 73.2080 but is provided below:

**Operations Director Full Time:**

A position for full-time Operations Director was posted for the time period April 21, 2021-June 15, 2021 and was advertised with MBA, KSDM/KGHS Radio International Falls (R&J Radio Ads) and Roos Advisors. Roos Advisors referred 76 applicants from postings on AllAccess.com, LinkedIn.com, Cold Calling, and Roos Advisors' Database. One application was received for this position from advertisements run on R&J Radio Ads. Interviews were conducted with four (4) applicants: three (3) from Roos, one (1) from R&J Radio Ads. The position was offered and accepted to the applicant referred from the R&J Radio Ads. Employment began 7/1/21.

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## R&J BROADCASTING, INC. RECRUITMENT INITIATIVES

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(12/1/20-11/30/2021)

Historically, R&J Broadcasting, Inc. (the “Company” or “R&J”) 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. As with all industries and businesses, the Global 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. While there have been improvements in R&J’s ability to conduct its community outreach initiatives since January 2021, the pandemic continued to impact the scope and reach of certain activities with most programs not resuming in full until well into 2021 and some programs still impacted.

Following is a summary of activities conducted during the preceding twelve months generally on behalf of all R&J Broadcasting Inc. Station Employment Units unless otherwise stated.

**High School Sport Job Shadowing/Open Broadcast Booth for 2021 (EASTERN/WESTERN/NORTHERN SEUs):** As reported in its previous annual Public File EEO Reports, 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 and adult members of the local communities to simply drop in and shadow the game’s R&J sports announcer during the broadcast. Participants have the chance to learn more with hands-on experience and have the opportunity to work alongside broadcasters during the games. School faculty also refer students interested in broadcasting directly to the R&J booth on game nights. This R&J program was severely impacted by the closure of schools during the pandemic but began to slowly resume in January of 2021. Initially schools were in distance learning and no public attendance at sporting events was permitted. Gradually, very minimal public attendance was permitted to attend high school events in person and the program began to slowly start up again.

Since January 2021, three students in the Western Station Employment Unit have participated in the Job Shadowing/Open Broadcast Booth program during the broadcast of local high school sporting events under the direction of R&J Play-by-Play Announcers, Jacob Birkemeyer and Kevin Kochmann. Two students have come to the R&J station studios to learn more about the radio business and gain some broadcast experience. Specifically the students spent time with Kevin Kochmann, R&J Operations Director and Tom Lano, R&J Site Manager, and Mark Askelson, R&J News Director. One student attended three high school sporting events to learn and ask questions about the broadcast, the broadcast set up, how play-by-play works and how statistics sheets are compiled and kept.

Following is a list of high schools that have participated in this program with R&J:

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-West, MN High School, Hawley, MN High School, Hillsboro-Central Valley High School, ND, Mahnomen-Wauburn 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, Lake Park Audubon High School, MN, Norman County East High School, MN, Ulen-Hitterdal High School, MN, Lisbon High School, ND, Northern Cass High School, ND, Central Cass High School, ND.

High schools participating in the **NORTHERN SEU** include: Little-Fork High School, MN, International Falls High School, MN, and Indus High School, MN.

**R&J's "Operating Cameras Program" (ALL SEUs):** R&J coordinates with local high school faculty who help select students to participate in its training/work opportunity for Operating Cameras Program with Video Broadcasts of Your Live Event.com Program. Additionally, in the Western SEU, R&J partners with the local cable TV company to allow students to become trained in how to operate a video camera and, once trained, to assist in remote broadcasts. Trained students are paid for each game they work. The students are supervised by R&J game Play-by-Play Announcers (including R&J President Jim Birkemeyer, Jacob Birkemeyer (Sports Announcer), Kevin Kochmann (Operations Director), Sean Bjerk (Operations Director/GM), Joel Morgan, Chase Miller and James Cardarelli, and other R&J Play-by-Play Announcers. Two of the local high schools (Thief River Falls and Bagley), provide classroom experience with communications/broadcast courses, where R&J Management and Play-by-Play Announcers have been invited to speak about careers in the broadcast industry.

**Student Philanthropy Group SHOCK & AWE: (Western SEU):** On November 10, 2021, a local student philanthropy group consisting of schools in Norman County, invited the R&J News Director, Mark Askelson and Jim Birkemeyer, President to speak to student about the radio industry, communications business, job opportunities and to answer questions.

**Classroom Invitations: (Western SEU):** In October of 2021, Mr. Birkemeyer spoke with Career Classes at the Ada-Borup-West High School about careers in broadcasting generally and radio specifically.

**Eastern SEU:** In June of 2021 R&J Management, Operations Directors and Play-by-Play Announcing team began working with three local area high schools in the Eastern SEU (Pillager, Aitkin, Pine River-Backus) to provide students with education, information and training in the broadcast industry and to then allow them to participate in the broadcast of school and community events. Additionally, R&J personnel have been working with the school advisor at Pillager High School's Work/School Program to recommend students to R&J for the hands-on program that allows students to receive training and be paid for their work. No students have participated so far, but R&J plans to continue to participate in this valuable Work/School Program for the foreseeable future and is very confident that students will soon engage in the program which will

provide opportunities to work in many aspects of the radio business including office work, on-air broadcasts, sales and production.



**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 (composed of R&J President, Jim Birkemeyer, Sean Bjerk (General Manager/Operations Director), Tom Lano (Site Manager), Mike Bolstad (General Manager), Devon Krueger (Sales/Account Executive) and Jacob Birkemeyer (Sports Announcer)). Winners are notified by mail or telephone. In 2021, R&J had one applicant who completed the necessary paperwork and this applicant was awarded the scholarship in May 2021.

**R&J Broadcasting, Inc. Internship Program (WESTERN SEU):** During the summer of 2021 (June 1, 2021-August 31, 2021), R&J Broadcasting Inc. was able to conduct its planned internship program at its studio facilities building in Ada, MN. Joel Antol (MSUM-Moorehead), worked part-time (one to two days a week at the Ada location and did other work from home due to Covid restrictions and staffing schedules) under the direction of R&J's President, Jim Birkemeyer, R&J General Manager/Operations Director, Sean Bjerk, and the Sports Directors from all R&J station markets/stations. Mr. Antol assisted in the development and planning for the R&J Sports Department, scheduling, discussions with area high school athletic directors and on broadcast agreements. This was a paid internship position.

R & J Broadcasting, Inc. has a working relationship with these area agencies should there be openings:

<p>Minnesota Broadcasters Association 408 St. Peter Street Suite 423 St. Paul, MN 55102 (612) 926-8123</p>	<p>NCTC 1101 Highway One East Radio Broadcast-Communications Academic Advisors Thief River Falls, MN 56701 218-681-0783</p>	<p>Bemidji State University Mass Communications Dept. 1500 Birchmont Dr. NE Bemidji, MN 56601 218-755-2915</p>
<p>Concordia College Moorhead, MN 901 8<sup>th</sup> St. S Moorhead, MN 56562</p>	<p>St. Cloud State University St. Cloud, MN 720 4<sup>th</sup> Ave. S. St. Cloud, MN 56301</p>	<p>North Dakota State University Career Services 701-231-7111 Fargo, ND</p>
<p>MSUM-Moorhead 1104 7th Avenue South Moorhead, MN 56560 Mass Communications Dept. 218-477-2983</p>	<p>Norman County Index 307 West Main Street Ada, MN 56510 218-784-2541</p>	<p>Mahnomen Pioneer 207 NW Main Street Mahnomen, MN 56557 218-935-5296</p>
<p>Thirteen Towns of Fosston 118 Johnson Avenue North Fosston, MN 56542 218-435-1313</p>	<p><a href="http://www.indeed.com">www.indeed.com</a></p>	<p>Small Market Radio Newsletter <a href="http://Smallmarketradio.com">Smallmarketradio.com</a> <a href="mailto:mitchell@jaymitchell.com">mitchell@jaymitchell.com</a></p>
<p>Sportscasters Talent Agency of America <a href="http://Staatalent.com">Staatalent.com</a></p>	<p>R&amp;J Broadcasting Inc. <a href="http://RJBroadcasting.com">RJBroadcasting.com</a> 218-784-2844</p>	<p>The Daily Journal <a href="http://IFallsJournal.com">IFallsJournal.com</a> 218-285-7411</p>
<p>Roos Advisors 1035 Hillside Drive North Brunswick, NJ 08902 (646) 933-1289</p>	<p><a href="http://www.RJbroadcasting.com">www.RJbroadcasting.com</a></p>	<p>R &amp; J Broadcasting, Inc. (KRJB, KRJM, KKCQ AM/FM, KLKS, KFGI, KKIN AM/FM, WWWI AM/FM, KSDM, KGHS)</p>
<p>Minot State University Communications Dept. 500 University Ave West Minot, ND 58707</p>	<p>Southwest Minnesota State University Career Services 507-537-6221 Marshall, MN</p>	<p>University of North Dakota Career Services 701-777-3904 Grand Forks, MN</p>
<p>North Dakota State College of Science Career Services 701-671-3000 Wahpeton, ND</p>		

For employment opportunities, resumes may also be sent to:  
R & J Broadcasting Inc.  
Attn: Jim Birkemeyer  
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