

2019 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, 2019, to, and including, January 31, 2020** (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, 2020, 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, 2019 through January 31, 2020**

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

<u>Full-time Position Filled Job Title and Date Filled</u>	<u>Recruitment Source that Referred the Person Hired</u>
1. KNZA Office Position 3/27/19	MSCNews Website
2. KNZA Announcer 7/16/19	AllAccess.com Website

SECTION 2; Recruitment Sources

Time Period Covered: **February 1, 2019 through January 31, 2020**

Stations in Employment Unit: KAIR (FM), 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	0	2
Station Web Site Postings www.mscnews.net	3	2
On-Air Recruitment Ads: KNZA (FM 103.9) KMZA (FM 92.1) KLZA (FM 101.3) KTNC (AM 1230) KAIR (FM 93.7)	2	2
AllAccess.com Website	9	1

<p>Washburn University Tara D. James-Wallace, Secretary II Mass Media Department (785) 670-1836 Fax # (785) 670-1234 www.washburn.edu/services/career</p>	0	1
<p>Fort Hays State Niki Dinkel Information Resources Coordinator FHSU Career Services (785) 628-4260 Fax #(785) 628-4098 nldinkel@fhsu.edu careers@fhsu.edu</p>	0	1
<p>Nebraska Workforce Development (402) 873-3384 Fax # (402) 873-3384 susan.baumann@nebraska.gov</p>	0	1
<p>Benedictine College Marketing & Communications Megan Bickford (913) 360-7464 http://www.benedictine.edu/benedictine.aspx?pgID=1725&contact_id=546</p>	0	1
<p>Highland Community College Cwaggoner@highlandcc.edu</p>	0	1
<p>Kansas State University Student Services (785) 532-6541 FAX#: (785) 532 5484 osas@K-State.edu</p>	0	1
<p>NEK-CAP, Inc. Angela Entrikin FSS Program Coordinator PO Box 380 Hiawatha, KS 66434 Phone: (785) 742-2222 ext. 266 Fax: (785) 742-2164 e-mail: aentrikin@nekcapp.org</p>	0	1
<p>Kansas Association of Broadcasters</p>	2	1

www.kab.net/JobBank/JobSearch

Nebraska Broadcasters Website Jim Timm, President/Executive Director Nebraska Broadcasters Association 12020 Shamrock Plaza, Suite 200 Omaha, NE 68154 www.nebraskabroadcasters.com	0	1
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Broadcast Center in St. Louis Sean Anthony (877) 704-1137 www.broadcastcenterinfo.com	0	1
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Kansas Works Lawrence Workforce Center Shauna Downing www.kansasworks.com sdowning@kansasworks.com	0	1
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Letter of Inquiry	0	0
In-Person Inquiry	1	1
Telephone Inquiry	1	1
Word of Mouth	2	1
Walk-in	1	1

<u>Sources Requesting Notification (Name, Address, Telephone Number, Contact Person)</u>	<u>Total Number of Interviews This Source Has Provided During This Period</u>	<u>Full-time Positions for Which This Source Was Utilized</u>
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Nebraska Workforce Development (402) 873-3384 Fax # (402) 873-3384 susan.baumann@nebraska.gov	0	1
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NEK-CAP, Inc. 1260 220 th PO Box 380 Hiawatha, KS 66434 785-742-2222 pshaefer@nekcapp.org	0	1
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SECTION 3: Community Outreach Activities

Time Period Covered: February 1, 2019 through January 31, 2020

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

COMMUNITY EVENTS

March 2, 2019 - KNZA, Inc. hosted the 17th 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 11-12, 2019 - KNZA Program Director and on air staff conducted the annual Brown County Fair Spotlight Auction. Free on air coverage provided for this fundraiser.

March 16th 2019 - 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.

June 8, 2019 - KNZA, Inc General Manager and KMZA staff member attended the 12th Annual Sippin' the Suds event. Station programming information, and information regarding careers, scholarships and internships was available.

July through August 2019 - 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.

October 6 - 12, 2019 - KMZA aired PSAs voice by area 4-H kids for National 4-H Week.

November 30, 2019 - KTNC and KLZA in cooperation with the Richardson County Cancer Fund presented the 14th Annual Christmas Festival in Falls City, NE. The Station Manager 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.

MENTORING PROGRAM

A Hiawatha High School sophomore student spent a day at KNZA's studios learning about radio by meeting with several staff members. How radio works and the many jobs at a radio station. He was interested especially in sports broadcasting and spent extra time learning about that from KNZA's local sports broadcasters.

PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS

KLZA and KTNC participated with the Nebraska Broadcasters Association in awarding two EEO Scholarships. Each winner received a \$2000 scholarship and was recognized at the annual meeting on August 13, 2019.

January 26, 2020 through February 1, 2020 - 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 each week on a recorded schedule. These announcements also promote visiting the KAB Web site for more information about job openings at member stations.

KNZA hosted 6 Hiawatha Middle School students at the studio facilities on May 6th to demonstrate equipment and talk about subjects to study to help prepare students for a career in broadcasting. Brochures about Careers in Broadcasting were also sent home with the students.

MISCELLANEOUS ACTIVITIES

TOURS & CAREER INFORMATION DISSEMINATION

KMZA Representatives Greg Buser and Heidi Wolfgang attended the Seneca Chamber of Commerce Mixer on April 2nd and discussed jobs to train for at a radio station with those in attendance.

KMZA General manager and Staff participated with a booth space at the Nemaha Valley Community Hospital Health Fair on April 6, 2019 in the Nemaha County Community Building in Seneca, KS. Careers in Broadcasting brochures were handed out to those interested as well as other programming information.

JOB SHADOWING

February 28th 2019 KMZA hosted a middle school job shadow 8th grade student. He learned about radio broadcasting history and the technologies of radio broadcasting.