

2014
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, 2014, to, and including, January 31, 2015 (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

- π A list of all full-time vacancies filled by the Station(s) during the Applicable Period;
- π 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;
- π The recruitment source that referred the candidate for each full-time vacancy filled during the Applicable Period;
- π 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
- π 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, 2015, 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, 2014 through January 31, 2015**

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.	KNZA Sales/September 3, 2014	On-Air Advertisement
2.	KAIR Sales/September 15, 2014	On-Air Advertisement / prior applicant/interviewee
3.	KNZA On-Air Announcer /August 25, 2014 Center in	E-mails with Broadcast St. Louis

SECTION 2; Recruitment Sources

Time Period Covered: **February 1, 2014 through January 31, 2015**

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	0	3
Station Web Site Postings www.knzafm.com www.kmzafm.com www.kairfm.com www.sunny1013.com www.msnews.net	0	3
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)	4	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	3

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	3
Nebraska Workforce Development (402) 873-3384 Fax # (402) 873-3384 susan.baumann@nebraska.gov	0	3
Atchison Workforce Atchison, KS 66002 Tim Brungardt (913) 367 4311 FAX#: (913) 367 4265 tbrungardt@kansasworks.com	0	3
Benedictine College Marketing & Communications Megan Bickford (913) 360-7464 http://www.benedictine.edu/benedictine.aspx?pgID=1725&contact_id=546	0	3
Highland Community College Cwaggoner@highlandcc.edu	0	3
Kansas State University Student Services (785) 532-6541 FAX#: (785) 532 5484 osas@K-State.edu	0	3
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	3
Northwest Missouri State Student Affairs Jackie Elliott FAX#: (660) 562 1154 jackiee@mwmissouri.edu	0	3
Baker University Tom Hedrick	0	3

(785) 594-4541
tom.hedrick@bakerU.edu

Kansas Association of Broadcasters www.kab.net/JobBank/JobSearch	0	3
Nebraska Broadcasters Website Marty Riemenschneider, President/Executive Director Nebraska Broadcasters Association 12020 Shamrock Plaza, Suite 200 Omaha, NE 68154 www.nebraskabroadcasters.com	0	3
Letter of Inquiry	0	3
In-Person Inquiry	0	3
Telephone Inquiry	0	3
Word of Mouth	0	3
Walk-in	0	3
The Courier-Tribune (newspaper) 512 Main Seneca, KS 66538 (785) 336 2175 Matt Diel	0	3
Hiawatha World (newspaper) 607 Utah Hiawatha, KS 66434 FAX # (785) 742-2276	0	3
Horton Headlight (newspaper) 133 W 8 th Street Horton, KS 66439 FAX # (785) 486-2512	0	3
Broadcast Center in St. Louis Sean Anthony (877) 704-1137 www.broadcastcenterinfo.com	1	1

<u>Sources Requesting Notification</u> <u>(Name, Address, Telephone Number,</u> <u>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 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, 2014 through January 31, 2015**

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

COMMUNITY EVENTS

March 1, 2014-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 KNZA, Inc.'s table by the door. Three "Careers Info." Packets and two scholarship information forms were handed out.

March 22, 2014 – Nemaha County Hospital Health Fair: General Manager handed out one "Careers Info." Packet and one scholarship information form plus talking to several people about the broadcasting business.

April 18, 2014 – KTNC, in conjunction with The American Cancer Society, held the Teen Challenge Against Cancer. Students from Falls City Sacred Heart, HTRS, and Falls City High Schools 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 17, 2015 – Seneca Bridal Fair: General Manager and a Sales Person manned a booth and handed out the "Job Hunter's Guide to Broadcasting" and talked to young people about broadcasting jobs.

January 23 & 24, 2015 – St. Joe Farm & Lifestyle 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 2014.

Summer Internship – A college student interested in marketing interned in the sales department. She sat in on sales meetings and training, as well as, observing KNZA, Inc.'s most experienced sales person in the field. She was guided in making sales calls for the web site and paid commission. In the fall she attended Benedictine College majoring in marketing and continued to sell web site job openings and update Facebook.

Summer Internship – 2013 KNZA, Inc. intern that is now a Washburn University student majoring in Broadcast/Journalism, continued to intern during weekend sports. The position expanded to paid streaming, in the field in the fall and winter.

A Hiawatha High School student interned for the summer; specializing in board work during sports and clerical duties. He decided he wants to major in Broadcast/Journalism when he graduates from high school. He continued in a part-time paid position in the fall.

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.

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.

KNZA, Inc. News Director, continued mentoring the 2013 new hire, news reporter on a regular monthly basis (in person). Mentoring via the telephone & email continues, almost daily.

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

PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS

March 17, 2014, Cub Scout Troop #391 toured the office and studios of KLZA FM and KTNC AM. Five scouts, the leader, and five parents were told about the EAS testing and weather radio, along with the duties of an on-air announcer, traffic director, receptionist, and site director. A question-answer session followed.

May 2, 2014 – Holton Schools Career Day: On-air/news person spoke to students grades three through five about a radio station and jobs. She showed some equipment and offered materials providing more information to those interested.

May 14, 2014 – Staff member participated in Hiawatha Middle School Career Day by talking about the various jobs at the stations and answered questions.

July 7, 2014 – Receptionist/Administrative Assistant talked with Hiawatha High School’s Career Class instructor about education opportunities available at broadcast stations and the possibilities of working with his students in the fall.

November 13, 2014 – School-Business Consortium: Career Fair 2013, at Centralia High School. Ten area high schools attend. The KMZA Sports Announcer and KNZA, Inc. News Director, represented KNZA, Inc. speaking to students about careers that are available in the operation of the radio stations. They made available copies of “Job Hunter’s Guide to Broadcasting”.

November 25, 2014-Sales person/sports director spoke to Hiawatha High School's Careers Class on Broadcasting Careers Opportunities.

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

April 8, 2014 – Atchison Boy Scouts of America toured KAIR FM & AM, learning about careers available in broadcasting.

Fall 2014 – Seneca students from two classes toured the office/studios of KMZA. News person/receptionist/on-air personality answered questions and presented information about the duties required in broadcasting.

January 19, 2015 – Falls City, NE, Cub Scouts, leaders, and parents toured KLZA and KTNC studios. Related career opportunities were presented and questions answered.

“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

A college student contemplating returning to school to major in marketing, job shadowed in May 2014. She returned in the summer to internship specializing in the sales department. This led to a paid position updating Facebook and marketing job listings on KNZA Inc.’s web site.