

R.P. Broadcasting  
2115 Washington Ave. S.E.  
Bemidji, MN 56601

Year 2012

**EEO Public File Report for KKBJ AM, KKBJ FM, WBJI FM**

The stations listed above are one employment unit. We have accumulated relevant information for the past year and has placed this completed EEO Public File Report in the Public Inspection File on the anniversary of the deadline for filing its license renewal application.

**A. Full-Time Vacancies Filled During the Past Year**

**1. Job Title: Sales Representative**

**2. Job Title:**

**3. Job Title:**

**B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy**

**1. Job Title: Sales Executive**

Source	Contact Person	Address	Tel #	Referred Person Hired?
Pioneer Newspaper	Classified Dept.	P.O. Box 455 Bemidji, MN 56601	218-333-9200	Yes
MN Broadcasters	NA	http://www.minnesotabroadcasters.com/	NA	NO
TV and Radio Jobs	NA	http://tvandradiojobs.com	NA	NO
Jobs HQ.com	Classified Dept.	http://www.jobshq.com	218-333-9200	NO
RP Broadcasting	Dan Voss	2115 Washington Ave. S Bemidji, MN 56601	218-751-7777	Yes
MN Workforce Center Bemidji	Tim Qualley	616 America Avenue NW, Suite 210	218-333-8200	No

**C. Total Number of Persons Interviewed for all Full-Time Vacancies Filled During The Past Year (This will be a raw number)**

5

**D. Total Number of Interviewees For All Full-Time Vacancies Filled During The Past Year Per Recruitment/Referral Sources:**

Referral Source	Contact Person	Address	Tel #	Number of Interviewees Referred
Bemidji Pioneer	Classified Dept	1320 Neilson Ave. S.E. Bemidji	(218)751-3740	2
MN Broadcasters Job Bank	Web Site	3033 Excelsior Blvd Suite 301 Minneapolis, MN 55416	612-926-8123	0
R.P. Broadcasting	Dan Voss	2115 Washington Ave. S.E.	(218)751-7777	2
Jobs HQ.com	Classified Dept.	http://www.jobshq.com	218-333-9200	1
MN Workforce Center Bemidji	Tim Qualley	616 America Avenue NW, Suite 210	218-333-8200	0
TV and Radio Jobs	NA	http://tvandradiojobs.com	NA	0

**Outreach Activities: (See Attached)**

Attached is a list and brief description of all outreach activities performed during the past year. As of the filing of this report, no organizations have requested information regarding job openings.

## **Outreach Activity Description Form for KKBJ AM, KKBJ FM and WBJI FM**

Year 2012

Name of Activity: Internship Program

R.P. Broadcasting currently has an internship program in association with Bemidji State University's (BSU) Mass Communication Department. BSU's Mass Communication Departments trains students for careers in the field of radio, television and journalism. R.P. Broadcasting management has developed a professional relationship and internship program with professors in both colleges.

In 2011, R.P. Broadcasting provided an opportunity for one internship. This position was filled by a Bemidji State University student in her junior year. She worked with and experienced many areas of the radio station including announcing, promotions, and sales. Her specific area of focus was in the development of a new resource guide given to senior at the Boomers and Beyond senior expo. During this internship period, R.P. Broadcasting's internship program was reviewed by a professor of Bemidji State University's Mass Communication Dept. He was satisfied with the program and the resulting training and experience the students received.

Based on the continuing internship program in 2011 and 2012, R.P. Broadcasting, the employment units for WBJI FM and KKBJ AM & FM, has fulfilled one of the two outreach requirements for EEO compliance for small market stations.

Respectfully,



Daniel J. Voss  
General Manager  
R.P. Broadcasting

## **Outreach Activity Description Form for KKBJ AM, KKBJ FM and WBJI FM**

Year 2011-2012

Name of Activity: Participation in Four Educational  
Institution Career Oriented Events

R.P. Broadcasting Management consisting of Daniel J. Voss, General Manager has attended four events hosted by educational organizations promoting career opportunities in broadcasting. According to guidelines established by the FCC, this qualifies as needed outreach initiatives for stations KKBJ AM, KKBJ FM, and WBJI FM.

The first event attended was Career Connections held at Bemidji State University on March 22, 2011. The event allowed students at Bemidji State to explore and speak with management of RP Broadcasting about a career in the field of radio broadcasting. Since Bemidji State has an active Mass Communication Department, many students came to learn more about the field to help them determine a collegiate focus.

One event was a Job Fair was held at Bemidji State University on 11-25-12. Since the University has a Mass Communication Department with a Radio emphasis, this job fair allows prospective employers like R.P. Broadcasting the opportunity to speak with many students exploring the industry. The program also allows for the marketing of RP Broadcasting's Internship Program.

R.P. Broadcasting's Manager, Daniel Voss meets with every Introduction to Radio class at Bemidji State University. He is invited in by the professors to allow students the opportunity to gain a better understanding of a career in broadcasting. Students attending this class come from all majors, including Mass Communication. Regardless of their major, all students gain a better understanding of career opportunities in radio. This program also includes a tour of the R.P. Broadcasting facilities.

R.P. Broadcasting annually attends career day at The Bemidji Middle school to promote careers in broadcasting, specifically radio. The General Manager or Program director meet with approximately 50 students annually who are interested in a career in radio. Students are given the opportunity to ask questions regarding a career in radio, while R.P. Broadcasting staff members provide "A day in the life of an announcer." Students attending these sessions rate them as "informative" and "fun".

Based on attendance of these events or programs, R.P. Broadcasting, the employment unit for KKBJ AM, KKBJ FM, and WBJI FM has fulfilled one of the two outreach requirements for EEO compliance.

Respectfully,



Daniel J. Voss  
General Manager  
R.P. Broadcasting

## **Outreach Activity Description Form for KKBJ AM, KKBJ FM and WBJI FM**

Year 2011-2012

Name of Activity: Job Fair Co-Sponsorship

R.P. Broadcasting has co-sponsored one job fair in the past two years. According to guidelines established by the FCC, co-sponsorship of this job fair qualifies as a needed outreach initiatives needed for small market stations such as KKBJ AM, KKBJ FM, and WBJI FM.

The job fair was co-sponsored by the Minnesota Workforce center, a state employment agency. R.P. Broadcasting stations co-sponsored the job fair with the Workforce Center. According to Workforce Center management, R.P. Broadcasting's co-sponsorship increases the attendance of the job fair. The job fair took place on 10-18-2011. This job fair was attended by hundreds of persons living throughout our listening area. Approximately 30% of those in attendance were minorities coming from area Indian Reservations, and 50% were women. This job fair was therefore able to reach a substantial amount of women and minorities as required by the FCC.

Based on co-sponsorship of this job fair, R.P. Broadcasting, the employment unit for KKBJ AM, KKBJ FM, and WBJI FM has fulfilled one of the two outreach requirements for EEO compliance.

Respectfully,



Daniel J. Voss  
General Manager  
R.P. Broadcasting

## **Outreach Activity Description Form for KKBJ AM, KKBJ FM and WBJI FM**

Year 2011/2012

Name of Activity: Scholarship Programs

R.P. Broadcasting participates in the Minnesota Broadcasters Association's annual Scholarship program. R.P. Broadcasting airs a series of public service announcements on its radio stations. The public service announcements promote the Jim Wycore scholarship program which provides ten \$1,500 scholarships to college students majoring in broadcasting, journalism, electronic media, advertising sales, and marketing. The scholarships continue to promote the field of broadcasting as a great career choice.

R.P. Broadcasting annually sponsors Bemidji State University's Alumni Gala and Alumni Street Dance. The Gala recognizes alumni for their achievements while acting as a major fundraising event for the Alumni Foundation. The annual Alumni Street Dance held during homecoming weekend is also a major fundraising event with more than 1000 alumni in attendance. Proceeds from these events support scholarships at Bemidji State University.

Based on participation in the Minnesota Broadcast Association Scholarship program, R.P. Broadcasting, the employment units for WBJI FM and KKBJ AM & FM, has fulfilled one of the two outreach requirements for small market EEO compliance.

Respectfully,



Daniel J. Voss  
General Manager  
R.P. Broadcasting