



Dates: 11/25/2022 – 11/24/2023

A. List of full-time vacancies filled during the above time period:

	Date Opened	Date Filled
(1) Account Executive	02/20/2023	Did not fill
(2) Account Executive (reposted 02/20/2023 opening) 05/17/2023	05/17/2023	Did not fill

Recruitment sources used in the searches for the above vacancies were as follows:

willmarradio.com, kwlm.com, 1025fm.com, bigcountry100.com, 1065thetrain.com (1, 2)
Lakeland Broadcasting internal post (1, 2)
Lakeland Broadcasting on-air ads (KWLM, KQIC, KOLV, KLFN) (1, 2)
Lakeland Facebook pages (1, 2) (KWLM, KQIC, KQIC Morning Show, KOLV, KLFN, Lakeland Broadcasting)
Indeed.com (1, 2)
Handshake.com (1, 2)
College Central Network for Ridgewater College (1, 2)

MN Broadcasters Association (2)
408 St. Peter Street Suite 423
St. Paul, MN 55102
612-926-8123
www.minnesotabroadcasters.com

Minnesota State University, Mankato (1, 2)
209 Wigley Administration
Mankato, MN 56001
507-389-6061
www.mnsu.edu

University of Minnesota (1, 2)
100 Church Street SE
Minneapolis, MN 55455
612-625-5000
www.umn.edu

Concordia College (1, 2)
901 8th Street South
Moorhead, MN 56562
218-299-3020
www.cord.edu

St Olaf College (1, 2)
1520 St. Olaf Avenue
Northfield, MN 55057
507-786-3268
wp.stolaf.edu/pipercenter

St. Catherine University St Paul (1, 2)
2004 Randolph Avenue
St Paul, MN 55105
800-945-4599
www.stkate.edu

College of St Scholastica (1, 2)
1200 Kenwood Avenue
Duluth, MN 55811
218-723-6039
www.css.edu

Ridgewater College (1, 2)
2101 15th Ave NW
Willmar, MN 56201
320-222-5200
<https://ridgewater.edu/>

University of Wisconsin-River Falls (1, 2)
410 S. Third Street
River Falls, WI 54022
715-425-3911
www.uwrf.edu/CareerServices

University of Northwestern (1, 2)
3003 Snelling Avenue N.
St Paul, MN 55113
651-631-5265
www.unwsp.edu

Concordia University St. Paul (1, 2)
1282 Concordia Avenue
St Paul, MN 55104
651-603-6245
www.csp.edu/careerdevelopment

University of Wisconsin-Eau Claire (1, 2)
105 Garfield Avenue
Eau Claire, WI 54702-4004
715-836-4636
www.uwec.edu

University of Wisconsin-Platteville (1, 2)
1 University Plaza
Platteville, WI 53818
608-342-1183
www.uwplatt.edu

University of Wisconsin-Oshkosh (1, 2)
800 Algoma Blvd
Oshkosh, WI 54901
920-424-1234
www.uwosh.edu

Augsburg University (1, 2)
2211 Riverside Avenue S.
Minneapolis, MN 55454
612-330-1148
<https://careers.augsburg.edu/>

Carroll University (1, 2)
100 N East Avenue
Waukesha, WI 53186
262-547-1211
www.carrollu.edu

University of Wisconsin-La Crosse (1, 2)
1725 State Street
La Crosse, WI 54601
608-785-6950
www.uwlax.edu/aaccs

University of Wisconsin-Stevens Point (1, 2)
2100 Main Street
Stevens Point, WI 54481
715-346-3226
www.uwsp.edu

University of Wisconsin-Superior (1, 2)
PO Box 2000
Superior, WI 54880
715-394-8024
www.uwsuper.edu

South Dakota State University (1, 2)
1421 Student Union Lane
Brookings, SD 57006
605-688-4425
www.sdstate.edu/careercenter

Gustavus Adolphus College (1, 2)
800 West College Avenue
St. Peter, MN 56082
507-933-7575
<https://Gustavus.edu/career>

Metro State University (1, 2)
700 7th Street East
St. Paul, MN 55106
651-793-1528
www.metrostate.edu/career

Saint Mary's University of MN (1, 2)
700 Terrace Heights
Winona, MN 55987
507-457-6695
www.smumn.edu

St. Cloud State University (1, 2)
720 4th Avenue South
St. Cloud, MN 56301-4498
320-308-2151
www.stcloudstate.edu/careercenter

University of Wisconsin-Milwaukee (1, 2) P.O. Box 413 Milwaukee, WI 53201 414-229-5385 https://uwm.edu/careerplan/	University of Wisconsin-Whitewater (1, 2) 800 W. Main Street Whitewater, WI 53190 262-472-1472 www.uww.edu/career
University of North Dakota (1, 2) 2901 University Ave. Stop 9014 Grand Forks, ND 58202-9014 701-777-2117 www.und.edu/careerservices	Southwest Minnesota State University (1, 2) 1501 State Street Marshall, MN 56258 507-537-6221 www.smsu.edu
Minnesota State University Moorhead (1, 2) 1104 7 th Avenue South Moorhead, MN 56560 1-800-593-7246 www.mnstate.edu	Bethel University (1, 2) 3900 Bethel Dr. Arden Hills, Minnesota 55112 651-638-6460 https://www.bethel.edu
College of Saint Benedict (1, 2) 37 South College Avenue St. Joseph, MN 56374 320-363-5011 https://www.csbsju.edu/	St. John's University (1, 2) PO Box 2000 Collegeville, MN 56321 320-363-2011 https://www.csbsju.edu/
Crown College (1, 2) 8700 College View Dr. St. Bonifacius, MN 55375 952-446-4100 https://www.crown.edu	North Dakota State University (1, 2) 1301 12 th Ave N. Fargo, ND 58102 701-231-7111 https://career-advising.ndsu.edu
University of St. Thomas (1, 2) 2115 Summit Ave. St. Paul, MN 55105 651-962-6761 www.stthomas.edu/careerdevelopment/	University of Wisconsin-Green Bay (1, 2) 2420 Nicolet Dr. Green Bay, WI 54311 920-465-2163 https://www.uwgb.edu/careers
University of Wisconsin-Madison (1, 2) 500 Lincoln Drive Madison, WI 53706 608-265-3540 https://www.wisc.edu	Winona State University (1, 2) PO Box 5838 Winona, MN 55987 507-457-5878 https://www.winona.edu/career

B. There were 5 people interviewed for the full-time vacancy.

C. Number of interviewees referred from each recruitment source and sources for hired persons:

02/20/2023 Account Executive – 1 interviewee total
Sources: 1 from referral from our staff Hired: Did not fill position

05/17/2023 Account Executive (reposted 02/20/2023 opening) – 4 interviewees total
Sources: 3 from our website ad, 1 from Indeed Hired: Did not fill position

D. Lakeland Broadcasting Company engaged in the following supplemental initiatives:

December 16, 2022

Lakeland Broadcasting was contacted by the Leadership Perspective group from Willmar asking if their group of 45 people could tour our stations. They were able to see our production studios, how we make commercials, our on-air studios, and how our sales and marketing department help our clients achieve their goals. Our Operations Manager and General Manager shared about broadcasting, our news coverage, trends in radio, our radio stations and more. Lakeland Broadcasting staff that participated in the tour and presentation included: MaryElin Macht, RJ Linder, Bob Stevens, Marcia Hoffman, Todd Hansen, Paul Cool and Eric Grieger.

March 1, 2023

Willmar Area Learning Center contacted Lakeland Broadcasting to set up a tour for students and their instructors. News Director JP Cola shared about how we determine what news stories we air, his role and more. Production Director Bob Stevens showed the 11 students and their two instructors our production studios and how we produce commercials. They visited an on-air studio with MaryElin Macht to see what operating systems we use. Staff from Lakeland Broadcasting involved in the tour included: JP Cola, Bob Stevens, Marcia Hoffman and MaryElin Macht.

March 16, 2023 through April 29, 2023

Lakeland Broadcasting aired a :30 Public Service Announcement about the Minnesota Broadcasters Association Scholarship opportunity from March 16, 2023 through April 29, 2023. Minnesota high school seniors were eligible to apply and share why they are choosing broadcasting as a career, how they would use the scholarship funds, letter of recommendation and more. Lakeland Broadcasting staff involved included: MaryElin Macht and Grace Adams.

March 16, 2023

Willmar Area Learning Center contacted Lakeland Broadcasting to set up a job shadow time frame for three students. Two of the students had visited our studios on March 1, 2023 for a class tour and at that time we had offered a job shadow opportunity if anyone wanted to come back for more time in studios, etc. One of the students was making their first visit to the studios. They were in the Q102 on-air studio and were able to ask questions about broadcasting, music industry and more. Staff from Lakeland Broadcasting involved in the tour included: MaryElin Macht.

April 6, 2023

Lakeland Broadcasting hosted the Kandiyohi County CEO Class. The KCEO is a class of Junior and Senior year High School students for Willmar, New London/Spicer and ACGC High Schools. It follows an education standard of entrepreneurship education for future CEO's, consistent in schools across the United States. Eight students and their instructors were present. Our Operations Manager and General Manager shared about broadcasting, our news coverage, trends in-radio, our radio stations and more. The class went on a tour of our station facilities and four of them visited the Q102 studio. The other four students visited the Big Country studio. They were all interviewed on-air. Lakeland

Broadcasting staff that participated in this presentation and tour included: RJ Linder, MaryElin Macht, Tim Burns, Laura McKenna and Bob Stevens.

May 3, 2023

Lakeland Broadcasting hosted the West Central Creating Entrepreneurial Opportunities (WCCEO) students from KMS and CMCS schools. The class of ten students and their instructor were present. Our Operations Manager and General Manager shared about broadcasting, our news coverage, trends in-radio, our radio stations and more. The class went on a tour of our station facilities and half visited the Q102 studio while they were on the air. The other half of the students visited the Big Country studio. All the students had a chance to be on-air during our morning shows. Lakeland Broadcasting staff that participated in this presentation and tour included: RJ Linder, MaryElin Macht, Tim Burns, Laura McKenna and Bob Stevens.

May 9, 2023

Lakeland Broadcasting participated in the Willmar Lakes Area Chamber of Commerce Student Job Fair and Career Expo. Around 1,250 students from Willmar High School and other schools in Kandiyohi County from 9th through 12th grades were able to attend and decide which businesses they visited with. Our General Manager and Operations Manager visited with students, shared information on our stations and let students record some audio to see what that's like. Lakeland Broadcasting staff that participated: RJ Linder and MaryElin Macht.

May 17, 2023

Lakeland Broadcasting participated in the BOLD Career Fair for sophomores and junior students from BOLD High School. We visited with the students and had information on our stations available. Lakeland Broadcasting staff that participated: Chuck Blum.

May 30, 2023 – August 11, 2023

Bria Henriksen, a 2022 graduate from BOLD High School and current student at the University of Minnesota, studying Business and Marketing completed an eleven-week internship with around 20 hours a week. The emphasis was sales and marketing, but Bria was also able to spend time with production, on-air, promotional events, live broadcast events and more areas of Lakeland Broadcasting. Staff from Lakeland Broadcasting involved in the internship included: Marcia Hoffman, Candice Beckler, RJ Linder, MaryElin Macht, Grace Adams, Tim Burns, Laura McKenna, Bob Stevens, Eric Grieger, Victoria Hibma, Paul Cool and more.

May 31, 2023

A local homeschool parent contacted Lakeland Broadcasting to set up a tour for two home school families. We showed them around and had them in the Q102 studio and our Production Studio. We recorded the students so they could experience that. Staff from Lakeland Broadcasting involved in the tour included: Marcia Hoffman, Bob Stevens, Eric Grieger and MaryElin Macht.

June 1, 2023

Lakeland Broadcasting Operations Manager was contacted by Britta Diem, the Willmar Community Center Manager for the City of Willmar. MaryElin Macht presented to the Community Center's Aging Wisely group about our company, how things have changed since she started and some stories of things she's experienced. Lakeland Broadcasting staff that participated: MaryElin Macht.

August 14, 2023

Prairie Lakes Youth Programs contacted Lakeland Broadcasting to set up a tour for eight students and their two instructors. We showed the students and their instructors our production studios and how we produce commercials. They visited an on-air studio and were able to ask questions about broadcasting. Staff from Lakeland Broadcasting involved in the tour included: Eric Grieger, MaryElin Macht and Marcia Hoffman.

October 25, 2023

Lakeland Broadcasting was contacted by Willmar High School's Ramp Up coordinator to lead a media panel. Lakeland Broadcasting's Tim Burns presented to a class of approximately 10 students and shared information about our radio stations, what his typical day is like, the many various jobs within the radio station including graphic designers, engineering, IT, etc., and future outlook of a career in broadcasting. He also answered questions students had which included a question from one of the students about how to get a sports internship. Lakeland Broadcasting staff that participated: Tim Burns.

November 8, 2023

WAVES in Willmar contacted Lakeland Broadcasting to set up a tour for four to six individuals that attend their day program. Our Operations Manager showed them around the station and Q102 studio. They were able to see our Production Studio with Tim Burns. We recorded some of the guests so they could experience that. Staff from Lakeland Broadcasting involved in the tour included: Marcia Hoffman, Tim Burns and MaryElin Macht.

Lakeland Broadcasting Company
1340 7th Street N, Willmar MN 56201
Phone: 320-235-1340
Fax: 320-235-9111
Email: maryelinm@1025fm.com