

KMOJ-FM
EEO PUBLIC FILE REPORT
December 1, 2020 – November 30, 2021

II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Minneapolis Spokesman Recorder 3744 4th Ave. S., Minneapolis, MN 55409 Contact Name: Tracey Dillard Phone Number: 612-827-4021 Email: billing@spokesman-recorder.com	N	1
2	KMOJ-FM Website 2123 W. Broadway, Suite 200, Minneapolis, MN 55411 https://kmojfm.com/wp/	N	0
3	KMOJ-FM Uses Word of Mouth	N	1
4	KMOJ-FM Over the Air Announcements KMOJ-FM Studios 2123 W. Broadway, Suite 200, Minneapolis, MN 55411	N	0
5	Internal Posting via KMOJ-FM email to all employees, volunteers and contractors	N	0
6	Insight Newspaper Marcus Garvey House 1815 Bryant Ave. N., Minneapolis, MN 55411 Contact Name: Al McFarland Phone Number: 612-588-1313 Email: info@insightnews.com	N	0
7			
8			
TOTAL INTERVIEWEES OVER REPORTING PERIOD			2

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program – Recruitment Initiative	<p>KMOJ Radio maintains an internship program designed to assist students in understanding, acquiring, and learning skills needed to work in the broadcast industry. This resource is sourced with referrals from local High Schools and Colleges and City organizations like the Achieve Minneapolis (Step-Up Program). Most of the students come from Minneapolis North High School. This year there were no students engaged during the reporting period because of pandemic restrictions. The program’s timing follows the academic school year. The supervisor would have been KMOJ’s General Manager, and Operations Manager.</p>
2	Turnkey Radio Broadcast News Team Internship/Mentoring Journalism Project	<p>KMOJ and a Statewide Broadcast Consortium, Ampers, created a diverse news project called Racial Reckoning: The Arc of Justice. The goal was to attract young, aspiring journalists to report on news stories that can directly impact BIPOC communities, and work toward changing problematic racial narratives in local news media. Born out of the George Floyd murder, and the US Capitol uprising, money was raised from various Twin Cities foundations to attract and pay students to cover stories of interest to the community. The program ran from March through December 2021, when the funding ran out. In the last 12 months two students have secured full-time jobs in the mainstream broadcast industry from the eight involved in the program. KMOJ’s General Manager acted as Managing Editor; the CEO of Ampers as News Director; and Program Director of Ampers as Assignment Editor. The eight students, who met formally on a weekly basis and each day, were assigned daily news stories focusing on Minneapolis Civil unrest. The focus was on city riots, efforts to defund the police, the trial of former Minneapolis Police Officer, Derek Chauvin, and the fatal police shooting of Daunte Wright, and the trial of former Police Officer, Kim Potter. A pair of seasoned reporters, including Georgia Forte, a local independent journalist, mentored the team and worked side by side with the college level student journalists. The students were mentored on what stories to report, writing scripts, recording and distributing the stories to the Ampers Group, through “FTP”, (File Transfer</p>

		<p>Protocol).</p> <p>All of the news stories were featured and broadcast on KMOJ.</p> <p>The students also attended “Libel/Broadcast Law Training, on July 8, 2021, which was conducted by our legal counsel, the Ballard Spahr Law Firm. It was a 90-minute class on avoiding libel in broadcasting. The students also created a documentary near the May 27th anniversary of George Floyd’s death.</p>
3	Community Volunteer/Mentoring Program	<p>KMOJ encourages volunteer involvement at all levels of the station. During 2020/2021 KMOJ utilized virtual resources to accomplish this goal. The GM met virtually Bi-monthly with Minnesota Public Radio (MPR), to discuss the Urban Alternative. The project funded by Corporate Public Broadcasting’s initiative is to increase audience size, recruit on-air talent, and identify collaborative services. These meetings took place monthly from January 2021 through December 2021. Due to the pandemic, no face to face meetings were held, but KMOJ continued to use Facebook and the KMOJ Website, as well as over-the-air announcements to solicit for volunteers to support programming efforts.</p> <p>Volunteers are solicited to contribute time at either KMOJ or at MPR’s offices, where they learn about aspects of broadcasting, including content development, and intern for potential future management roles.</p>
4	Participated in Virtual Job Fairs and Promotions and Disseminated information about Broadcast Careers	<p>In participation with entities including, The NAACP, ; The Urban League of Minnesota,; Catholic Charities,; Minneapolis Public Schools,; and ISD 622 Schools, virtual and in-person events afforded KMOJ the opportunity to establish a resource bank for potential employees and interns for KMOJ.</p> <p>On August 30, 2021, KMOJ’s Underwriting Manager and General Manager, attended virtually, the Back to School Hiring Fair, with Minneapolis Public Schools. KMOJ shared information about broadcasting careers.</p> <p>KMOJ also promoted each of the events on air, on KMOJ’s social media pages, and its website.</p>