

# 2017 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, 2017, to, and including, January 31, 2018** (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, 2017 through January 31, 2018

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 Sports & Sales / July 1, 2017	Part-timer hired full time

**SECTION 2; Recruitment Sources**

Time Period Covered: February 1, 2017 through January 31, 2018

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	0
Station Web Site Postings <a href="http://www.mscnews.net">www.mscnews.net</a>	0	0
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	0
Washburn University	0	0

Tara D. James-Wallace, Secretary II  
Mass Media Department  
(785) 670-1836  
Fax # (785) 670-1234  
[www.washburn.edu/services/career](http://www.washburn.edu/services/career)

Fort Hays State 0 0  
Niki Dinkel  
Information Resources Coordinator  
FHSU Career Services  
(785) 628-4260  
Fax #(785) 628-4098  
[nldinkel@fhsu.edu](mailto:nldinkel@fhsu.edu)  
[careers@fhsu.edu](mailto:careers@fhsu.edu)

Nebraska Workforce Development 0 0  
(402) 873-3384  
Fax # (402) 873-3384  
[susan.baumann@nebraska.gov](mailto:susan.baumann@nebraska.gov)

Benedictine College 0 0  
Marketing & Communications  
Megan Bickford  
(913) 360-7464  
[http://www.benedictine.edu/benedictine.aspx?pgID=1725&contact\\_id=546](http://www.benedictine.edu/benedictine.aspx?pgID=1725&contact_id=546)

Highland Community College 0 0  
[Cwaggoner@highlandcc.edu](mailto:Cwaggoner@highlandcc.edu)

Kansas State University 0 0  
Student Services  
(785) 532-6541  
FAX#: (785) 532 5484  
[osas@K-State.edu](mailto:osas@K-State.edu)

NEK-CAP, Inc. 0 0  
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: [aentrikin@nekcapp.org](mailto:aentrikin@nekcapp.org)  
Kansas Association of Broadcasters 0 0

[www.kab.net/JobBank/JobSearch](http://www.kab.net/JobBank/JobSearch)

Nebraska Broadcasters Website	0	0
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>		

Broadcast Center in St. Louis	0	0
Sean Anthony		
(877) 704-1137		
<a href="http://www.broadcastcenterinfo.com">www.broadcastcenterinfo.com</a>		

Kansas Works	0	0
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>		

Letter of Inquiry	0	0
In-Person Inquiry	0	0
Telephone Inquiry	0	0
Word of Mouth	1	0
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@nekcapp.org">pshaefer@nekcapp.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, 2017 through January 31, 2018**

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

#### **COMMUNITY EVENTS**

February 25, 2017 - 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.

March 4, 2017 - 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 13-14, 2017 - KNZA Program Director and on air staff conducted the annual Brown County Fair Spotlight Auction. Free on air coverage provided for this fundraiser.

March 21, 2016 - KAIR Station Manager participated in the Annual Atchison Farm & City Banquet with a booth featuring information and literature related to potential employment opportunities.

June 15, 2017 - KAIR News Reporter spoke to the Atchison Boys & Girls Club. Included was information about the workings of the radio station, how it works to inform and connect with the community and the importance of being an informed citizen.

June 10, 2017 - 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 through August - Various staff attended 9 area County Fairs for station promotions.

September 15, 2017 - KAIR Program Director participated in the "A Taste of Atchison" event with a booth, which included informational materials about KAIR and MSC News.

September 19 - October 28, 2017 - KNZA, Inc. General Manager and various staff conducted a 40<sup>th</sup> Anniversary Tour making 65 appearances and connecting

many communities in our listening area. The importance of a radio presence in the community was demonstrated.

November 24-25, 2017 - KTNC and KLZA co-hosted the 12<sup>th</sup> Annual Christmas Festival in Falls City, NE. The Traffic Director and Account Representative helped with the event.

January 26-27, 2018 - St. Joe Farm & Lifestyle Show - KNZA, Inc. General Manager and KAIR Program Director 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**

May 19 - July 7, 2017 KNZA hosted an summer intern who is a Broadcast/Journalism major. In the course of the summer she learned and worked in many areas of the daily operations of a radio station including voice tracking, ad copy writing, on-site reporting, audio production, news and sportings reporting/writing, website posting, and sales.

January 15, 2018 - KAIR-FM, in Atchison, KS, through an ongoing partnership with the School of Journalism at Benedictine College, in Atchison, has hired Senior Student Todd Porter.

In his part-time role at the radio station, Porter will learn the real-life application of journalism, ranging from writing broadcast news stories to conducting interviews with news makers.

In addition, expressing a desire to become a broadcaster, Porter will also engage in other tasks, such as on-air announcing, among other aspects of the day-to-day operations.

The goal is to provide him with the training required to achieve his goal of making broadcasting his career.

### **MENTORING PROGRAM**

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

KNZA, Inc. News Director mentors the student intern in all areas of news gathering, writing and reporting on-air and on the website as well as voice tracking.

KNZA, Inc. General Manager and VP of Operations share responsibility for mentoring the half-time sports announcer/half-time sales representative in learning all aspects of radio.

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

April 6, 2017 - 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.

September 20, 2017 - KNZA, Inc General Manager and KMZA staff member attended the Careers on Wheels event at Nemaha Central Elementary and Middle Schools. Students visited the Station vehicle and were told about jobs in radio.

November 7, 2017 - 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**

April 4, 2017 - KNZA, Inc. News Director, and KAIR Program Director attended the KAB Student Career Fair and Round Table in Topeka. Station contact information and applications were provided to all those interested.

May 10, 2017 - A student and two teachers from Hiawatha Middle School toured the KNZA studio. They were shown the steps of radio from traffic, to copywriting and sales as well as the on air studios and audio production.

September 26, 2017 - Journalism students from Hiawatha High School toured the KNZA studio observing live radio broadcast during the morning show, a live sports broadcast, and news production. Also covered was information about traffic, copywriting, and sales.

January 2, 2018 - Members of the Leadership Atchison group met at the KAIR studio. KNZA, Inc. News Director met with the group. They were provided with a tour of the station's master control room and were told about the station's history and its role in the local community.

“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 19, 2017 - A Sabetha Middle School student job shadowed at the KNZA studio in Hiawatha. She observed the live morning show with the Program director, and spent time with various staff members in each department. She wrote and produced an ad, observed news and sports prep and broadcasts, and was shown the station websites. The Business Manager discussed the Careers in Broadcasting packet with her.

April 29, 2017 - An Atchison Middle School Student job shadowed the Program Director at the KAIR studio in Atchison. He was shown basic operations including on air talent running a live show and operating a radio station. Student participated in several live on air segments.

October 4 and October 6, 2017 - An Everest Middle School student spent time in the KNZA studio observing the operation of the sports department and toured the station. He then joined the play by play announcer to observe the broadcast of a live football game.



November 7, 2017 - An Axtell High sophomore interested in a career as a radio announcer 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. She also participated in the live broadcast of the Radio Classifieds program.