

2018 KNZA Inc. Annual EEO Public File Report

The purpose of this EEO Public File Report (“Annual EEO Report”) is to comply with Section 73.2080©(6) of the FCC’s Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following stations, which collectively form a single Station Employment Unit for purposes of the EEO Rules:

Call Sign	Community	Fin
KAIR(FM)	Atchison, Kansas	33397
KNZA(FM)	Hiawatha, Kansas	35285
KLZA(FM)	Falls City, Nebraska	35286
KMZA(FM)	Seneca, Kansas	35287
KTNC(AM)	Falls City, Nebraska	8081

The information contained in this Annual EEO Report covers the time period from **February 1, 2018, to, and including, January 31, 2019** (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

- A list of all full-time vacancies filled by the Station(s) during the Applicable Period;
- For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station(s) about any new job openings, which are separately identified;
- The recruitment source that referred the candidate for each full-time vacancy filled during the Applicable Period;
- Data reflecting the total number of persons interviewed for all full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
- A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station(s) during the Applicable Period.

The following sections provide the required information, and summarize the station(s) EEO efforts during the Applicable Period. This Annual Report was filed online on February 1, 2019, and posted on the stations' web sites, in accordance with the FCC's EEO Rules.

SECTION 1: Full-time Job Openings Filled During This Period

Time Period Covered: **February 1, 2018 through January 31, 2019**

Stations in Employment Unit: KAIR (FM), KNZA (FM), KLZA (FM), KMZA (FM), KTNC (AM)

<u>Full-time Position Filled by</u>	<u>Recruitment Source</u>
<u>Job Title and Date Filled</u>	<u>Referred the Person Hired</u>
1. KNZA Sales	Part-timer hired full time Telephone Inquiry
2. KNZA Promotions Director	

SECTION 2; Recruitment Sources

Time Period Covered: **February 1, 2018 through January 31, 2019**

Stations in Employment Unit: KAIR (FM), KNZA (FM), KLZA (FM), KMZA (FM), KTNC (AM)

<u>Recruitment Source (Name, Full-time Positions Address, Telephone Number, Contact Person)</u>	<u>Total Number of Interviewees This Source Has Provided During This Period</u>	<u>for Which This Source Was Utilized</u>
Internal Station Postings	1	3
Station Web Site Postings www.mscnews.net	1	3
On-Air Recruitment Ads: KNZA (FM 103.9) KMZA (FM 92.1) KLZA (FM 101.3) KTNC (AM 1230) KAIR (FM 93.7)	0	3

Washburn University Tara D. James-Wallace, Secretary II Mass Media Department (785) 670-1836 Fax # (785) 670-1234 www.washburn.edu/services/career	0	0
Fort Hays State Niki Dinkel Information Resources Coordinator FHSU Career Services (785) 628-4260 Fax #(785) 628-4098 nldinkel@fhsu.edu careers@fhsu.edu	0	0
Nebraska Workforce Development (402) 873-3384 Fax # (402) 873-3384 susan.baumann@nebraska.gov	0	0
Benedictine College Marketing & Communications Megan Bickford (913) 360-7464 http://www.benedictine.edu/benedictine.aspx?pgID=1725&contact_id=546	0	0
Highland Community College Cwaggoner@highlandcc.edu	0	0
Kansas State University Student Services (785) 532-6541 FAX#: (785) 532 5484 osas@K-State.edu	0	0
NEK-CAP, Inc. Angela Entrikin FSS Program Coordinator 1260 220 th PO Box 380	0	0

Hiawatha, KS 66434 Cell: (785) 741-0660 Phone: (785) 742-2222 ext. 266 Fax: (785) 742-2164 e-mail: aentrikin@nekcab.org Kansas Association of Broadcasters www.kab.net/JobBank/JobSearch	0	0
Nebraska Broadcasters Website Marty Riemenschneider, President/Executive Director Nebraska Broadcasters Association 12020 Shamrock Plaza, Suite 200 Omaha, NE 68154 www.nebrskabroadcasters.com	0	0
Broadcast Center in St. Louis Sean Anthony (877) 704-1137 www.broadcastcenterinfo.com	0	0
Kansas Works Lawrence Workforce Center Shauna Downing www.kansasworks.com sdowning@kansasworks.com	0	0
Letter of Inquiry	0	0
In-Person Inquiry	0	0
Telephone Inquiry	1	0
Word of Mouth	0	0
Walk-in	0	0

<u>Sources Requesting Notification</u> <u>Positions</u> <u>(Name, Address, Telephone</u> <u>Number, Contact Person)</u>	<u>Total Number of</u> <u>Interviews This</u> <u>Source Has Provided</u> <u>During This Period</u>	<u>Full-time</u> <u>for Which This</u> <u>Source Was Utilized</u>
Nebraska Workforce Development (402) 873-3384 Fax # (402) 873-3384 susan.baumann@nebraska.gov	0	0

NEK-CAP, Inc.

0

0

1260 220th

PO Box 380

Hiawatha, KS 66434

785-742-2222

pshaefer@nekcab.org

SECTION 3: Community Outreach Activities

Time Period Covered: **February 1, 2018 through January 31, 2019**

Stations in Employment Unit: KAIR (FM), KNZA (FM), KLZA (FM), KMZA (FM), KTNC (AM)

COMMUNITY EVENTS

February 3, 2018 - KNZA, Inc General Manager and KMZA staff member attended the Whine About Winter event in Seneca. Station programming information, and information regarding careers, scholarships and internships was available.

March 3, 2018 - KNZA, Inc. hosted the 16th Annual Regional Expo: General Manager, program directors, sports directors, news, office and on-air personnel greeted people at the door and mingled throughout the crowd visiting with people, answering questions, and guiding them to pick up information on programming, careers, internships, and broadcasting scholarships at KNZA, Inc.'s table by the door.

March 12-13, 2018 - KNZA Program Director and on air staff conducted the annual Brown County Fair Spotlight Auction. Free on air coverage provided for this fundraiser.

March 20, 2018 - KAIR Managers and staff participated in the Annual Atchison Farm & City Banquet with a booth featuring information and literature related to potential employment opportunities. This event is organized by Atchison Area Chamber of Commerce.

June 9, 2018 - KNZA, Inc General Manager and KMZA staff member attended the 11th Annual Sippin' the Suds event. Station programming information, and information regarding careers, scholarships and internships was available.

July through August - Various staff attended 9 area County Fairs for station promotions. Interviews with 4-H fair participants were aired through out each County Fair. Station vehicles were part of the parades, and evening appearances provided radio information materials.

September 27, 2018 - KAIR Program Director participated in the “A Taste of Atchison” event with a booth, which included informational materials about our radio station group.

October 7 - 13, 2018 - KMZA aired PSAs voice by area 4-H kids for National 4-H Week.

November 24, 2018 - KTNC and KLZA in cooperation with the Richardson County Cancer Fund presented the 13th Annual Christmas Festival in Falls City, NE. The Traffic Director and Account Representative organized and worked at the event.

January 25-26, 2019 - KNZA, Inc. General Manager and KAIR Program Director and a staff member manned a booth at the St. Joseph Farm & Lifestyle Show. They answered questions about careers in broadcasting, handed out pamphlets on careers in broadcasting and communications, and applications for internships and scholarships as well as information of station programming and promotions.

Flyers, provided by the Kansas Association of Broadcasters, about the wide variety of jobs available in the broadcasting business, are passed out by KNZA, Inc. staff members at a variety of many special on-location events where we have a presence.

INTERNSHIPS

January 15, 2018 through May 22, 2018 - KAIR-FM, in Atchison, KS, through an ongoing partnership with the School of Journalism at Benedictine College, in Atchison, continued to work with Senior Student Todd Porter.

In his part-time role at the radio station, Porter will learn the real-life application of journalism, ranging from writing broadcast news stories to conducting interviews with news makers.

In addition, expressing a desire to become a broadcaster, Porter will also engage in other tasks, such as on-air announcing, among other aspects of the day-to-day operations.

The goal is to provide him with the training required to achieve his goal of making broadcasting his career.

MENTORING PROGRAM

KNZA, Inc. News Director mentors the student intern in all areas of news gathering, writing and reporting on-air and on the website as well as voice tracking.

PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS

February 6, 2018 - KAIR Program Directed acted as Pronouncer at the Atchison County Spelling Bee. Spellers from all Atchison County Schools grades 5 - 8 participated.

April 19, 2018 - KTNC partnered with the American Cancer Society and aired the Teen Challenge Against Cancer. Area high school students became the DJ's giving our listeners facts about cancer causes and prevention along with playing music.

January 28, 2019 through February 3, 2019 - KLZA and KTNC aired PSAs recorded by area students promoting awareness and activities during Catholic Schools Week.

SPONSORSHIP OF COMMUNITY EVENTS TO INFORM AND EDUCATE

KNZA Inc. stations air promotional announcements about careers in broadcasting. These announcements also promote visiting the KAB Web site for more information about job openings at member stations.

MISCELLANEOUS ACTIVITIES

TOURS & CAREER INFORMATION DISSEMINATION

February 5, 2018 - Atchison Elementary students toured the KAIR studio. They were shown radio station operations and learned about the skills needed to work in radio.

November 14, 2018 - VP of Operations attended a career Fair at Hiawatha High School. He spoke to many middle school students about broadcasting and demonstrated some equipment as well as shared sports broadcasting charts and stat sheets, then answered questions.

November 28, 2018 - Journalism students from Hiawatha High School toured the KNZA studio observing live on-air shifts and talking with radio station employees about the broadcasting industry.

December 18, 2018 - Members of the Leadership Atchison group met at the KAIR studio. KAIR Program Director shared information about the business and programming, and commercial aspects of radio. Group members asked about station formatting, revenue sources and content.

“Job Hunter’s Guide to Broadcasting” booklets, KAB student scholarship applications, and intern applications are provided in the public lobbies of the studios for any walk-ins.

KTNC / KLZA participates in the Nebraska Broadcasters Foundation EEO Scholarship Program. Applications for the NBA Foundation Scholarship are available at the studio in Falls City.

JOB SHADOWING

January 18, 2019 - Evan Ricketts, a Senior at ACCHS job shadowed the KAIR Program Director. Duties covered included producing commercials, uploading audio files, operating a radio console, and making on air announcements.