

2013

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:

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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, 2013 to, and including, January 31, 2014 (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, 2014, 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, 2013 through January 31, 2014**

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.	Sales / February 7, 2013	KAIR FM Ad
2.	Announcer / February 21,2013	Walk-In for Part-Time Position in 2012/ Best Applicant for Full-Time Position Announced/Advertised in 2013
3.	Sports Director / May 31, 2013	Student's In-Person Inquiry at KAB Student Awards / Career Fair Event / Former Intern
4.	News Reporter / August 7, 2013	Letter of Inquiry from Person Hired
5.	Sales / December 1, 2013	Telephone Inquiry by Person Hired from January Announced/Advertised Position

SECTION 2; Recruitment Sources

Time Period Covered: **February 1, 2013 through January 31, 2014**

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	5
Station Web Site Postings www.knzafm.com www.kmzafm.com www.sunny1013.com www.mscnews.net	1	5
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)	2	5
Washburn University Tara D. James-Wallace, Secretary II Mass Media Department (785) 670-1836 Fax # (785) 670-1234	0	5

www.washburn.edu/services/career

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	5
Nebraska Workforce Development (402) 873-3384 Fax # (402) 873-3384 susan.baumann@nebraska.gov	0	5
Atchison Workforce Atchison, KS 66002 Tim Brungardt (913) 367 4311 FAX#: (913) 367 4265 tbrungardt@kansasworks.com	0	5
Benedictine College Marketing & Communications Megan Bickford (913) 360-7464 http://www.benedictine.edu/benedictine.aspx?pgID=1725&contact_id=546	0	5
Highland Community College Cwaggoner@highlandcc.edu	0	5
Kansas State University Student Services (785) 532-6541 FAX#: (785) 532 5484 osas@K-State.edu	0	5
NEK-CAP, Inc. Angela EntriKin FSS Program Coordinator 1260 220 th PO Box 380 Hiawatha, KS 66434 Cell: (785) 741-0660 Phone: (785) 742-2222 ext. 266 Fax: (785) 742-2164 e-mail: aentrikin@nekcapp.org	0	5
Northwest Missouri State Student Affairs Jackie Elliott FAX#: (660) 562 1154 jackiee@mwmissouri.edu	0	5

Baker University Tom Hedrick (785) 594-4541 tom.hedrick@bakerU.edu	0	5
Kansas Association of Broadcasters www.kab.net/JobBank/JobSearch	1	5
Nebraska Broadcasters Website Marty Riemenschneider, President/Executive Director Nebraska Broadcasters Association 12020 Shamrock Plaza, Suite 200 Omaha, NE 68154 www.nebraskabroadcasters.com	0	5
Letter of Inquiry	1	5
In-Person Inquiry	1	5
Telephone Inquiry	1	5
Word of Mouth	1	5
Walk-in	3	5
The Courier-Tribune (newspaper) 512 Main Seneca, KS 66538 (785) 336 2175 Matt Diel	0	5
Hiawatha World (newspaper) 607 Utah Hiawatha, KS 66434 FAX # (785) 742-2276	0	5
Horton Headlight (newspaper) 133 W 8 th Street Horton, KS 66439 FAX # (785) 486-2512	0	5

Sources Requesting Notification (Name, Address, Telephone Number, Contact Person)	Total Number of Interviews This Source Has Provided During This Period	Full-time Positions for Which This Source Was Utilized
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Nebraska Workforce Development (402) 873-3384 Fax # (402) 873-3384 susan.baumann@nebraska.gov	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, 2013 through January 31, 2014**

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

COMMUNITY EVENTS

March 2, 2013-KNZA, Inc. Regional Expo: General Manager, two program directors, two sports directors, three news people, three office personnel, and five on-air announcers greeted people at the door and mingled throughout the crowd visiting with people, answering questions, and guiding them to pick up information on careers, internships, and broadcasting scholarships at our table by the door.

March 15 & 16, 2013 – Holton Business Expo: General Manager handed out booklets on broadcasting careers and informational forms on broadcasting scholarships.

March 23, 2013 – Nemaha Valley Health Fair: General Manager and sales person manned a booth and handed out career information, answered questions, and visited with attendees.

March 26, 2013 – Atchison Farm & City Banquet: General Manager, Program Director, News Director, and Announcer worked a booth. They greeted the public, answered questions, handed out pamphlets, and passed on information about radio broadcasting careers.

April 2, 2013 – Kansas Association of Broadcasters Student Career Fair: Over one hundred students attended the seminar and KNZA, Inc. had a table manned by the Business Manager answering questions and handing out brochures on broadcasting careers, internship applications, and KAB scholarship applications. She ate lunch with a group of students and continued to talk careers and what employers are looking for.

April 18, 2013 – KTNC, in conjunction with The American Cancer Society, held the Teen Challenge Against Cancer. Four students from Falls City Sacred Heart, three students from HTRS, and four students from Falls City High School participated. The students became special guest announcers, learning first hand about broadcasting careers, while sharing information about cancer and ways to help prevent it.

January 18, 2014 – Seneca Bridal Fair: General Manager and Sales Person manned a booth and handed out the “Job Hunter’s Guide to Broadcasting” and talked to young people about broadcasting jobs.

January 24 & 25, 2014 – KQ2 Farm Show: General Manager, announcers, and salesmen manned 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 wide variety of many special on-location events: remotes, Chamber of Commerce mixers, open houses, Spot-Light Auction, County Fairs, etc.

INTERNSHIPS

KNZA, Inc. internship program continued to develop throughout 2013.

Summer Internship – KNZA, Inc. hosted a Sabetha High School Graduate that went into Broadcast/Journalism at Washburn University in the fall. He completed roughly 160 hours as an intern and returned on Friday nights, in the fall, as a part-timer, helping to produce football play-by-play on KAIR.

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 were provided opportunities to try various jobs they had specific interest in.

MENTORING PROGRAM

The engineer continues to mentor the I.T. person in broadcast operations and specific networking technicalities for the six stations. He works to be the engineers backup in crisis situations and has helped get the stations “back on air” multiple times throughout the year.

KNZA, Inc.’s I. T. person mentored with board operators so he could run the board during sports broadcasts.

The traffic director continues to mentor a second person to provide logs for the two stations in Falls City. She also mentors two backup people.

Brian Hagen, KNZA, Inc. News Director, continued mentoring the newest staff news director until he left the group’s employment. The new, news reporter was mentored at length, by Brian, his first week on duty. Mentoring continues via the telephone & internet, almost daily, and in-person on,at least, a weekly basis.

Greg Buser, General Manager & Sales Manager, mentors the on-site KAIR sales manager and station/sales manager, at least monthly with in-person meetings/training.

PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS

March 7, 2013 – Kansas State University Career and Employment Services and the A. Q. Miller School of Journalism and Mass Communications Networking Night. KNZA, Inc. General Manager/Sales Manager and the Business Manager handed out internship applications, KAB scholarship applications, and the booklet “Job Hunter’s Guide to Broadcasting”. Networking was not only with students as potential employees but also with the college’s personnel on sharing ideas of getting the right applicants to apply for the right jobs.

May 3, 2013 – Holton Schools Career Day : Sportscaster/sales person spoke with more than one hundred students grades three through five about working at a radio station. He showed equipment and materials used in doing play-by-play broadcasts, as well as answering questions.

November 12, 2013 – School-Business Consortium: Career Fair 2013, at Centralia High School. Ten area high schools joined for a career fair. Mike Smith, KMZA Sports Announcer, and Brian Hagin, KNZA, Inc. News Director, represented KNZA, Inc. with a table. They spoke to students about careers that are available in operating radio stations plus, the web side of sports and news. They handed out copies of “Job Hunter’s Guide to Broadcasting” booklets and told students about internships.

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

January 31, 2013 – Seven Hiawatha Cub Scouts and seven troop leaders and parents toured the KNZA, Inc. studios at Hiawatha. The scouts viewed a demonstration on getting programming onto the air and recorded a message using the editing equipment. Related career opportunities were presented.

“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.

JOB SHADOWING

April 16 & 23, 2013 – A Hiawatha High School student learned radio broadcasting duties in the various departments. He had some “hands on” opportunities with the Program Director and Music Director – inserting promotional liners and doing a weekly music play list.

August 3, 4, 5, 7, and 8, 2013 – KNZA, Inc. hosted a student through the Job Shadow program of the United Tribes of KS & SE NE, Inc. She observed the morning shows both during the week and on the weekend, production, voice tracking, news, sports, copywriting, music library, dubbing, sales, office, traffic and business operations.

December 2013 and on going into 2014 – One senior from Nemaha Valley High School is doing his senior project on the business/career of a sportscaster. The student is job shadowing Mike Smith, KMZA sports director both in the studio and out in the field.