

Annual EEO Public File Report

Lakeland Media LLC
Covering the Period from December 1, 2024 to November 30, 2025

Stations Comprising Station Employment Unit:
KQIC-FM/KWLM-AM/KOLV-FM/KLFN-FM/KSCR-FM/KKLN-FM/KBMO-AM

		<u>Vacancy Information</u>			
Full-time Positions Filled by Job Title	Date Hired	Total # Interviewed	Recruitment Sources Utilized	Recruitment Source of Hire	
Videographer (Micah Lindgren)	7/7/2025	Exigent Hire: Unique Skillset as a Videographer and Content Creator			
Content Creators	11/3/25 & 11/24/25	10	1,2,3,4,7	2,7	
Recruitment Sources:					
<u>Radio Announcements</u>	<u>Contact Person/Type</u>	<u>Address</u>	<u>Telephone or email</u>	<u>#Interviews from Source</u>	
1. Lakeland Media Radio Stations	RJ Linder	1340 7th St NW, Willmar, MN 56201	320-235-1340	2	
<u>Internet Site:</u>					
2. Indeed	website	www.indeed.com	website only	4	
3. Facebook	Social Media	www.facebook.com	website only	2	
4. Lakeland Media Station Websites	website	www.willmarradio.com	website only	1	
5. All Access	Job Board	allaccess.com	website only		
6. MN Broadcasters Association	Job Board	minnesotabroadcasters.com	website only		
<u>Other</u>					
7. Referral	Matt Ketelsen	1340 7th St NW, Willmar, MN 56201	320-235-1340	1	

Supplemental Recruiting Initiatives

Willmar Lakes Area Leadership Perspectives

December 20, 2024

Levi Jones: ljones@wctrib.com

The Willmar Chamber Leadership Perspective Program toured the radio stations and learned about the news gathering operating on the company.

Willmar High School Student Tour

March 12, 2025

Griffin Banks: 27banksgr@willmar.org

KWLM hosted a high school student who is interested in sports broadcasting for a future career. The student interviewed KWLM personalities about sports broadcasting, career opportunities and more.

Kids Connection Experience

March 25, 2025

Angela Richardson:
a.richardson@wcenters.org

Lakeland Media set up a booth at the Kids Connection Experience to give kids the opportunity to record something or just talk into a microphone/speaker to see what it might be like to be on the radio. Some kids said the forecast, some shared about their favorite class in school.

West Central Industries Event	April 9, 2025	Hope Surber: hopesur13@gmail.com	Lakeland Media was the guest speaker for WCI a work skills development/training site for people with life challenges and they connect clients with businesses to learn more about what area businesses do.
Kerkhoven, Murdock, Sunburg Schools	April 16, 2025	Annelle Guillemard: akg613@gmail.com	Lakeland Media hosted around 70 students in 8 th grade from KMS Schools for a tour/presentation of Lakeland Media during their career tour day. Lakeland Media staff shared things students might want to know if considering a career in radio or broadcasting.
Student Job Fair & Career Expo	April 24, 2025	jtanner@willmarareachamber.com	Lakeland Media attended the Student Job Fair & Career Expo. This was an excellent way to connect with high school students from 9th grade through seniors from Willmar High School and the other schools in Kandiyohi County.
Kennedy Elementary Career Day	May 1, 2025	Abby Pederson: pedersonab@willmar.k12.mn.us	Lakeland Media participated in the Kennedy Elementary School Career Day and presented to students in 1 st - 4 th grade about working in the radio and media. Students were able to record some audio as well.
West Central CEO Class	April 29, 2025	Ryan Luft: facilitator@westcentralmnceo.com	Students from the West Central CEO Class visited Lakeland Media. Students saw how we create commercials and toured studios. The students were also able to promote their upcoming Trade Show this is happening on May 16 th .