

MINNESOTA'S  
**COUNTRY LEGEND**  
800AM • 102.3FM

April 29, 2024

Via E-Mail: [elizabeth.goldin@fcc.gov](mailto:elizabeth.goldin@fcc.gov) and Posting to the WVAL Online Public File

Ms. Elizabeth Goldin  
Assistant Chief  
Investigations and Hearing Division  
Enforcement Bureau  
Federal Communications Commission  
Washington, DC 20554

**Re: March 2024 EEO Random Audit of WVAL-AM Fac. Id. 78914**

Dear Ms. Goldin:

On behalf of Tri-County Broadcasting, Inc., (Tri-County) licensee of WVAL-AM, Facility ID 78914, Sauk Rapids, MN, this letter responds to the March 2024 EEO Random Audit identifying the employment unit of radio station WVAL-AM as being in an employment unit that has been randomly selected for audit of its EEO Program.

Radio station WVAL-AM, Facility ID 78914, is part of an employment unit composed of five (5) stations, including WBHR Facility ID No. 26980, WHMH-FM Facility ID No. 67694, WVAL-AM Facility ID No. 78914, and is under common ownership with WMIN, Facility ID No. 161428 and WXYG, Facility, ID. 161448, all licensed to Sauk Rapids, MN and together, the "Employment Unit". Accordingly, this response should be considered for each of these stations.

I will address each request for information in the order set out in your letter.

**Paragraph 2(b)(i): Attachment 1** Copies of the two most recent EEO public file reports.

**Paragraph 2(b)(ii):** Tri-County maintains a website at <https://www.wvalradio.com/> with links to each of its stations. Each stations' EEO report is posted with a link at the bottom of the landing page.

**Paragraph 2(b)(iii):**

**Attachment 2** provides a list of the Unit's full-time positions filled during the period covered by the 2021 through 2023 EEO Public File Reports, the date of hire with a listed hire date, the recruitment source responsible for the hiree and a designation whether the recruitment source is a Prong II entity entitled to notification.

## 2024 EEO Random Audit WVAL Tri-County

**Attachment 3** contains a list of the Job Notification Detail notices sent to each recruitment source for each recruited position, including the date sent, the recruitment sources that received that notice, whether the notification was sent by fax, e-mail or both and a copy of the job notification that was sent to each of them. Whether the recruitment source notified the Unit that it wants to be notified or not is indicated in the column titled "Prong 2". This letter also confirms that notices to all sources used to announce the vacancy were retained.

**Attachment 4** contains an interviewee list for the listed position with the recruitment source that referred the candidate. For privacy purposes, the actual names of the interviewees have been blocked.

**Paragraph 2(b)(v):** Tri-County stations are licensed to Sauk Rapids Minnesota which is part of the St. Cloud Metropolitan Statistical Area in turn is part of the Minneapolis-Saint Paul, MN-WI Combined Statistical Area and must perform Prong 3 supplemental initiatives worth four points every two years. **Attachment 5** provides a record of Tri-County Prong 3 supplemental recruitment initiatives during the last two years together with supporting materials that demonstrate Tri-County exceeded the standard.

**Paragraph 2(b)(vi): Employment Complaints --** There have been no complaints filed during the Station's current license term.

**Paragraph 2(b)(vii): Responsibilities of Unit Managers** — Each Manager is responsible for implementing our EEO program. Tri-County is an equal opportunity employer that supports and subscribes to a policy of nondiscrimination in all aspects of employment. Tri-County will not discriminate on the basis of race, color, religion, national origin, sex, age, height, weight, marital status, disability or any other reason prohibited by applicable laws. Employees needing an accommodation to perform their job must notify us in writing within 180 days after the date the employee knew or reasonably should have known that an accommodation was needed. Tri-County will make accommodations that do not pose an undue hardship. In accordance with §73.2080(c) of the Commission's rules, each hiring opportunity is filled only after broad outreach to our recruitment sources. Any organization that expresses an interest in notification of new hiring opportunities will be provided with notice as soon as possible. All Unit hiring must be cleared through our assigned EEO Officer whose responsibility is to ensure we are compliant with all FCC and other EEO policies. Periodically, Unit Managers are expected to participate in Unit sponsored EEO training programs and in supplemental outreach initiatives to assist in spreading information throughout the community about employment in broadcasting.

**Paragraph 2(b)(viii): Analysis of EEO Program** — The EU continually reviews the effectiveness of its EEO recruitment program by;

- 1) Compiling a significant and up-to-date outreach contact list, adding new contacts who request to be included in our outreach efforts, adding potential new contacts and resources we discover through our own efforts and keeping current all existing contact information. The Unit also relies on Broadcast1Source to find new organizations to add to its contact list. Periodically we evaluate the effectiveness of our outreach contacts. Based on leads generated for new employment opportunities we will add new outreach organizations and institutions from our area, neighboring states and popular internet-based recruitment

## 2024 EEO Random Audit WVAL Tri-County

sources. To keep our outreach contact list as expansive and inclusive as possible, we do not remove contacts that have not produced past results because a seemingly unproductive contact may produce a positive result in the future. We do, however, remove organizations that cease operations, cease job related activities or request to be removed from our outreach contact list.

- 2) At each new vacancy and hiring opportunity we will conduct a thorough review of our outreach plan to make sure the vacancy is made known and available to as many potential job seekers as possible. After the plan is launched, we monitor responses from our outreach contact list and media to determine if we are receiving an effective response. If the response is not effective, when possible, we will alter the plan to increase its effectiveness and continue doing so in an effort to produce an adequate pool of candidates and until the vacancy has been filled. After the position has been filled, we analyze the original plan and any of its iterations to determine if any deficiencies in our EEO recruitment efforts were uncovered. If so, we note those deficiencies and develop a plan to correct them for the next active hiring opportunity.
- 3) Unit Managers meet two times per year to go over any ideas to recruit.

**Paragraph 2(b)(ix): Analysis of Employee Benefits** — Our managers meet two times per year to do employee reviews and discuss any internal promotions that can be made. Periodically, our management does a comparison of employee salaries to ensure there is no discrimination based on sex, religion or race in regard to the job assigned and the pay received. Employee pay is based on performance and merit. All benefits (health insurance, vacation, sick leave etc) afforded EU personnel are the same for everyone and based entirely on length of service and at the sole discretion of each full-time employee as to whether or not they avail themselves to the offered benefits. It is our ongoing policy to ensure that all decisions made concerning employees are made based on job performance and not discriminatory. The Unit does not have a union agreement. Attachment 6 is an example of our self-assessment program.

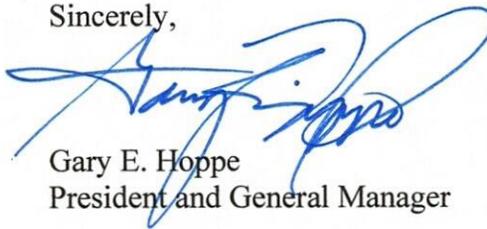
**Paragraph 2(b)(x): Religious Broadcasting** — Not Applicable

**Paragraphs 3&4: Time Brokerage** — Not Applicable

**Paragraph 5(a): Local Public File** — A copy of the FCC Audit letter and our response has been placed in the Online Public File of each station in the Tri-County Employment Unit.

It is our hope that the forgoing responses, attachments and exhibits fully respond to your inquiry. Should you have further questions or desire additional information, kindly address your request to counsel, Gregg Skall at [gskall@tlp.law](mailto:gskall@tlp.law).

Sincerely,



Gary E. Hoppe  
President and General Manager