

11/29/17

Mr. Ryan Pedersen, Boys Basketball Coach

Ms. Beth Egemo, Girls Basketball Coach

Mr. Jess Toliver, Superintendent
Eagle Grove Community School District
325 North Commercial Street
Eagle Grove, IA 50533

Dear Mr. Pedersen, Ms. Egemo, Mr. Tolliver, and Basketball Teams :

On behalf of KLOW Radio, I would like to apologize for the situation that arose during a game video broadcast on the night of November 28, 2017.

For 40 years, it has been the policy of KLOW Radio to never make negative comments regarding the play or coaching of any high school player or team during a radio play-by-play broadcast. Unfortunately, comments were made on November 28 that did not meet those standards. In fact, comments made were not only negative, they were offensive and insensitive, and do not reflect, in any way, our business beliefs or employees as a whole.

While the comments were not broadcast on the air on KLOW Radio, they were sent to our partner school's video feed of the event.

Because the comments made have no place in our company, and our long commitment to high school athletics, the high school broadcast producer involved has been fired from her position. The play by play announcer involved has been suspended, pending required diversity and sensitivity training.

As a business, we pride ourselves in supporting our area communities, and our local athletes, coaches, teams and schools. We will continue to focus on these positive aspects of our communities, and will demand that all employees do so as well.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim Coloff", with a stylized flourish at the end.

Karl Wooldridge
Station Manager

Jim Coloff
Station Owner