

2022 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)	Horton, 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, 2022, to and including, January 31, 2023** (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

Section 1. A list of all full-time vacancies filled by the Stations during the Applicable Period.

Section 2. 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.

Section 3. The recruitment source that referred the candidate for each full-time vacancy filled during the Applicable Period.

Section 4. 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.

Section 5. A list & brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the stations 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, 2022, 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, 2022 through January 31, 2023**

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

<u>Full-time Position Filled with Job Title and Date Filled</u>	<u>Recruitment Source that Referred the Person Hired</u>
Announcer Position June 11 th , 2022	Radio Advertisement
Sports/Sales Position August 15 th 2022	Radio Advertisement
Sports Broadcaster August 17 th , 2022	STAA
Program Director January 18 th , 2023	Internal Station - Promotion

SECTION 2: Recruitment SourcesTime Period Covered: **February 1, 2022 through January 31, 2023**

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

The following sources to be used to fill any vacancies:

<u>Recruitment Source (Name, Address, Telephone Number, Contact Person)</u>	<u>Total Number of Interviewees This Source Has Provided During This Period</u>	<u>Full-time Positions for Which This Source Was Utilized</u>
Internal Station Postings	3	4
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)	2	3
AllAccess.com Website	0	2
Sports Talent Agency of America STAA Talent Phone: 949-648-5TAA Jon Chelapsnik Email: jon@staatalent.com Website: http://www.staatalent.com	1	1
Washburn University Tracy Horacek 1700 SW College Ave Topeka, KS 66621 tracy.horacek@washburn.edu (785) 670-1836 www.washburn.edu/services/career	0	3
Nebraska Workforce Development 5752 Ames Drive Omaha, NE 68134 (402) 873-3384 susan.baumann@nebraska.gov	0	3
Benedictine College Marketing & Communications Dr. Kevin Page 1020 N 2 nd St Atchison, KS 66002 kpage@benedictine.edu (913) 360-7464	1	3

<u>Recruitment Source (Name, Address, Telephone Number, Contact Person)</u>	<u>Total Number of Interviewees This Source Has Provided During This Period</u>	<u>Full-time Positions for Which This Source Was Utilized</u>
Highland Community College Ilene 785-442-3010 Student Life>Employer Post	0	3
NEK-CAP, Inc. PO Box 380 Hiawatha, KS 66434 Phone: (785) 742-2222 ext. 455	0	3
Kansas Association of Broadcasters 785-235-1307 Allison@kab.net www.kab.net/JobBank/JobSearch	1	3
Nebraska Broadcasters Association Website Jim Timm, President/Executive Director Jim@ne-ba.org 12020 Shamrock Plaza, Suite 200 Omaha, NE 68154 402-933-5995 www.nebraskabroadcasters.com	0	3
Kansas Works Lawrence Workforce Center Shauna Downing 2920 Haskell Ave Suite 2 Lawrence, KS 66046 785-840-9675 www.kansasworks.com sdowning@kansasworks.com	0	3
HANDSHAKE COLLEGE JOB POSTINGS: handshake@notifications.joinhandshake.com	0	3
Missouri State University, Jean Foster 901 S National Ave Springfield, MO 65897 417-836-5000	0	3
Kansas State University, Colmuba Herrera-Gonzalez 119 Anderson Hall Manhattan, KS 66506 785-532-6011	0	3
Emporia State University, Karla Olson 1 Kellogg Cir Emporia, KS 66801 620-341-5465	0	3

<u>Recruitment Source (Name, Address, Telephone Number, Contact Person)</u>	<u>Total Number of Interviewees This Source Has Provided During This Period</u>	<u>Full-time Positions for Which This Source Was Utilized</u>
University of Missouri KC 5000 Holmes St Kansas City, Mo 64110 816-235-1000	0	3
Fort Hays State, Millie Schuster 600 Park St Hays, KS 67601 785-628-4260 careers@fhsu.edu	0	3
Missouri Western State University 4525 Downs Dr St. Joseph, MO 64507 816-271-4200	0	3
Friends University 2100 W University Ave Wichita, KS 67213 316-295-5000	0	3
Falls City Chamber of Commerce Newsletter/Website https://fallscityareachamber.com Falls City, NE 68355 Phone: 402-245-4228	0	3
Holton/Jackson County Chamber of Commerce 104 W 5th St. Holton, KS 66436 P: 785-364-3963 https://exploreholton.com/	0	3
Letter of Inquiry	0	0
In-Person Inquiry	0	0
Telephone Inquiry	0	0
Word of Mouth	0	0
Walk-in	0	0

SECTION 3: The recruitment source that referred the hiree for each full time vacancy.

There were four full time vacancies filled during the this period.

Announcer Position	June 11 th , 2022	Radio Advertisement
Sports/Sales Position	August 15 th 2022	Radio Advertisement
Sports Broadcaster	August 17 th , 2022	STAA
Program Director	January 18 th , 2023	Internal Station - promotion

SECTION 4: Data reflecting the total number of persons interviewed for Full Time Vacancies and recruitment source.

Total Number interviewed for four Full Time Positions, 9.

Internal Station =3, Radio on air ads = 2, Station MSC Website =1, KAB Website =1, Benedictine College =1, STAA =1.

SECTION 5: Community Outreach Activities

Time Period Covered: **February 1, 2022 through January 31, 2023**

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

COMMUNITY EVENTS

February 12, 2022 - KNZA, Inc General Manager and KMZA staff member attended the Whine About Winter event in Seneca sponsored by the Seneca Area Chamber/Seneca Downtown Impact. Station programming information and information regarding careers, scholarships and internships was available.

March 19th, 2022 - KNZA, Inc. hosted the 20th 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 14-15, 2022 -KNZA Program Director and on air staff conducted the annual Brown County Fair Spotlight Auction. Free on air coverage provided for this fundraiser to support local 4H.

June 13th 2022 - August 19th, 2022 - College Student Internship - Hannah Owens. College broadcasting student transferring from Cloud County CC to Missouri Western University. Hannah had an on-air shift on KAIR station in Atchison and did on-air and website work as well as digital and print stories for our stations websites and preview sports magazines.

July through September 2022 - Various staff attended 10 area County Fairs and interviewed 4-H fair participants that aired through out each week of each County Fair. Possible jobs and mentoring programs were discussed with many of these participants.

October 2 - 8th 2022, KMZA recorded and aired PSA's voiced by area 4-H members for National 4-H Week and included discussions and demonstrations of recording equipment and discussions of various jobs at a radio station.

Flyers, provided by the Kansas Association of Broadcasters, about the wide variety of jobs available in the broadcasting business, were passed out by KNZA, Inc. staff members at a variety of many special on-location events in 2022 where we have a presence in community activities.

PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS

KLZA and KTNC Participated in the 2022 scholarship program of Nebraska Broadcasters Association. This included a commercial schedule promoting area students apply for these scholarships. KLZA and KTNC personnel also participated in the judging of scholarship applications.

KNZA, KMZA and KAIR Participated in the 2022 scholarship program of the Kansas Association of Broadcasters. This participation was overseen by station owner and president and included airing a commercial schedule encouraging students to apply. Each station aired 90 commercials from 2/1/22 to 4/30/22. Owner also participated in judging and interview selection process of the scholarships.

January 3rd, 2022 through March 15th, 2022 our radio stations worked with three high school students on an internship program that they are receiving class credit for. All three students are interesting in a career in broadcasting and are currently completing their high school education at Sabetha, Valley Falls and Horton. These three students have done weekly tasks for us and helped with on air, online and digital video sports productions as well as several training and question and answer sessions in person and on site as well as online through zoom.

On April 7, 2022 President of Operations attended a Student Career Fair. This provided the opportunity for students to meet with broadcasters from across the state and was organized by the Kansas Association of Broadcasters.

September 1st, 2022 through current January 2023 our radio stations are working with seven high school students that are interested in broadcasters careers at Jackson Heights, Holton and Hiawatha High Schools. These students are doing weekly tasks for us helping with all aspects of on-air and online sports productions while learning about the broadcasting industry with ongoing training.

Job Shadows = October 2022 – January 2023 – We had two high school students do ongoing job shadow as part of assignments for their schools. Aly Gobin from Doniphan West is doing a year-long project about the history and evolution of radio broadcasting. She has spent time and both KAIR in Atchison and KNZA in Hiawatha with many employees learning about radio while eventually doing some of her own recordings and work. Perry Dexter from Horton HS also did a job shadow learning about all aspects of radio at KNZA in Hiawatha and doing a couple of her own projects.

On Wednesday, January 18th, 2023, a group of five students from Trinity Lutheran School in Atchison, along with their Superintendent, Dr. Steve Hobus, came to the KAIR-FM studios, to record messages promoting activities that were happening at the school in observance of National Lutheran Schools Week, which began on Sunday, January 22nd. The messages were broadcast on KAIR-FM the week of Monday, January 23rd, during the morning hours. While the students were at the station, they were given a brief tutorial on some of the basic operations of the radio station.

On Wednesday, January 25th, 2023, a group of five students from Saint Benedict Catholic School in Atchison, along with their Superintendent, Kevin Lunsford, came to KAIR-FM to record messages promoting activities that were happening at the school in observance of Catholic Schools Week, which began on Sunday, January 29th. The messages were broadcast on KAIR-FM during the week of January 30th, during the morning hours. While the students were at the station, they were given a brief tutorial on some of the basic operations of the radio.

ACTIVE PROMOTION TO THE PUBLIC TO INFORM AND EDUCATE

KNZA Inc. stations air promotional announcements about careers in broadcasting each week on a recorded schedule. These announcements promote visiting the KAB Web site for more information about on line job openings. These announcements are aired each month year round and amounted to 364 announcements per each station KNZA, KAIR, KMZA, KLZA and KTNC for 2022.

KNZA Inc. stations air Advisory Notice announcements each week on a recorded schedule requesting employment sources to contact us to be added to our jobs notification list. These announcements are aired each month year round and amounted to 364 announcements per each station KNZA, KAIR, KMZA, KLZA, and KTNC for 2022.