



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

12/1/23

to and including 11/30/24

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.



Full Time Jobs Filled

List of All Full Time Jobs Filled for the 12 Month Period of 12/1/23

through 11/30/24

Job Title	Date Filled
Sales Associate/Promotions Director	6/17/24
Sales Associate	9/23/24

Form Prepared By Melissa Herrboldt Date 11/27/24

To be completed continuously as each vacancy is filled.

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



List of Recruitment Sources Used to Fill Each Vacancy

Job Title Sales Associate/Promotions Director Date Position Filled 6/17/24

Source for Actual Hire Radio

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

Form Prepared By Melissa Herrboldt Date 11/27/24

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 Sales Associate/Promotions Director Date Position Filled 6/17/24

Recruitment Source	# of Interviewees Referred by Source
KXLG Radio On Air	4
KXLG Radio Website www.mykxlg.com	2
Indeed	20
KXLG Radio Facebook Page	0

Form Prepared By Melissa Herrboldt Date 11/27/24

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.

TMRG Broadcasting
P.O. Box 850
Watertown, SD 57201



List of Recruitment Sources Used to Fill Each Vacancy

Job Title Sales Associate Date Position Filled 9/23/24

Source for Actual Hire 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	www.indeed.com
KXLG Radio Facebook Page https://www.facebook.com/99.1kxlgradio	Melissa Herrboldt 605-753-9910
Stein Sign Display 2020 4th Ave SW, Watertown, SD 57201	Morgan Johnson 605-886-4616

Form Prepared By Melissa Herrboldt Date 11/27/24

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 Sales Associate Date Position Filled 9/23/24

Recruitment Source	# of Interviewees Referred by Source
KXLG Radio On Air	0
KXLG Radio Website www.mykxlg.com	0
Indeed	8
KXLG Radio Facebook Page	1
Stein Sign Display	0

Form Prepared By Melissa Herrboldt Date 11/27/24

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.

TMRG Broadcasting
P.O. Box 850
Watertown, SD 57201



Total Number of Interviewees Referred by Each Recruitment Source

Twelve Month Period of 12/1/23 through 11/30/24

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	2
KXLG Radio Facebook	1
Indeed	28
Stein Sign Display	0

Form Prepared By Melissa Herrboldt Date 11/27/24

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 11/27/24

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 12/1/23 to 11/30/24

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: 11/27/24

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 3/20/24

Nature of Initiative (Category, Activity Name, Point Value) Training (1)

Day of Development in Watertown, SD

Details of Participation

The staff of KXLG attended training for both professional and personal development. Speakers included:

Tim Gard and Christine Cashen as well as break out sessions that included John Melius and Holly Johnson

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

Melissa Herrboldt - General Manager

Steve Jurrens - News Director, Terry Thue - Sales, Andy Turbak - Sales, Ann Weckwerth - Sales, Ben Dylla - Sales

Form Prepared By: Melissa Herrboldt

Date: 11/27/24

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 4/24/24 & 4/25/24

Nature of Initiative (Category, Activity Name, Point Value) Training (1)

Heartland Media Conference which brought South Dakota, North Dakota and Minnesota Broadcasters together
to learn about current topics in the industry including AI.

Details of Participation Broadcasters from South Dakota, North Dakota and Minnesota all gathered together
to talk about current topics including AI, the shortage of engineering broadcasters and talked with multiple marketing
agencies.

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

Melissa Herrboldt - General Manager

Form Prepared By: Melissa Herrboldt Date: 11/27/24

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).



Melissa Herrboldt <melissa.herrboldt@kxlgradio.com>

See you next week at the Heartland Media Conference in Fargo!

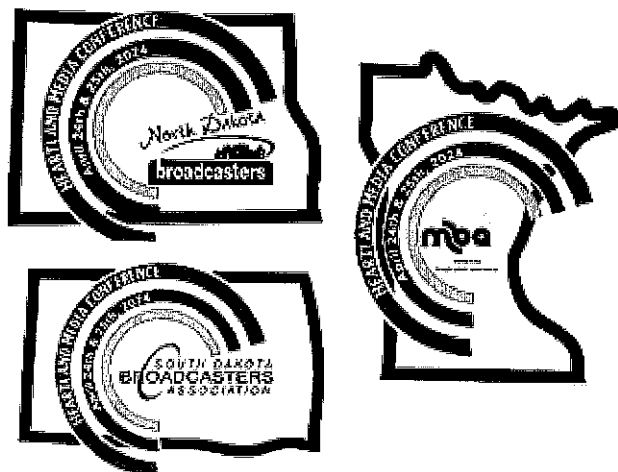
1 message

Katie Sieverding <katie@lancastermanagementgroup.com>

Sat, Apr 20, 2024 at 12:27 PM

To: "steve@willardandassociates.com" <steve@willardandassociates.com>

Cc: Marla Willard <marla@willardandassociates.com>



We look forward to seeing you at the Heartland Media Conference beginning Wednesday, April 24th at 5pm at the Radisson Blu in Fargo.

This Conference provides you with a unique opportunity to connect and engage with like-minded professionals in the industry from the South Dakota, North Dakota, and Minnesota.

Attached is the conference agenda for your reference. Dress code is casual for the event.

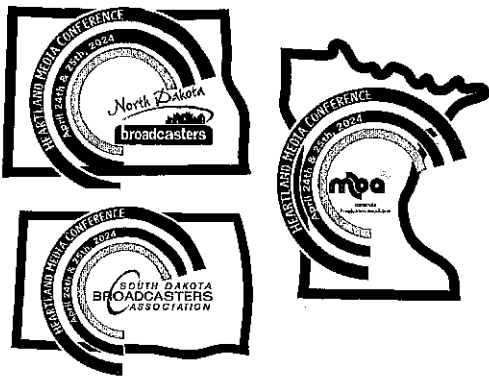
See you on Wednesday!

Katie Sieverding

SD Broadcasters Association

**Heartland Media Conference Program FINAL.pdf**

1012K



Heartland Media Conference

April 24-25, 2024

Fargo, ND

Wednesday, April 24th

5:00 PM Welcome Reception with Jennifer Lyn and Richard Torrence of Jennifer Lyn & the Groove Revival. Sponsored by BMI.

Thursday, April 25th

9:00 AM Opening Remarks from Charley Johnson, Visit Fargo Moorhead

9:05 AM Challenges & Opportunities of AI: Licensing, Verification & Deepfakes w/ John Clark, Senior VP Emerging Technology, National Association of Broadcasters

9:45 AM - 10:00 AM Break

10:00 AM How to achieve success in non-rated markets: A panel discussion with agency professionals w/ Kyle Niess, CEO & Partner, Odney, Kyrie Bussler, Senior Media Strategist at Lawrence & Schiller, Rick Stenerson, Owner, Stenerson Advertising. Moderator: Dan Cash, Market Manager, Midwest Communications.

11:00 AM How do we identify the next version of us? A panel discussion with engineers, Dave Johnson, Chief Engineer, WDAY-TV|WDAZ-TV, Jim Offerdahl, Owner, Offerdahl Broadcast Services, Mark Croom, ABIP Inspector for SD & ND. Moderator: Doyle Becker, Riverfront Broadcasting.

11:30 AM Updates on happenings at the FCC with David Oxenford, Partner, Wilkinson|Barker|Knauer

11:50 AM Welcome special guests from the Minnesota Army National Guard, North Dakota Army National Guard and South Dakota Army National Guard

12:00 PM Lunch and Ten-Minute Table Topics with Jim Birkemeyer, Owner, R&J Broadcasting, Inc. Dan Cash, Market Manager, Midwest Communications, David Oxenford, Partner, Wilkinson|Barker|Knauer, Kelli Frieler, Digital Expert, John Clark, Sr. VP of Emerging Technology, NAB



1:00 PM Keynote Presentation: The Changing Landscape for Broadcasters in 2024 & Beyond
w/ Paul Jacobs of Jacobs Media

2:00 PM A Conversation about Digital w/ Paul Jacobs of Jacobs Media and Kelli
Frieler, Digital Expert

2:15 PM Diving into Digital and Content w/ Kelli Frieler, Digital Expert

3:00 PM Travel Safely!



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#HEARTLANDMEDIACONFERENCE**



Provide feedback on your experience

Thank You Sponsors!





Description of Supplemental Outreach Initiatives

Date of Event Participation 5/2/24

Nature of Initiative (Category, Activity Name, Point Value) Scholarship Program (1)

KXLG - Dean Johnson Scholarship

Details of Participation KXLG Awards a \$500 Scholarship in honor of Dean Johnson a veteran radio sales associate (40 + Years) in broadcast sales. KXLG honors a graduating Senior who is a resident of South Dakota within a 60 mile radius of Watertown, SD. The recipient will be attending a post secondary college majoring in business or a related field of study.

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

Melissa Herrboldt - General Manager

Form Prepared By: Melissa Herrboldt Date: 11/27/24

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 5/7/24

Nature of Initiative (Category, Activity Name, Point Value) Scholarship Program (1)

KXLG - David J. Law Journalism Scholarship

Details of Participation KXLG Awards a \$500 Scholarship in honor of David J. Law a veteran radio news journalist of 40 Plus years who was the news director in Watertown and retired from KXLG as the news director. KXLG honors any graduating senior who is a resident of South Dakota within a 60 mile radius of Watertown, SD. The recipient will be attending a post secondary institution majoring in journalism or a related field of study.

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

Melissa Herrboldt - General Manager

Form Prepared By: Melissa Herrboldt Date: 11/29/24

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 7/4/24

Nature of Initiative (Category, Activity Name, Point Value) Community Outreach (.25)

Kranzburg 4th of July Parade Entry

Details of Participation KXLG drove both station vehicles through the parade while handing out candy and playing patriotic music from our station. Putting our station out there in the publics eye so we are "seen" as well as heard!

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

Melissa Herrboldt - GM and Jeremy Herrboldt - Announcer/owner

Form Prepared By: Melissa Herrboldt

Date: 11/27/24

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 8/26/24

Nature of Initiative (Category, Activity Name, Point Value) Community Events (.25)

KXLG attended the New Students Days at Lake Area Tech College

Details of Participation KXLG had a booth at this event promoting KXLG as well as a career in broadcasting.

Welcoming over 1,200 new students.

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

Nicole Kraus - Promotions Director

Andy Turbak - Sales Associate

Form Prepared By: Melissa Herrboldt

Date: 11/27/24

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).

Greetings from



The start of something you!

SCHEDULE

- ▶ **MORNING**
Attend Classes
(Check *MyPortal* for your
class schedule)
- ▶ **11:00 AM—1:00 PM**
Street Fair
Food Trucks (Free food)
Music & Fun
Archway Open House
- ▶ **1:00 PM**
Classes

KICK-OFF 2024

▶ **08.26.24** ◀

Lake Area Tech College
Student Center/Campus-wide

*The Lake Area Technical College faculty and staff invite **all** students to attend the 2024 Kick-Off! Students will begin their day in class and end their day with a street fair, music and free food. We can't wait to see you!*



PO Box 730 \\\ 1201 Arrow Avenue NE \\\ Watertown, SD 57201
605.882.5284 or 1.800.657.4344 WWW.LAKEAREATECH.EDU



Description of Supplemental Outreach Initiatives

Date of Event Participation 10/14/24 - 10/15/24

Nature of Initiative (Category, Activity Name, Point Value) Training (1)

SD Broadcasters Association Training

Details of Participation KXLG sales staff attended the SD Broadcasters annual meeting to gain knowledge on sales skills, leadership and industry. *see attached for agenda

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

Melissa Herrboldt - GM, Andy Turbak - Sales,

Ben Dylla - sales, Nicole Kraus - sales/promotions, Michele Stukes - Sales

Form Prepared By: Melissa Herrboldt Date: 11/29/24

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).



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Looking for a Career in Broadcasting?

LEARN MORE



(<https://members.sdba.org/careers>)

Annual Leadership Conference

2024 Annual Leadership Conference

The Lodge at Deadwood | Deadwood, SD
October 14-15, 2024



2024 Annual Leadership Conference

Schedule of Events	
Monday, October 14 th	
11:30 AM-1:00 PM	Lunch, Pine Crest A
12:30-4:30 PM	Sales Session, Pine Crest D The Bespoke Session: Created for you! What do South Dakota Broadcasters want to know? Pat Bryson
1:00-4:00 PM	Leadership Session, Bullock Room Executive Level AI, Andrew Finlayson, Executive Vice President of Digital and AI Strategies at SmithGeiger Thorny Legal Issues, Cash Anderson, May, Adam, Gerdes & Thompson, LLP Creative Hiring, Andrew Finlayson, Executive Vice President of Digital and AI Strategies at SmithGeiger SDBA Website Redesign, Katie Sieverding, SDBA
4:30-6:00 PM	Networking Social, Pine Crest A
6:00-8:30 PM	Awards Banquet, Pine Crest A
Tuesday, October 15 th	
7:30 AM	Breakfast, Pine Crest A
8:00-9:00 AM	Annual Business Meeting, Pine Crest A
9:00 AM-12:00 PM	Leadership Session, Pine Crest D Managers Today: Leaders Tomorrow Pat Bryson

CONFERENCE PHOTO GALLERY: VISIT THE PHOTO GALLERY TO VIEW ALL THE PHOTOS FROM THE CONFERENCE. VISIT THE PHOTO GALLERY TO VIEW ALL THE PHOTOS FROM THE CONFERENCE.

2023 Conference Photos