

Annual EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit and is required to be placed in the public inspection files, and posted on their website.

The information contained in this Report covers the time period from

December 1st, 2020 to and including November 30th, 2021

The FCC's EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer.



List of Recruitment Sources Used to Fill Each Vacancy

Job Title Promotions Director Date Position Filled March 1st, 2021

Source for Actual Hire KXLG On Air

Recruitment Sources Utilized

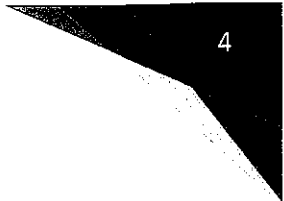
Name & Address	Contact Person & Phone/Fax #
KXLG On Air 835 Jenson Ave, Watertown, SD 57201	Melissa Herrboldt 605-753-9910
KXLG Radio Website www.mykxlg.com	Melissa Herrboldt 605-753-9910
Watertown Chamber of Commerce Facebook https://www.facebook.com/watertownjobs	Ashley 605-886-5814
KXLG Radio Facebook Page https://www.facebook.com/99.1kxlgradio	Melissa Herrboldt 605-753-9910

Form Prepared By Melissa Herrboldt Date 11/28/21

To be completed after each full time vacancy is filled.

Place completed sheet in station's public file and post on station's website.

Attach copies of advertisements, bulletins, letters, emails faxes or other communication announcing vacancy. (These do not need to be posted in file)



Tally of Interviewee Sources for Each Vacancy

Job Title Promotions Director Date Position Filled March 1st, 2021

Recruitment Source	# of Interviewees Referred by Source
KXLG On Air	2
www.mykxlg.com	1
KXLG Radio Facebook	2

Form Prepared By Melissa-Herrboht Date 11-28-21

To be completed for each full time vacancy.

Use this Form to complete the Total Number of Interviewees from Sources (Form 5).

For Station's Internal Purposes.



List of Recruitment Sources Used to Fill Each Vacancy

Job Title News Director Date Position Filled August 9th, 2021

Source for Actual Hire KXLG On Air

Recruitment Sources Utilized

Name & Address	Contact Person & Phone/Fax #
KXLG On Air 835 Jenson Ave, Watertown, SD 57201	Melissa Herrboldt 605-753-9910
KXLG Radio Website www.mykxl.com	Melissa Herrboldt 605-753-9910
SDSU Communication & Journalism Department betty.nelson@sdstate.edu	Betty Nelson 605-688-4171
KXLG Radio Facebook Page https://www.facebook.com/99.1kxlgradio	Melissa Herrboldt 605-753-9910
USD Journalism Department samantha.nelson@usd.edu	Samantha Nelson 605-677-5847
South Dakota Broadcasters Association 106 W Capitol Ave, Pierre, SD 57501	Maria Willard 605-224-7426

Form Prepared By Melissa Herrboldt Date 11/28/21

To be completed after each full time vacancy is filled.

Place completed sheet in station's public file and post on station's website.

Attach copies of advertisements, bulletins, letters, emails faxes or other communication announcing vacancy. (These do not need to be posted in file)



List of Recruitment Sources Used to Fill Each Vacancy

Job Title Promotions Director Date Position Filled October 18th, 2021

Source for Actual Hire KXLG Facebook

Recruitment Sources Utilized

Name & Address	Contact Person & Phone/Fax #
KXLG On Air 835 Jenson Ave, Watertown, SD 57201	Melissa Herrboldt 605-753-9910
KXLG Radio Website www.mykxlg.com	Melissa Herrboldt 605-753-9910
Indeed www.indeed.com	Melissa Herrboldt 605-753-9910
KXLG Radio Facebook Page https://www.facebook.com/99.1kxlgradio	Melissa Herrboldt 605-753-9910
Watertown Chamber of Commerce Facebook https://www.facebook.com/watertownjobs	Ashley 605-886-5814

Form Prepared By Melissa Herrboldt Date 11/28/21

To be completed after each full time vacancy is filled.

Place completed sheet in station's public file and post on station's website.

Attach copies of advertisements, bulletins, letters, emails faxes or other communication announcing vacancy. (These do not need to be posted in file)



Total Number of Interviewees Referred by Each Recruitment Source

Twelve Month Period of December 1st, 2020 through November 30th, 2021

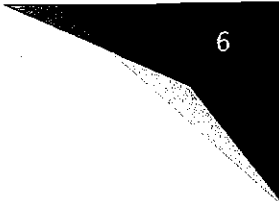
Total Number of People Interviewed 10

Number of Interviewees Referred by Each Recruitment Source

Recruitment Source Name	Total # of Interviewees
KXLG On Air	4
www.MyKXLG.com	1
KXLG Radio Facebook	5
SDSU Communication & Journalism Department	0
USD Journalism Department	0
South Dakota Broadcasters Association	0
Indeed	0

Form Prepared By Melissa Herrboldt Date 11/28/21

To be completed on the anniversary date of the renewal filing due date.
 Use Tally of Interviewee Sources (Form 4) to complete.
 Place completed sheet in station's public file and post on station's website.



Organization Requesting Notice of Job Vacancies

Name of Organization None

Date of Request _____

Type of Notifications Requested _____

Recruitment Referral Source: _____

All Jobs Specific Jobs (Specify) _____

Name of Contact _____

Address _____

Phone Number _____ Fax Number _____

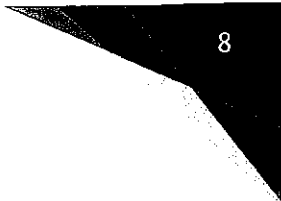
Email Address _____

Form Prepared By Melissa Herrboldt Date 11/28/21

To be completed for each request of notification of job openings.

Attach dated copies of notices provided to organizations each time there is a vacancy (ex. email or fax).

For Station's Internal Files.



Summary of Supplemental Outreach Initiatives

One Year filing period from December 1st, 2020 to November 30th, 2021

First Initiative: All initiatives are on separate Sheets following this for the one year filing period.

Activities to fulfill initiative _____

Second Initiative: _____

Activities to fulfill initiative _____

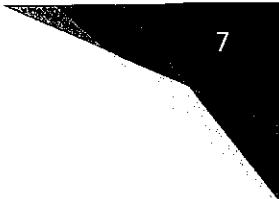
Form Prepared By: Melissa Herrboldt Date: 11/28/21

To be completed for every Prong 3 Outreach Initiative.

Use additional sheet to include remaining initiatives.

Use the Description of Supplemental Outreach Initiatives (Form 7) to complete.

Place completed sheet in station's public file and post on station's website.



Description of Supplemental Outreach Initiatives

Date of Event Participation March 22nd, 2021

Nature of Initiative (Category, Activity Name, Point Value) Community Events.

Details of Participation _____

Spoke at the local Kiwanis Club Meeting regarding marketing with radio, KXLG, and careers.

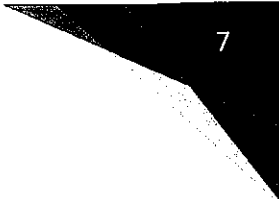
Name(s) and Position(s) of Station Participants _____

Melissa Herrboldt - General Manager

Serena Schlapkohl - Promotions Director

Form Prepared By: Melissa Herrboldt Date: 11/28/21

To be completed for every Prong 3 Outreach Initiative.
Attach copies of proof of participation (Ex: Pamphlets, Advertisements, Letters, Emails, Faxes, Thank You Card).
Use this worksheet to complete the Summary of Supplemental Outreach Initiatives (Form 8).



Description of Supplemental Outreach Initiatives

Date of Event Participation March 25th, 2021

Nature of Initiative (Category, Activity Name, Point Value) Training

Details of Participation _____

Melissa Herrboldt attended Leadership 101 training with the Watertown Chamber of Commerce.

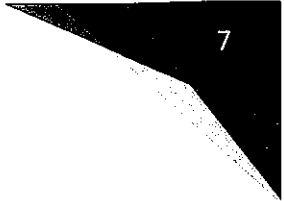
Presented by Natalie Remund, Chief Business Development Officer at Multi Business Solutions.

Name(s) and Position(s) of Station Participants _____

Melissa Herrboldt - General Manager

Form Prepared By: Melissa Herrboldt Date: 11/28/21

To be completed for every Prong 3 Outreach Initiative.
Attach copies of proof of participation (Ex: Pamphlets, Advertisements, Letters, Emails, Faxes, Thank You Card).
Use this worksheet to complete the Summary of Supplemental Outreach Initiatives (Form 8).



Description of Supplemental Outreach Initiatives

Date of Event Participation May 4th, 2021

Nature of Initiative (Category, Activity Name, Point Value) Community Events.
Job shadow Student from Webster, SD. Morgan J. for a full day.

Details of Participation Morgan was with KXLG for a full day from 8am to 5pm.
She got to see all aspects of a career in radio. She shadowed all departments including sales, on air, admin, and management.

Name(s) and Position(s) of Station Participants _____

Melissa Herrboldt - General Manager

Jim Aesoph - On Air Morning Announcer

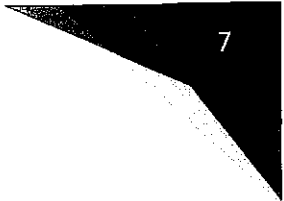
Dean Johnson - Sales

Lori Koehn - Admin

Jan Robson - On Air Midday Announcer

Form Prepared By: Melissa Herrboldt Date: 11/28/21

To be completed for every Prong 3 Outreach Initiative.
Attach copies of proof of participation (Ex: Pamphlets, Advertisements, Letters, Emails, Faxes, Thank You Card).
Use this worksheet to complete the Summary of Supplemental Outreach Initiatives (Form 8).



Description of Supplemental Outreach Initiatives

Date of Event Participation June 2021

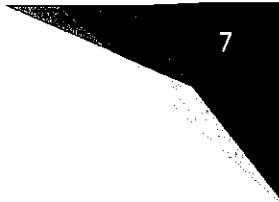
Nature of Initiative (Category, Activity Name, Point Value) Scholarships Program
Awarding of Dean Johnson Family Scholarship

Details of Participation each year, KXLG funds a \$500 scholarship named in honor of Dean Johnson, long time sales manager at KXLG Radio.

Name(s) and Position(s) of Station Participants _____

Form Prepared By: Melissa Herrboldt Date: 11/28/21

To be completed for every Prong 3 Outreach Initiative.
Attach copies of proof of participation (Ex: Pamphlets, Advertisements, Letters, Emails, Faxes, Thank You Card).
Use this worksheet to complete the Summary of Supplemental Outreach Initiatives (Form 8).



Description of Supplemental Outreach Initiatives

Date of Event Participation June 2021

Nature of Initiative (Category, Activity Name, Point Value) Scholarships Program
Awarding of David J. Law Journalism Scholarship

Details of Participation each year, KXLG funds a \$500 scholarship named in honor of David J. Law, long time news director at KXLG Radio.

Name(s) and Position(s) of Station Participants _____

Form Prepared By: Melissa Herrboldt Date: 11/28/21

To be completed for every Prong 3 Outreach Initiative.
Attach copies of proof of participation (Ex: Pamphlets, Advertisements, Letters, Emails, Faxes, Thank You Card).
Use this worksheet to complete the Summary of Supplemental Outreach Initiatives (Form 8).



Description of Supplemental Outreach Initiatives

Date of Event Participation August 17th, 2021

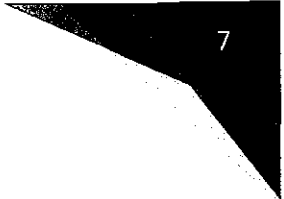
Nature of Initiative (Category, Activity Name, Point Value) Community Events.
Attended the Lake Area Technical College New Student Kick Off Day

Details of Participation KXLG welcomed over 1,000 new students to Watertown.

Name(s) and Position(s) of Station Participants _____
Serena Schlapkohl - Promotions Director

Form Prepared By: Melissa Herrboldt Date: 11/28/21

To be completed for every Prong 3 Outreach Initiative.
Attach copies of proof of participation (Ex: Pamphlets, Advertisements, Letters, Emails, Faxes, Thank You Card).
Use this worksheet to complete the Summary of Supplemental Outreach Initiatives (Form 8).



Description of Supplemental Outreach Initiatives

Date of Event Participation August 23rd, 2021

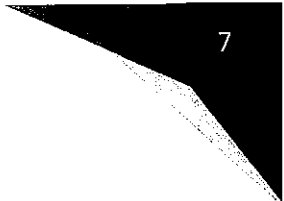
Nature of Initiative (Category, Activity Name, Point Value) Community Events.
Lake Area Tech Community Job Fair

Details of Participation _____
Providing them information about KXLG.

Name(s) and Position(s) of Station Participants _____
Serena Schlapkohl - Promotions Director

Form Prepared By: Melissa Herrboldt Date: 11/28/21

To be completed for every Prong 3 Outreach Initiative.
Attach copies of proof of participation (Ex: Pamphlets, Advertisements, Letters, Emails, Faxes, Thank You Card).
Use this worksheet to complete the Summary of Supplemental Outreach Initiatives (Form 8).



Description of Supplemental Outreach Initiatives

Date of Event Participation September 17th, 2021

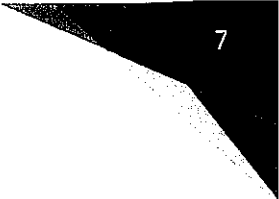
Nature of Initiative (Category, Activity Name, Point Value) Community Events.
Job shadow student from Clark, SD Jordyn M.

Details of Participation Jordyn was with KXLG from 8am - 2pm.
She got to see all aspects of a career in radio. She was on air with Jim in the morning and then shadowed a live remote radio broadcast at a business. She then was shown how to produce a commercial. She also was with the general manager learning about management.

Name(s) and Position(s) of Station Participants _____
Jim Aesoph - Morning On Air announcer, Steve Jurrens - Sales/On Air, Katie Hansen - Afternoon On Air Announcer
Melissa Herrboldt - General Manager, Jan Robson - Midday On Air Announcer
Lori Koehn - Admin

Form Prepared By: Melissa Herrboldt Date: 11/28/21

To be completed for every Prong 3 Outreach Initiative.
Attach copies of proof of participation (Ex: Pamphlets, Advertisements, Letters, Emails, Faxes, Thank You Card).
Use this worksheet to complete the Summary of Supplemental Outreach Initiatives (Form 8).



Description of Supplemental Outreach Initiatives

Date of Event Participation November 26th, 2021

Nature of Initiative (Category, Activity Name, Point Value) Community Outreach
Holiday Lighted Parade

Details of Participation KXLG drove two vehicles in the parade showcasing the station.

Name(s) and Position(s) of Station Participants _____
Melissa Herrboldt - General Manager

Form Prepared By: Melissa Herrboldt Date: 11/28/21

To be completed for every Prong 3 Outreach Initiative.
Attach copies of proof of participation (Ex: Pamphlets, Advertisements, Letters, Emails, Faxes, Thank You Card).
Use this worksheet to complete the Summary of Supplemental Outreach Initiatives (Form 8).