

# 2016 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
KAIR(AM)	Atchison, Kansas	33398
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, 2016, to, and including, January 31, 2017** (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 placed in each station's public inspection file on February 1, 2017, 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, 2016 through January 31, 2016

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

	<u>Full-time Position Filled by Job Title and Date Filled</u>	<u>Recruitment Source that Referred the Person Hired</u>
1.	KAIR News/ July 1, 2016	Intern hired full time
2.	KTNC Traffic Director / October 6, 2016	Word of Mouth

**SECTION 2; Recruitment Sources**

Time Period Covered: February 1, 2016 through January 31, 2017

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

<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	1	2
Station Web Site Postings <a href="http://www.mscnews.net">www.mscnews.net</a>	1	2
On-Air Recruitment Ads: KNZA (FM 103.9) KMZA (FM 92.1) KLZA (FM 101.3) KTNC (AM 1230) KAIR (FM 93.7) KAIR (AM 1470)	0	2

<p>Washburn University  Tara D. James-Wallace, Secretary II  Mass Media Department  (785) 670-1836  Fax # (785) 670-1234  <a href="http://www.washburn.edu/services/career">www.washburn.edu/services/career</a></p>	0	1
<p>Fort Hays State  Niki Dinkel  Information Resources Coordinator  FHSU Career Services  (785) 628-4260  Fax #(785) 628-4098  <a href="mailto:nldinkel@fhsu.edu">nldinkel@fhsu.edu</a>  <a href="mailto:careers@fhsu.edu">careers@fhsu.edu</a></p>	0	0
<p>Nebraska Workforce Development  (402) 873-3384  Fax # (402) 873-3384  <a href="mailto:susan.baumann@nebraska.gov">susan.baumann@nebraska.gov</a></p>	0	1
<p>Benedictine College  Marketing &amp; Communications  Megan Bickford  (913) 360-7464  <a href="http://www.benedictine.edu/benedictine.aspx?pgID=1725&amp;contact_id=546">http://www.benedictine.edu/benedictine.aspx?pgID=1725&amp;contact_id=546</a></p>	0	0
<p>Highland Community College  <a href="mailto:Cwaggoner@highlandcc.edu">Cwaggoner@highlandcc.edu</a></p>	0	1
<p>Kansas State University  Student Services  (785) 532-6541  FAX#: (785) 532 5484  <a href="mailto:osas@K-State.edu">osas@K-State.edu</a></p>	0	1
<p>NEK-CAP, Inc.  Angela Entrikin  FSS Program Coordinator  1260 220<sup>th</sup>  PO Box 380  Hiawatha, KS 66434  Cell: (785) 741-0660  Phone: (785) 742-2222 ext. 266  Fax: (785) 742-2164  e-mail: <a href="mailto:aentrikin@nekcaph.org">aentrikin@nekcaph.org</a></p>	0	1

Kansas Association of Broadcasters <a href="http://www.kab.net/JobBank/JobSearch">www.kab.net/JobBank/JobSearch</a>	0	0
Nebraska Broadcasters Website Marty Riemenschneider, President/Executive Director Nebraska Broadcasters Association 12020 Shamrock Plaza, Suite 200 Omaha, NE 68154 <a href="http://www.nebraskabroadcasters.com">www.nebraskabroadcasters.com</a>	0	0
Broadcast Center in St. Louis Sean Anthony (877) 704-1137 <a href="http://www.broadcastcenterinfo.com">www.broadcastcenterinfo.com</a>	0	1
Kansas Works Lawrence Workforce Center Shauna Downing <a href="http://www.kansasworks.com">www.kansasworks.com</a> <a href="mailto:sdowning@kansasworks.com">sdowning@kansasworks.com</a>	0	1
Letter of Inquiry	0	0
In-Person Inquiry	0	0
Telephone Inquiry	0	0
Word of Mouth	1	1
Walk-in	0	0

<u>Sources Requesting Notification</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 Positions</u> <u>for Which This</u> <u>Source Was Utilized</u>
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Nebraska Workforce Development (402) 873-3384 Fax # (402) 873-3384 <a href="mailto:susan.baumann@nebraska.gov">susan.baumann@nebraska.gov</a>	None	No applicants from this source. Full-time positions were posted with this source.
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NEK-CAP, Inc. 1260 220 <sup>th</sup> PO Box 380 Hiawatha, KS 66434 785-742-2222 <a href="mailto:pshaefer@nekcaph.org">pshaefer@nekcaph.org</a>	None	No applicants from this source. Full-time positions were posted with this source
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### **SECTION 3: Community Outreach Activities**

Time Period Covered: **February 1, 2016 through January 31, 2017**

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

#### **COMMUNITY EVENTS**

February 2, 2016 - 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.

February 27, 2016 - KNZA, Inc General Manager and KNZA Program Director attended the Horton Fish & Game Outdoor Show. Station programming information, and information regarding careers, scholarships and internships was available in the booth.

March 5, 2016 - KNZA, Inc. hosted the 15<sup>th</sup> 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 21-22, 2016 - KNZA Program Director and on air staff conducted the annual Brown County Fair Spotlight Auction. Free on air coverage provided for this fundraiser.

March 22, 2016 - KAIR Station Manager participated in the Annual Atchison Farm & City Banquet.

June 18, 2016 - KNZA, Inc General Manager and KMZA staff member attended the annual Sippin' Suds event. Station programming information, and information regarding careers, scholarships and internships was available.

July 29, 2016 - KNZA, Inc General Manager the Seneca Street Fest. 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.

August 2, 2016 - KNZA Program Director provided off site coverage and interviews for the National Night Out event in Hiawatha.

September 29, 2016 - KAIR Program Director and Operations Manager participated in the “A Taste of Atchison” event.

November 25, 26 - KTNC and KLZA co-hosted the 11<sup>th</sup> Annual Christmas Festival in Falls City, NE. The Traffic Director and Account Representative helped with the event.

January 27-29, 2017 - St. Joe Farm & Lifestyle Show: General Manager and an announcer manned a booth, answered questions about careers in broadcasting, handed out pamphlets on careers in broadcasting and communications, and applications for internships and scholarships.

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**

KAIR has been host to an Independent Study student from Benedictine College. She is working with the news department receiving hands on training to achieve her goal of having a firm grasp and understanding of the day-to-day operations of a small-market radio station and what is required for entry-level radio job.

Assignments include news writing and reporting, commercial production, and on-air participation.

All interns begin by job shadowing each department of the radio broadcasting business at KNZA, Inc. They observe various music genres, maintaining music libraries, play-by-play sports, news people and positions, as well as traffic, sales, copywriting, billing, reception and dealing with the public, remote broadcasts, accounts receivable and payable, operations, voice tracking, production, updating web sights, and on-air announcing. They are provided opportunities to try various jobs they have specific interest in.

### **MENTORING PROGRAM**

The KNZA, KMZA, KAIR Traffic Director mentors the new KTNC, KLZA Traffic Director as she learns all aspects of processing orders, producing logs, and billing.

KNZA, Inc. News Director mentors the July 1<sup>st</sup> hire in the news department in all areas of news gathering, writing and reporting on-air and on the website.

Greg Buser, General Manager & Sales Manager continues mentoring the person who took on the additional duties of Business Manager in November 2015.

### **PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS**

April 20, 2016 - USD 430 Student Career Exploration Fair & Expo in Horton. KNZA, Inc. and VP of Operations attended this event speaking to students who visited the booth about careers in broadcasting. Internship applications and Careers in Broadcasting packets were distributed.

April 21, 2016 - KTNC aired the Teen Challenge Against Cancer. Area high school students became the DJ's from 7 - 8:30 pm giving our listeners facts about all types of cancer and also giving information about the school events. Several area schools participated, and the event was organized by the American Cancer Society.

April 29, 2016 - KNZA, Inc. VP of Operations attended the Hiawatha Middle School Career Day. He visited with students about the various jobs at the radio station. Careers in Broadcasting packets were distributed.

November 10, 2016 - School-Business Consortium: Career Fair 2016, at Centralia High School. Several area high schools attended. The KMZA Sports Announcer, represented KNZA, Inc. speaking to students about careers that are available in the operation of the radio stations. Station programming information, and information regarding careers, scholarships and internships was available.

### **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**

May 4, 2016 - 14 first graders, and 8 second graders from Falls City Sacred Heart School toured the office and studios of KLZA FM and KTNC AM. The Operations Manager led the students and their teachers on the tour and discussed EAS testing and weather radio, along with the duties of an on-air announcer, traffic director, receptionist, and site director.

“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**

April 27, 2016 - Two Sabetha Middle School students job shadowed at the KNZA studio in Hiawatha. They observed the live morning show with the Program director, and spent time with various staff members in each department. Each student recorded and produced a public service announcement. The Business Manager discussed the Careers in Broadcasting packet with them.

April 27, 2016 - One Sabetha Middle School Student job shadowed the Sports Director at the KNZA studio in Hiawatha. He observed and learned about sports casts, the sports website, and commercial production as well as a general view of the various other radio jobs. The Business Manager discussed the Careers in Broadcasting packet with him.

April 29, 2016 - One student from Atchison Middle School job shadowed at the KAIR studio in Atchison. He was able to learn about broadcasting and the skills needed to obtain a career in broadcasting.

November 9, 2016 - A sophomore from Centralia High School interested in a career in music and music production visited the KMZA studio in Seneca. She learned the history of the invention of radio and the development of technologies that have come from the science of radio, and how the production studio works.

January 10, 2017 - A Wetmore High School junior planning to attend college, major in broadcasting and pursue a career as a sports broadcaster wanted to see a sports broadcast in action. He spent the evening with the Sports Director during a live play by play broadcast. He was also presented with the multiple options for moving forward to get started in a sports journalism career.