



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.

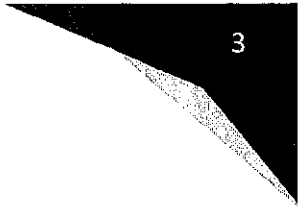
The information contained in this Report covers the time period from

December 1st, 2021 to and including November 30th, 2022

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 December 1st, 2021
through November 30th, 2022

Job Title	Date Filled
Sales Associate	4/26/22

Form Prepared By Melissa Herrboldt Date 11/30/22

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 Date Position Filled 4/26/22

Source for Actual Hire KXLG Facebook Page

Recruitment Sources Utilized

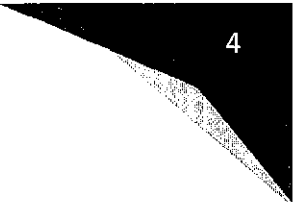
Name & Address	Contact Person & Phone/Fax #
KXLG On Air 835 Jenson Ave, Watertown, SD 57201	Melissa Herrboldt 605-753-9910
KXLG Radio Website www.mykxlg.com	Melissa Herrboldt 605-753-9910
Watertown Chamber of Commerce Facebook https://www.facebook.com/watertownjobs	Ashley 605-886-5814
KXLG Radio Facebook Page https://www.facebook.com/99.1kxlgradio	Melissa Herrboldt 605-753-9910
Indeed	
SD Broadcaster Association 106 W Capitol Ave #7, Pierre, SD 57501	Marla Willard 605-224-1034
SD Department of Labor 2001 9th Ave SW # 200 #200, Watertown, SD 57201	Lisa Johnson 605-882-5131

Form Prepared By Melissa Herrboldt Date 11/30/22

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 4/26/22

Recruitment Source	# of Interviewees Referred by Source
KXLG On Air	2
www.mykxlg.com	2
KXLG Radio Facebook	3
Watertown Chamber Facebook	0
Indeed	14
SD Broadcaster Association	0
SD Department of Labor	0

Form Prepared By Melissa Herrboldt Date 11/30/22

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.



Total Number of Interviewees Referred by Each Recruitment Source

Twelve Month Period of December 1st, 2021 through November 30th, 2022

Total Number of People Interviewed 7

Number of Interviewees Referred by Each Recruitment Source

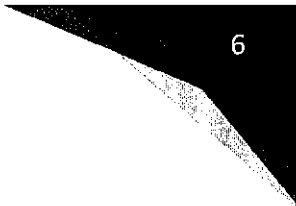
Recruitment Source Name	Total # of Interviewees
KXLG On Air	1
www.mykxlg.com	1
KXLG Radio Facebook	3
SD Broadcasters Association	0
Indeed	2
SD Department of Labor	0
Watertown Chamber Facebook	0

Form Prepared By Melissa Herrboldt Date 11/30/22

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 _____

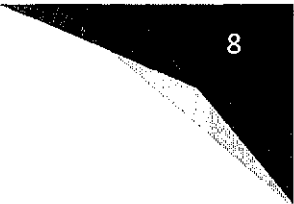
Email Address _____

Form Prepared By Melissa Herrboldt Date 11/30/22

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, 2021 to November 30th, 2022

First Initiative: *All initiatives are on seperate sheets following this for the one year filling period.

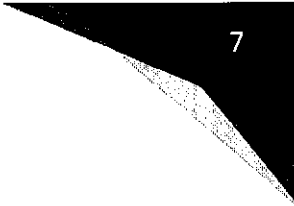
Activities to fulfill initiative _____

Second Initiative: _____

Activities to fulfill initiative _____

Form Prepared By: Melissa Herrboldt Date: 11/30/22

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 4/12/22

Nature of Initiative (Category, Activity Name, Point Value) Job Fair (.25)

Watertown Boys and Girls Club Job Fair

Details of Participation KXLG had a booth at this event talking to 150 1st - 4th graders about a career in broadcasting and educating them on what radio broadcasting all entails.

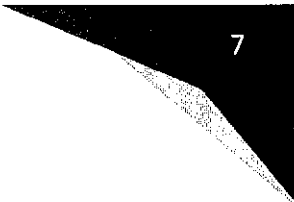
Name(s) and Position(s) of Station Participants _____

Jen Pendley - Promotions Director

Steve Jurrens - News Director

Form Prepared By: Melissa Herrboldt Date: 11/30/22

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 4/13/22

Nature of Initiative (Category, Activity Name, Point Value) Job Bank Participation (1)

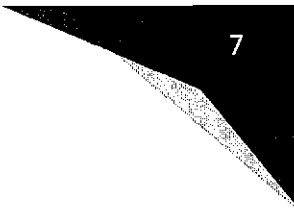
Details of Participation KXLG General Manager/Owner took part in a media and journalism panel with the South Dakota Department of Education. Talking to High School Students, teachers, parents regarding a career in broadcasting. It was also interactive with the students. The panel took place during SD Week of Work.

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

Melissa Herrboldt - General Manager

Form Prepared By: Melissa Herrboldt Date: 11/30/22

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 5/2/22

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

KXLG - David J. Law Scholarship Journalism

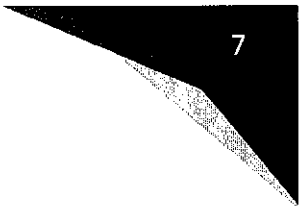
Details of Participation KXLG Awards a \$500 Scholarship in Honor of David J. Law who was a long time (40 + yrs) News Director in Watertown and retired KXLG News Director. KXLG honors a any graduating senior who is a resident of South Dakota within a 60-mile radius of Watertown, SD. The recipient will 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: 11/30/22

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 5/11/22

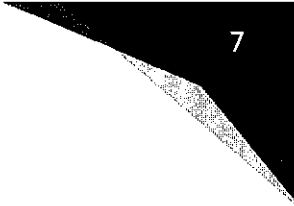
Nature of Initiative (Category, Activity Name, Point Value) Scholarship Program (1)
KXLG - Dean Johnson Scholarship

Details of Participation KXLG Awards a \$500 Scholarship in Honor of Dean Johnson who was a long time (40 + yrs), Sales Associate/Sales Manager to the broadcasting career. KXLG honors a 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 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: 11/30/22

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 8/17/22

Nature of Initiative (Category, Activity Name, Point Value) Job Fair (.25)

Lake Area Technical College New Student Kick Off Day

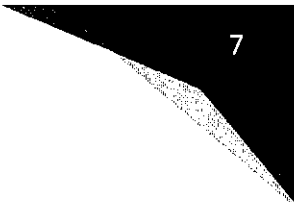
Details of Participation KXLG had a booth at this event looking for employees and educating students on what local radio is and what it offers. Welcoming them to Watertown and how to connect with KXLG if they need us.

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

Jen Pendley - Promotions Director

Form Prepared By: Melissa Herrboldt Date: 11/30/22

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 8/22/22

Nature of Initiative (Category, Activity Name, Point Value) Job Fair (.25)

Watertown Wants You! Community Job Fair for Lake Area Tech College Students

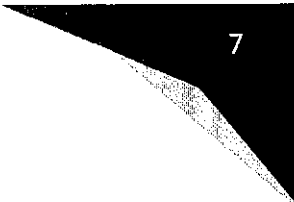
Details of Participation KXLG had a booth at this event promoting a career in broadcasting. Showcasing what a career in broadcasting would look like and how you could potentially be a employee of KXLG.

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

Jen Pendley - Promotions Director

Form Prepared By: Melissa Herrboldt Date: 11/30/22

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 8/31/22

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

Details of Participation Staff of KXLG attended Leadership training hosted by the Watertown Chamber.
Speaker was Mark Matteson an inspiring speaker and author. Mark spoke on how to ignite personal and professional growth. Mark coached the audience on everything from customer service and sales to goal achievement and Freedom from Fear.

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

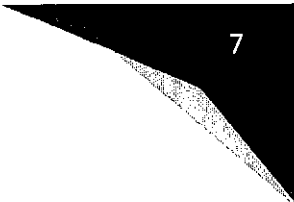
Melissa Herrboldt - GM, Steve Jurrens - News Director, Jen Pendley - Promotions Director, Juli Richter - Sales Associate

Terry Thue - Sales Associate, Andy Turbak - Sales Associate, Ann Weckwerth - Sales Associate

Shawn Lenning - Sales Associate

Form Prepared By: Melissa Herrboldt Date: 11/30/22

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 11/25/22

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

Details of Participation KXLG drove 1 station vehicle while playing Christmas music showcasing our employees greetings. KXLG also was live on their facebook page showing the entries of the parade.

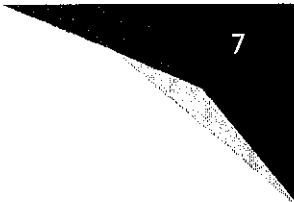
Name(s) and Position(s) of Station Participants _____

Roger Whittle - News Assistant

Jen Pendley - Promotions Director

Form Prepared By: Melissa Herrboldt Date: 11/30/22

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 11/30/22

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

Details of Participation KXLG Announcer spoke to the 6th grade Watertown Intermediate School GATE (Gifted and Talented Enrichment) kids about a career in broadcasting and answered questions about what his career all entails.

Name(s) and Position(s) of Station Participants _____
Tim Williams - Announcer

Form Prepared By: Melissa Herrboldt Date: 11/30/22

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).