Diversity Statement for KOJB

KOJB Radio 90.1 FM had its first “Live Broadcast” on October 24th, 2011. KOJB began its journey into radio with the goal of broadcasting programming to a wide diverse listening population within the borders of the Leech Lake Reservation and beyond into the north and west parts of Bemidji, MN. Since KOJB is owned and operated by the Leech Lake Band of Ojibwe KOJB has offered Native Programming to serve this population. In addition to this type of programming KOJB offers a wide variety of programs and musical genre including new country, blues, classic country, classic rock, classic 50’s – 60’s, 70’s – 80’s pop, and pow wow songs on The Pow Wow Show daily. KOJB’s goal in programming was set up to provide musical entertainment to a very wide and diverse population residing in our listening area.

KOJB Radio also offers additional Arts & Cultural Programs that meet the needs of our Native Listeners. These programs are, “Living the Ojibwe Way of Life”, “Traditional Ojibwe Plants & Foods”, “Learning the Ojibwe Language”, “The History of Leech Lake” & “Environmental Voices”. KOJB is an equal opportunity employer and these contract employment opportunities are offered to the public without discrimination based on race and gender. Anyone that feels they are qualified will be given serious consideration for these contractor positions.

KOJB Radio reaches out to its listeners with local, state and national news updates during our weekday morning program, “The Rez Morning Show” hosted by our Program Manager Marie Rock. We update and help promote local events for Leech Lake and for other area individuals, schools, hospitals and area businesses that need promotion for and event. KOJB does not discriminate and works for all members in our listening area that need some promotion. KOJB has promoted fundraisers for local individuals and for local organizations such as Local Fire Departments across our listening area. KOJB will update to all severe weather situations and will do so for all of our listeners.

KOJB follows the Leech Lake Band of Ojibwe hiring practices that does not discriminate on anyone based on their race and gender. KOJB currently has a diverse staff with 2 staff members being enrolled in a Federally Recognized Tribe and 2 staff members not being enrolled. One full time staff member is also female. KOJB has 2 volunteers that host shows for us. One volunteer is a female and an enrolled member of a Federally Recognized Tribe and the other volunteer is male and not enrolled. KOJB will continue on with the goal of having diversity in both its employees, volunteers and ACHF Contractors. Our contractors in the past have been diverse as well with 3 females and 2 males. Everyone is treated equally and with respect and dignity.

KOJB will continue on its goal on offering diverse programming and will always support equality in its hiring practices. KOJB’s volunteers will be offered the same equal opportunity to volunteer without any discrimination to their gender and to their race. KOJB will continue to grow and make necessary adjustments to meet the needs of our listeners and provide the most diverse programming anyone can find in the State of Minnesota.