

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

MAY 2021

Reporting Period: December 1, 2019 – November 30, 2020

This report was prepared and updated 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 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

 - *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

2/25/20
Sales-Person/On-Air Personality

Positions for full-time, or part-time employment were posted for the time period of February 25th – May 15th and was advertised on Indeed.com, staalent.com, R&J Broadcasting Inc. stations KFGI, KKIN AM/FM, KLKS, and WWWI AM/FM.

A total of 46 applications were received for the position. R&J Radio Ads: 6 total applicants (4 male 2 female), 3 interviewed (1 male 2 female), 1 hired. STAA – 19 total applicants, 3 interviewed, 1 hired (all male), Indeed.com: 21 applicants, (17 male, 4 female), 5 interviewed (4 male, 1 female). A full-time position was offered and accepted by 2 applicants. One applicant hired was referred by STAA and one from R&J Radio Ads. A part-time position was offered and accepted by 1 applicant referred from R&J Radio ads. Employment began 6/15/20.

This position was previously reported and left open on the 2019 EEO Report.

Original posting: 1/29/20
Sales Manager/General Manager

In late January 2020, R&J began to advertise locally to fill the Sales Manager position on a variety of sources: MBA, STAA.com and 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, R&J 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 identified approximately 125 total candidates (60 were from an ad Roos placed on All Access Radio Job Board, all male; 65 were from direct contact recruiting through LinkedIn or existing Roos databases and networks, 22 female, 43 male). Roos presented R&J with 13 resumes (all male). Eight (8) of these were interviewed by R&J (all male) and 1 was hired for the Sales Manager position (respondent from All Access Radio Job Board ad, male). 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. As a result, 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.

This full-time position was filled 11/16/20 and employment began 12/14/2020.*

* Shortly after the Sales Manager hire was made, the current GM notified R&J of his desire to step into a different position with the Company, so the Sales Manager hire was moved into the GM role on January 5, 2021, sooner than anticipated.

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

7/29/20
On-Air/Sports Announcer

A position for full-time, or part-time employment was offered for the time period of July 29th – August 12th and was advertised on Indeed.com, staatalent.com, R&J Broadcasting Inc. stations KRJB, KRJM, and KKCQ AM/FM.

A total of 27 applications were received for the position. All from STAA.com (all male). The position was not filled due to the cancellation of high school sports during the COVID 19 pandemic.

9/24/20
Sports Play by Play and Reporter

Positions for full-time employment were posted for the time period of September 24th – October 9th and was advertised on Indeed.com, staatalent.com, R&J Broadcasting Inc. stations KRJB, KRJM, and KKCQ AM/FM.

A total of 43 applications were received for the position. 39 from STAA.com, 7 were interviewed, 4 from R&J Radio Ads, 2 were interviewed (all male). The position was filled with 2 full time applicants; one recruit from STAA, and one from R&J Radio ads. Employment began 11/1/20

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.

R&J BROADCASTING, INC. RECRUITMENT INITIATIVES

(12/1/19-11/30/2020)

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. It is our company’s hope that 2021 will allow R&J to resume interaction with our communities face-to-face.

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 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 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 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 high school 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

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 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.

Trails 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 Trails 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 KKCCQ 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.

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

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| <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 8th St. S Moorhead, MN 56562</p> | <p>St. Cloud State University St. Cloud, MN 720 4th Ave. S. St. Cloud, MN 56301</p> | <p>Minnesota Work Force Center 1730 University Avenue Crookston, MN 56716 218-281-6020</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>www.indeed.com</p> | <p>Small Market Radio Newsletter Smallmarketradio.com mitchell@jaymitchell.com</p> |
| <p>Sportscasters Talent Agency of America Staatalent.com</p> | <p>R&J Broadcasting Inc. RJBroadcasting.com 218-784-2844</p> | <p>The Daily Journal IFallsJournal.com 218-285-7411</p> |
| <p>Roos Advisors 1035 Hillside Drive North Brunswick, NJ 08902 (646) 933-1289</p> | <p>www.RJbroadcasting.com</p> | <p>R & 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> | | |

For employment opportunities, resumes may also be sent to:

R & J Broadcasting Inc.
Attn: Jim Birkemeyer
312 West Main Street
Ada, MN 56510

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