

# Lakeland Broadcasting

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*connecting people*

**KWLM**  
1340 AM 96.3 FM  
NEWS / TALK

**Q102**  
MORE MUSIC MORE VARIETY

**BIG 100.1 FM**  
Country  
BIG STARS...BIG SONGS

**106.5**  
*the train*  
CLASSIC HITS

11-26-2023

Our 2022 EEO Report was timely prepared and posted on our website, but we inadvertently missed uploading it to the OPIFs at that time.

Sincerely,



MaryElin Macht, Operations Manager

Lakeland Broadcasting



Dates: 11/25/2021 – 11/24/2022

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

	Date Opened	Date Filled
(1) Marketing Specialist	08/02/2022	08/29/2022

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

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

MN Broadcasters Association (1)  
408 St. Peter Street Suite 423  
St. Paul, MN 55102  
612-926-8123  
[www.minnesotabroadcasters.com](http://www.minnesotabroadcasters.com)

Minnesota State University, Mankato (1)  
209 Wigley Administration  
Mankato, MN 56001  
507-389-6061  
[www.mnsu.edu](http://www.mnsu.edu)

University of Minnesota (1)  
100 Church Street SE  
Minneapolis, MN 55455  
612-625-5000  
[www.umn.edu](http://www.umn.edu)

Concordia College (1)  
901 8<sup>th</sup> Street South  
Moorhead, MN 56562  
218-299-3020  
[www.cord.edu](http://www.cord.edu)

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

St. Catherine University St Paul (1)  
2004 Randolph Avenue  
St Paul, MN 55105  
800-945-4599  
[www.stkate.edu](http://www.stkate.edu)

College of St Scholastica (1)  
1200 Kenwood Avenue  
Duluth, MN 55811  
218-723-6039  
[www.css.edu](http://www.css.edu)

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

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

University of Northwestern (1)  
3003 Snelling Avenue N.  
St Paul, MN 55113  
651-631-5265  
[www.unwsp.edu](http://www.unwsp.edu)

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

University of Wisconsin-Eau Claire (1)  
105 Garfield Avenue  
Eau Claire, WI 54702-4004  
715-836-4636  
[www.uwec.edu](http://www.uwec.edu)

University of Wisconsin-Platteville (1)  
1 University Plaza  
Platteville, WI 53818  
608-342-1183  
[www.uwplatt.edu](http://www.uwplatt.edu)

University of Wisconsin-Oshkosh (1)  
800 Algoma Blvd  
Oshkosh, WI 54901  
920-424-1234  
[www.uwosh.edu](http://www.uwosh.edu)

Augsburg University (1)  
2211 Riverside Avenue S.  
Minneapolis, MN 55454  
612-330-1148  
[www.augsburg.edu/strommen](http://www.augsburg.edu/strommen)

Carroll University (1)  
100 N East Avenue  
Waukesha, WI 53186  
262-547-1211  
[www.carrollu.edu](http://www.carrollu.edu)

University of Wisconsin-La Crosse (1)  
1725 State Street  
La Crosse, WI 54601  
608-785-6950  
[www.uwlax.edu/aacccs](http://www.uwlax.edu/aacccs)

University of Wisconsin-Stevens Point (1)  
2100 Main Street  
Stevens Point, WI 54481  
715-346-3226  
[www.uwsp.edu](http://www.uwsp.edu)

University of Wisconsin-Superior (1)  
PO Box 2000  
Superior, WI 54880  
715-394-8024  
[www.uwsuper.edu](http://www.uwsuper.edu)

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

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

Metro State University (1)  
700 7<sup>th</sup> Street East  
St. Paul, MN 55106  
651-793-1528  
[www.metrostate.edu/career](http://www.metrostate.edu/career)

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

St. Cloud State University-Career Center (1)  
720 4<sup>th</sup> Avenue South  
St. Cloud, MN 56301-4498  
320-308-2151  
[www.stcloudstate.edu/careercenter](http://www.stcloudstate.edu/careercenter)

University of Wisconsin-Milwaukee (1)  
P.O. Box 413  
Milwaukee, WI 53201  
414-229-5385  
<https://uwm.edu/careerplan/>

University of Wisconsin-Whitewater (1)  
800 W. Main Street  
Whitewater, WI 53190  
262-472-1472  
[www.uww.edu/career](http://www.uww.edu/career)

University of North Dakota (1)  
2901 University Ave. Stop 9014  
Grand Forks, ND 58202-9014  
701-777-2117  
[www.und.edu/careerservices](http://www.und.edu/careerservices)

Southwest Minnesota State University (1)  
1501 State Street  
Marshall, MN 56258  
507-537-6221  
[www.smsu.edu](http://www.smsu.edu)

Minnesota State University Moorhead (1)  
1104 7<sup>th</sup> Avenue South  
Moorhead, MN 56560  
1-800-593-7246  
[www.mnstate.edu](http://www.mnstate.edu)

B. There were 2 people interviewed for the full-time vacancies

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

08/02/2022 Marketing Specialist – 2 interviewees total  
Sources: 2 from Indeed.com Hired: 1 from Indeed.com

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

December 13, 2021

Willmar Area Learning Center school counselor Sharon Tollefson contacted MaryElin Macht with Lakeland Broadcasting to set up a tour for some students and their instructors. On-Air Personality Bob Thompson showed the five students and their instructors our production studios and how we produce commercials. They visited an on-air studio to see what operating systems we use. They spent around a half hour with our staff and were able to ask questions about broadcasting. Staff from Lakeland Broadcasting involved in the tour included: Bob Thompson, Marcia Hoffman and MaryElin Macht.

January 21, 2022

Lakeland Broadcasting was contacted by the Leadership Perspective group from Willmar asking if our Operations Manager and News Director would be part of a media panel on Friday, January 21, 2022. We shared about our radio stations, our news coverage and more. The panel was held at Kandiyohi County Public Works Facility from 12:45 pm to 2 pm. Staff from Lakeland Broadcasting involved in the presentation included: MaryElin Macht & JP Cola.



February 23, 2022

Lakeland Broadcasting partnered with Kandiyohi County and City of Willmar EDC and other organizations to host the West Central MN Virtual Job Fair on Wednesday, February 23, 2022 from 11 am to 2 pm. Lakeland Broadcasting Sales Manager Candice Beckler and Operations Manager MaryElin Macht represented Lakeland Broadcasting in our virtual booth. Our booth gave an overview of Lakeland Broadcasting. At least 12 people visited our virtual booth during the event. Lakeland Broadcasting staff that participated: Candice Beckler and MaryElin Macht.

March 4, 2022 through April 29, 2022

Lakeland Broadcasting decided to air a :30 Public Service Announcement about the Minnesota Broadcasters Association Scholarship opportunity. We aired from March 4, 2022 through April 29, 2022. 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 Melissa Wallace.

April 20, 2022

Lakeland Broadcasting was contacted by the Willmar High School's Career Day coordinator to lead a media panel on April 20, 2022. The goal was to answer questions about broadcasting and digital media for a class of 10<sup>th</sup> and 11<sup>th</sup> grade students at Willmar High School who are considering various career options. The panel was held at the Willmar High School from 12:45 pm to 2 pm. Lakeland Broadcasting's Tim Burns participated and shared information about our radio stations, various jobs within the radio station, and future outlook. He also answered questions from the students. Lakeland Broadcasting staff that participated: Tim Burns

May 4, 2022

Lakeland Broadcasting hosted the Kandiyohi County CEO Class from 7:30 am - 8:45 am. The KCEO is a class of Junior and Senior year High School students from Willmar and New London/Spicer High Schools. RJ Linder gave the introduction and history of Lakeland Broadcasting and shared about our company vision and values. He also shared how our sales executives help our clients with their branding and advertising objectives. MaryElin Macht shared about what it's like to be on-air, connecting with listeners, severe weather coverage, commercial production and more. The class went on a tour of our station facilities and visited the Q102 studio with Tim Burns and Laura McKenna while they were on the air. Two students were interviewed on-air. Lakeland Broadcasting staff that participated: RJ Linder, MaryElin Macht, Tim Burns, Laura McKenna and Bob Stevens.

May 5, 2022

Lakeland Broadcasting hosted the West Central Creating Entrepreneurial Opportunities (WCCEO) students from 7:30 am - 8:45 am. These students were from MACCRAY and CMCS schools. The class of three students and their instructor were present. RJ Linder gave the introduction and history of Lakeland Broadcasting and shared about our company vision and values. He also gave a presentation on how our sales executives help our clients with their branding and advertising objectives. MaryElin Macht shared about what it's like to be on-air, connecting with listeners, production, severe weather coverage and more. The class went on a tour of our station facilities and visited the Q102 studio with Tim Burns and Laura McKenna while they were on the air. The three students were interviewed on-air. Lakeland Broadcasting staff that participated: RJ Linder, MaryElin Macht, Tim Burns and Laura McKenna.

May 10, 2022

Lakeland Broadcasting participated in the Willmar Lakes Area Chamber of Commerce Job Fair and Career Expo from 11 am to 1 pm. Around 1,000 students from Willmar High School from 9<sup>th</sup> through 12<sup>th</sup> grades were able to attend and decide which businesses they visited with. Lakeland Broadcasting is interested in connecting with students for possible job openings and learning about their interests in broadcasting. MaryElin Macht visited with around 100 students that came by our booth and recorded over 40 students. We had information on our stations and let students record to experience that. Lakeland Broadcasting staff that participated: MaryElin Macht

May 18, 2022

Lakeland Broadcasting participated in the BOLD Career Fair from 9 am to 11 am. Students from BOLD High School visited with around 20 businesses including ours. Lakeland Broadcasting is interested in connecting with students and learning about their interests in broadcasting. Chuck Blum visited with the students and had information on our stations available. Lakeland Broadcasting staff that participated: Chuck Blum

August 25, 2022

A family (a mom and three daughters) related to one of our staff stopped by for a tour of the radio station. Operations Manager MaryElin Macht showed them around for about fifteen minutes. They were able to see our Production Studio and we recorded the three girls talking so they could experience that. Then they got to tour our On-Air studio and take a picture by the microphone. Lakeland Broadcasting staff that participated: MaryElin Macht

October 26, 2022

Lakeland Broadcasting was contacted by the Willmar High School's Ramp Up coordinator to lead a media panel on October 26, 2022. The goal was to answer questions about broadcasting for a class of 10<sup>th</sup> and 11<sup>th</sup> grade students at Willmar High School who are considering various career options. The panel was held at the Willmar High School from 1:05 pm to 1:45 pm. Lakeland Broadcasting's Bob Stevens participated and shared information about our radio stations, various jobs within the radio station, and future outlook. He also answered questions from the students. Lakeland Broadcasting staff that participated: Bob Stevens

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