

Employment & Training Success Story

Brandi Jacobs finds her voice on radio airwaves



Brandi Jacobs - Broadcaster and Traffic Reporter at K103 FM.

*By Jordan Standup
Freelance Writer*

Brandi Jacobs has become a household name in Kahnawà:ke thanks to her diligent work on the community's radio station.

"I'm currently working as an afternoon news broadcaster and traffic reporter at the K103 Radio Station," said Brandi Jacobs.

"My favourite part of the job is getting to express myself when I'm on-air with my co-hosts. I get to give my perspective on things and talk about stuff I'm interested in from time to time," she noted.

"I landed this job with the help of my Employment Counselor Angie Marquis through the Skills Link Program just over a year ago," Jacobs explained. "Once the program was complete around May, as I was in the program for two terms, I was fully hired at the station shortly after."

Like any new job, there were some learning curves along the way.

"Learning how to work all the technology, as well as memorizing highways and traffic cameras and where to find them, all proved to be quite difficult for me in my first three to four months working here, due to my lack of experience driving on any roads I needed to know about and I'm not much of a tech savvy person," Jacobs said.

"I was also working fairly long hours. I became

overwhelmed and dealt with a lot of stress during those first few months," she added.

Some aspects of the job came a bit more easily for Jacobs.

"When it came to learning proper writing techniques and research methods for news stories, I was considered a natural," she said. "Actually, speaking on the air was also a breeze for me. I didn't have as much stage fright as I thought I would. It took a bit of time to come out of my shell and be myself around staff, but eventually I got more comfortable."

Despite being a recognizable on-air personality, Jacobs admits that she is still a bit shy.

"One thing I still struggle with today is my shyness and inability to be assertive and interviewing people. I tend to get a lot of social anxiety in those situations," she said. "Many times when people are reluctant to give answers or make a comment on a story, I'm expected to push harder to get what I want and persuade them to deliver, but I don't really have it in me to do that."



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