

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

MAY 2021

Reporting Period: December 1, 2018 – November 30, 2019

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”

Vacancies during this reporting period include:

EASTERN R&J STATION EMPLOYMENT UNITS:

KLKS, WWWI AM/FM, Brainerd, Pillager, Pequot Lakes, MN

10/7/19

On-air/sales person/news/sports

Position remains unfilled and open to be reported in the 2019-2020 EEO Report for R&J Broadcasting Inc.

KFGI, KKIN AM/FM, Aitkin, Crosby, MN

3/25/19

News/sports announcer/sales person:

A position for full-time, or part-time employment was offered for the time period of 3/25/19 – 5/31/19 and was advertised on Indeed.com, staatalent.com, R&J Broadcasting Inc. stations KFGI, KKIN AM/FM, KLKS, and WWWI AM/FM.

A total of 25 applications were received for the position (Indeed – 13, STAA – 12). Of those applicants, 8 males were interviewed. The position was offered to and accepted by 1 candidate (referred by Indeed). Employment began 6/1/19.

6/1/19

On-air/sports announcer/sales person/news:

A position for full-time or part-time employment was offered for the time period of 6/1/19 – 7/15/19 and was advertised on Indeed.com, staatalent.com, and on KFGI, KKIN AM/FM, KLKS, WWWI AM/FM Radio stations.

A total of 4 applications were received (STAA-3, aforementioned R&J Broadcasting, Inc. Stations – 1) and 3 male applicants were interviewed. One candidate was offered the position (referred by STAA) and began employment on 7/12/19.

NORTHERN R&J STATION EMPLOYMENT UNIT:

(LESS THAN 5 FTE)

KGHS-FM, KSDM-AM: International Falls, MN

06/01/19

Sports Broadcaster Full Time:

A position for a full-time sports broadcaster was posted for the time period 6/1/19-7/15/19 and was advertised on Indeed.com, KSDM/KGHS Radio Int'l Falls and Daily Journal (Int'l Falls local newspaper).

A total of 16 applications were received for this position (Indeed -14, KGHS/KSDM Radio – 2, all male). Interviews were conducted with 4 male applicants. The position was offered to 2 applicants and accepted by one (referred by STAA). Employment began 10/9/19.

6/01/19

Part-time salesperson:

A position for a part-time salesperson was posted for the time period of 6/1/19 – 7/31/19 and was advertised on Indeed.com, KSDM/KGHS Radio Int'l Falls and the Daily Journal (Int'l Falls local newspaper).

A total of 3 applications were received for this position (Indeed -1, KGHS/KSDM Radio -2, 2 males and 1 female). One female applicant was interviewed for the position. The position was offered to her and accepted and employment began 9/15/19. (referred by Radio).

06/01/19

General Manager Vacancy:

The General Manager of KGHS/KSDM retired effective May 31st in 2019. In anticipation of this vacancy, the GM Position was advertised 06/01/18-07/31/18 on-air on KGHS-AM & KSDM-FM, posted internally via memo to staff members, with the Minnesota Broadcasters Association, Small Market Radio Newsletter and Indeed.com as outlined in the R&J Broadcasting, Inc. 2018/2018 EEO Report but remained open into 2019.

Original Applicant Details: Eleven applications received: 2 from SMNL (male), 2 from Indeed.com (male), 5 from MBA (all male), 2 from internal (1 male, 1 female). Seven applicants were interviewed, no offer was made.

Of the previous applicants, 7 were reconsidered, and 4 participated in follow-up interviews (2 male, 1 female). The position was offered to 1 male applicant and accepted AND 6/1/19 (referred from internal source).

WESTERN R&J STATION EMPLOYMENT UNIT:

KRJB, KRJM, KKCQ AM/FM Ada, Mahnomen, Fosston, Bagley, MN

03/25/19

Full or part time on-air/sports announcer

R&J Broadcasting, Inc. advertised for an on-air announcer, full or part time beginning 3/25/19-5/31/19. Position was advertised with Indeed.com, staatalent.com, on-air on KRJB, KRJM, and KKCQ AM/FM, and on rjbroadcasting.com

A total of 42 applications were received (STAA-12, Indeed.com – 30). Of the applications, 8 male applicants were interviewed. One applicant was offered and accepted the position to begin employment on 7/8/19 (referred by Indeed.com).

R&J BROADCASTING, INC. RECRUITMENT INITIATIVES

(12/1/2018-11/30/2019)

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. 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 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, Mahnomon-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 Bjerk (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. Mike Bolstad (GM), Nikki Silvers (part-time sales person) and Duane Etienne Announcer) from R&J 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) participated on behalf of the Company. Mr. Birkemeyer and Ms. Pittman 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.

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 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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