

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

**Reporting Period: December 1, 2023 – November 30, 2024**

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 :**

KSDM 104.1 FM -INTERNATIONAL FALLS, MN

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

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

KKWQ 92.5 FM - Warroad, MN

KRWB - AM 1410AM/102.9 FM - Roseau, MN

(KKWQ and KRWB are owned by Border Broadcasting, LLC and operated by R & J  
Broadcasting, Inc. pursuant to a Time Brokerage Agreement effective 9/1/2024)

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. responsible for the implementation and oversight. This non-discrimination policy has been widely distributed to all employees and managers and has been posted at each of the Company’s studios, placed in the stations’ physical public inspection file and on the Company’s websites.

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 will be taken to ensure the fulfillment of this policy in all employment areas, including the following:

- Employment recruitment, advertisements and solicitations
- Decisions concerning hiring, placement, promotion, training, transfer or demotion
- Employment environment, including respect and dignity for all
- Decisions concerning compensation
- Decisions concerning layoffs or termination of employment

Employment vacancies and hiring 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

**Full Time On Air Talent and Programmer  
1/12/24 – 2/14/24**

Position for Full Time on air talent and programmer were advertised on R & J Stations ("Radio Ads"), Brainerd Chamber of Commerce and posted with Indeed.com online resources from 1/12/24 – 2/14/24. 24 applications were received from Indeed.com, 4 applications from Radio Ads. Two candidates were interviewed. One was hired for Full Time Position beginning 3/1/24 from Indeed.com.

**Sales/Account Executives Full and Part-Time**

**1/15/24-2/15/24**

Multiple positions for Full or Part Time Sales Account Executives were advertised on R & J Stations ("Radio Ads"), Brainerd Chamber of Commerce and posted with Indeed.com online resources from 1/12/24 – 2/14/24. 38 applications were received from Indeed.com, 2 from Radio Ads. Three were interviewed, and one hire was made from Indeed.com.

**Part Time Receptionist**

**1/11/24 - 2/11/24**

Position for part time receptionist was advertised on R & J Stations and Indeed.com online resources from 1/11/24 - 2/11/24. 64 applications were received from Indeed.com. No hire was made.

**Full or Part Time B2B Sales/Account Representatives**

**9/30/24 - 10/31/24**

Positions for Full or Part Time B2B Sales Account Executives were advertised on R & J Stations ("Radio Ads"), Radio Insight, and posted with Brainerd Chamber of Commerce from 9/30/24 - 10/31/24. No applications were received. The position remains open as of this report.

**Full Time Traffic Coordinator**

**10/3/24 – 11/15/24**

Position for a full time traffic coordinator was advertised with R & J Stations ("Radio Ads") and posted with Brainerd Chamber of Commerce from 10/3/24 - 11/15/24. No applications were received. The position remains open as of this report.

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

**Sports Announcer/Sales Full or Part Time**

**2/5/24 - 4/15/24**

**5/15/24 - 6/30/24**

**8/15/24 - 11/30/24**

Multiple positions for Full or Part Time Sports Announcer / Sales were advertised on R & J Radio Stations ("Radio Ads") and posted with STAA.com, Minnesota Broadcasters Association, [www.yourliveevent.com](http://www.yourliveevent.com) online resources and internal referrals. Four applications were received from STAA.com, one application from Radio Ads and one application was received from an internal referral. One candidate from an employee referral was hired beginning 4/15/24. Additional openings are available as of this report.

**Full Time Office Manager / Traffic Director**

**6/27/24 - 8/6/24**

Full Time Office Manager/Traffic director position was advertised with R & J Stations ("Radio Ads"), Norman County index, and Indeed.com online resources. Ten applications were received from Indeed.com and five were received from R & J Radio Station ("Radio Ads") postings. One hire was made from Indeed.com. Employment began 8/21/24.

**Career Fairs**

On February 23, 2024, R&J Sales Rep/News Reporter Prestin Douville and R & J Video Production Director Jak Albee, participated in an in-person Career Fair hosted by the Ada-Borup-West High School in Ada, MN. Mr. Douville and Mr. Albee spoke with several students about career opportunities in broadcasting. No applications were received, and no hires were made from this event.

**Internships**

In April 2024, an individual who had previously contacted R & J employees about careers in broadcasting approached R&J about internships opportunities at stations in the Western SEU. The individual was hired, and their internship ran between 5/9/24 - 8/21/24. Company President/Owner/General Manager, Mr. Jim Birkemeyer, supervised the internship. This individual has continued as a part time sports announcer 8/21/24.

**Job Shadow Experience**

**2/15/2024**

In February 2024 an individual approached R & J Owner/President Jim Birkemeyer about a job shadow experience to learn more about the broadcast industry. This individual shadowed Mr. Birkemeyer for a day learning about broadcasting, sports announcing, and general industry information.

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

**Multiple Full and Part Time Positions**  
**(Sales, Sports, Camera operators)**  
**9/1/23 – 12/30/23**

Advertisements to fill multiple full or part time positions were run on R & J Radio Stations ("Radio Ads"), STAA.com, and Minnesota Broadcasters Association online resources from 9/1/23 - 12/30/23. Six applications were received: three from Indeed.com, two from STAA.com and one from Radio Ads. One employee was hired for full time Sales position beginning 12/1/23 from Radio Ads. One employee was hired for a full time Sports position beginning 2/1/2024 STAA.com.

**Full Time Market Manager**

**10/16/24 - 10/31/24**

Position for Full Time Market Manager was posted with R & J Stations ("Radio Ads"), Indeed.com, Radio Insights, and Minnesota Broadcasters Association online resources from 10/16/24 - 10/31/24. Two applications were received: one from internal referrals and one from MBA. One hire was made and will begin on 12/2/2024.

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**NORTHWEST STATION EMPLOYMENT UNIT:**

KKWQ - FM, Warroad, MN  
KRWB - AM, Roseau, MN

(KKWQ and KRWB are owned by Border Broadcasting, LLC and operated by R&J Broadcasting, Inc. pursuant to a Time Brokerage Agreement effective as of 9/1/2024.)

**Multiple Full and Part Time Positions**  
**(Sales, Sports)**  
**9/1/24 – 11/30/24**

Advertisements to fill multiple full or part time positions were run on R & J Radio Stations ("Radio Ads"), Station KKWQ, Station KRWB, STAA.com, Facebook, and Minnesota Broadcasters Association online resources from 9/1/24 - 11/30/24. Three applications were received: two from Radio Ads and one from STAA.com. One employee was hired for full time Sales/Sports beginning 10/1/24 from STAA.com. Additional openings are available as of this report.

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**Full Time Market Manager**  
**10/16/24 - 10/31/24**

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Position for Full Time Market Manager was posted with R & J Stations ("Radio Ads"), Indeed.com, Radio Insights, Station KKWQ, Station KRWB and Minnesota Broadcasters Association online resources from 10/16/24 - 10/31/24. (This position is split between the Company's Northern and NW SEUs). Two applications were received: one from MBA and the other from internal referrals. One employee was hired to begin 12/2/2024 from internal referrals.

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## **R&J BROADCASTING, INC. RECRUITMENT INITIATIVES**

**(12/1/23-11/30/2024)**

R&J Broadcasting, Inc. (the “Company” or “R&J”) has conducted and/or participated in several 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.

Below 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 2023-2024 (EASTERN/WESTERN/NORTHERN/NORTHWESTERN 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 the 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.

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

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

**WESTERN SEU** high schools 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, Kindred High School, ND, Sargent Central High School, Milnor High School, ND.

**NORTHERN SEU** high schools include: Little-Fork High School, MN, International Falls High School, MN, Fort Frances High School, Fort Frances, Ontario, Canada.

**NORTHWEST SEU** high schools include: Warroad High School, MN, and Roseau High School, MN.

**R&J’s “Operating Cameras Program” (ALL SEUs):** R&J coordinates with local high school faculty who help select interested students to participate in its training/work opportunity for its “Operating Cameras Program with Video Broadcasts of Your Live Event.com Programs” and events. Students in the program are trained in setup and operations of camera and broadcast equipment and assist in producing live broadcast events. Students can observe, learn, and participate in multiple areas of the broadcast to gain experiences in different aspects of the broadcast industry. 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 (Assistant Operations Director), Sean Bjerk (Operations Director), Chase Miller (Sports Manager) and James Cardarelli, and other R&J Play-by-Play Announcers.

**Eastern SEU:** In June of 2021 R&J's 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. This effort continues to the present. Additionally, R&J personnel have been working with the school advisor at Pillager High School's Work/School Program to recommend students to the Company 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, the Company 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 (Operations Director), Tom Lano (Site Manager), Don Elliott (General Manager) and Jacob Birkemeyer (Account Executive/Sports Announcer)). Winners are notified by mail or telephone. In 2024, R&J awarded two scholarships.

**R&J Broadcasting, Inc. Internship Program (All SEUs):** R&J Broadcasting Inc. is conducting its planned internship program at all three of its station employment units and at the two stations that it is operating pursuant to a Time Brokerage Agreement (KKWQ and KRWB). Candidates for these positions have come from a variety of sources: interested individuals approaching specific station personnel, word-of-mouth, referrals from current employees and former employees. See descriptions of specific offerings during the current reporting period under individual SEUs included above.

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

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



North Dakota State College of Science Career Services 701-671-3000 Wahpeton, ND	Barefoot Student <a href="https://www.barefootstudent.com/">https://www.barefootstudent.com/</a>	National Association of Farm Broadcasters (NAFB) <a href="https://nafb.com/more/jobs">https://nafb.com/more/jobs</a>
Brainerd Lakes Chamber of Commerce <a href="https://business.brainerdlakeschamber.com/jobs">https://business.brainerdlakeschamber.com/jobs</a>	Nisswa Chamber of Commerce <a href="https://business.nisswa.com/jobs/">https://business.nisswa.com/jobs/</a>	

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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