



## 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  
12/1/22 to and including 11/30/23

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 12/1/22

through 11/30/23

Job Title	Date Filled
Sales Associate	3/20/23
Sales Associate	4/3/23
Sales Associate	8/24/23
Sales Associate	8/28/23

Form Prepared By Melissa Herrboldt Date 1/18/24

To be completed continuously as each vacancy is filled.

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

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 3/20/23

Source for Actual Hire Indeed

### 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 <a href="http://www.mykxlg.com">www.mykxlg.com</a>	Melissa Herrboldt 605-753-9910
Indeed <a href="http://www.indeed.com">www.indeed.com</a>	
KXLG Radio Facebook Page <a href="https://www.facebook.com/99.1kxlgradio">https://www.facebook.com/99.1kxlgradio</a>	Melissa Herrboldt 605-753-9910

Form Prepared By Melissa Herrboldt Date 1/18/24

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 3/20/23

Recruitment Source	# of Interviewees Referred by Source
KXLG Radio On Air	0
KXLG Radio - Website	0
Indeed	14
KXLG Radio Facebook Page	0

Form Prepared By Melissa Herrboldt Date 1/18/24

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 4/3/23

Source for Actual Hire Indeed

### 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 <a href="http://www.mykxlg.com">www.mykxlg.com</a>	Melissa Herrboldt 605-753-9910
Indeed <a href="http://www.indeed.com">www.indeed.com</a>	
KXLG Radio Facebook Page <a href="https://www.facebook.com/99.1kxlgradio">https://www.facebook.com/99.1kxlgradio</a>	Melissa Herrboldt 605-753-9910

Form Prepared By Melissa Herrboldt Date 1/18/24

To be completed after each full time vacancy is filled.

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

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## Tally of Interviewee Sources for Each Vacancy

Job Title Sales Associate Date Position Filled 4/3/23

Recruitment Source	# of Interviewees Referred by Source
KXLG Radio On Air	0
KXLG Radio - Website	0
Indeed	14
KXLG Radio Facebook Page	0

Form Prepared By Melissa Herrboldt Date 1/18/24

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.

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Watertown, SD 57201



## List of Recruitment Sources Used to Fill Each Vacancy

Job Title Sales Associate Date Position Filled 8/24/23

Source for Actual Hire Indeed

### 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	
KXLG Radio Facebook Page https://www.facebook.com/99.1kxlgradio	Melissa Herrboldt 605-753-9910
SD Broadcasters Association 106 W Capitol Ave #7, Pierre, SD 57501	Marla Willard 605-224-1034
Stein Sign Display - Billboards 2020 4th Ave SW, Watertown, SD 57201	Morgan Johnson 605-886-4616
Lake Area Technical College 1201 Arrow Ave NE, Watertown, SD 57201	605-882-5284

Form Prepared By Melissa Herrboldt Date 1/18/24

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)

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Watertown, SD 57201



## Tally of Interviewee Sources for Each Vacancy

Job Title Sales Associate Date Position Filled 8/24/23

Recruitment Source	# of Interviewees Referred by Source
KXLG Radio On Air	1
KXLG Radio - Website	0
Indeed	25
KXLG Radio Facebook Page	0
SD Broadcasters Association	0
Stein Sigh Display	0
Lake Area Technical College	0

Form Prepared By Melissa Herrboldt Date 1/18/24

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.

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P.O. Box 850  
Watertown, SD 57201





## List of Recruitment Sources Used to Fill Each Vacancy

Job Title Sales Associate Date Position Filled 8/28/23

Source for Actual Hire Indeed

### 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 <a href="http://www.mykxlg.com">www.mykxlg.com</a>	Melissa Herrboldt 605-753-9910
Indeed <a href="http://www.indeed.com">www.indeed.com</a>	
KXLG Radio Facebook Page <a href="https://www.facebook.com/99.1kxlgradio">https://www.facebook.com/99.1kxlgradio</a>	Melissa Herrboldt 605-753-9910
SD Broadcasters Association 106 W Capitol Ave #7, Pierre, SD 57501	Marla Willard 605-224-1034
Stein Sign Display - Billboards 2020 4th Ave SW, Watertown, SD 57201	Morgan Johnson 605-886-4616
Lake Area Technical College 1201 Arrow Ave NE, Watertown, SD 57201	605-882-5284

Form Prepared By Melissa Herrboldt Date 1/18/24

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)

TMRG Broadcasting  
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Watertown, SD 57201



## Tally of Interviewee Sources for Each Vacancy

Job Title Sales Associate Date Position Filled 8/28/23

Recruitment Source	# of Interviewees Referred by Source
KXLG Radio On Air	0
KXLG Radio - Website	0
Indeed	25
KXLG Radio Facebook Page	0
SD Broadcasters Association	0
Stein Sigh Display	0
Lake Area Technical College	1

Form Prepared By Melissa Herrboldt Date 1/18/24

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.

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## Total Number of Interviewees Referred by Each Recruitment Source

Twelve Month Period of 12/1/22 through 11/30/23

Total Number of People Interviewed 12

### Number of Interviewees Referred by Each Recruitment Source

Recruitment Source Name	Total # of Interviewees
KXLG On Air	0
KXLG Website www.mykxlg.com	0
KXLG Radio Facebook	0
Indeed	11
SD Department of Labor	0
SD Broadcasters Association	0
Stein Sign Display	0
Lake Area Technical College	1

Form Prepared By Melissa Herrboldt Date 1/18/24

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 1/18/24

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 12/1/22 to 11/30/23

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

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Activities to fulfill initiative \_\_\_\_\_

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Second Initiative: \_\_\_\_\_

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Activities to fulfill initiative \_\_\_\_\_

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Form Prepared By: Melissa Herrboldt Date: 1/18/24

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 3/21/23

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

Day of Development

Details of Participation Staff of KXLG attended training for both personal and professional development.

Speakers included Mike Oster, VJ Smith and Holly Hoffman on how to ignite personal and professional growth.

There was breakout sessions with multiple different community leaders regarding a multitude of current topics.

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

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

Terry Thue - Sales, Andy Turbak - Sales, Ann Weckwerth - Sales, Jess Kirchmeier - Sales.

Form Prepared By: Melissa Herrboldt Date: 1/18/24

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 5/1/23

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: 1/18/24

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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## Description of Supplemental Outreach Initiatives

Date of Event Participation 5/8/23

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: 1/18/24

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 7/4/23

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

Form Prepared By: Melissa Herrboldt Date: 1/18/24

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 8/23/23

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 has 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. Looking for part time announcer work as well.

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

Melissa Herrboldt - General Manager

Form Prepared By: Melissa Herrboldt

Date: 1/18/24

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 8/29/23 - 8/30/23

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. Speakers included Derron Steenbergen, Seth Resler, and Paul Jacobs.

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

Melissa Herrboldt - GM, Terry Thue - Sales, Andy Turbak - Sales, Brian Ewing - Sales, Amber Bosworth - Sales,

Liza Marcotte - Sales and Ann Weckwerth - Sales.

Form Prepared By: Melissa Herrboldt Date: 1/18/24

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 9/23/23

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

Lost in Court Training

Details of Participation KXLG News Team attended a training for "Lost in Court".

A journalists guide to covering criminal cases. Topics covered in training were: How to access court documents,  
cover hearings, and trials. Veteran circuit court judge, states attorney, defense attorney walked through a  
criminal case using court documents and evidence photos.

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

Steve Jurens - News Director and Roger Whittle - Asst. News Director

Form Prepared By: Melissa Herrboldt

Date: 1/18/24

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).