

2015 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, 2015, to, and including, January 31, 2016** (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, 2016, 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, 2015 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.	KNZA Sales/November 2, 2015	Letter of Inquiry
2.	KAIR Sales/November 2, 2015	Word of Mouth
3.	KNZA Business Manager/November 2, 2015	Internal Station Posting

SECTION 2; Recruitment Sources

Time Period Covered: **February 1, 2015 through January 31, 2016**

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	3
Station Web Site Postings www.mscnews.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)	0	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	0
Fort Hays State	0	0
Niki Dinkel Information Resources Coordinator FHSU Career Services (785) 628-4260 Fax #(785) 628-4098 nldinkel@fhsu.edu careers@fhsu.edu		
Nebraska Workforce Development (402) 873-3384 Fax # (402) 873-3384 susan.baumann@nebraska.gov	0	3
Benedictine College Marketing & Communications Megan Bickford (913) 360-7464 http://www.benedictine.edu/benedictine.aspx?pgID=1725&contact_id=546	0	0
Highland Community College Cwaggoner@highlandcc.edu	0	0
Kansas State University Student Services (785) 532-6541 FAX#: (785) 532 5484 osas@K-State.edu	0	0
NEK-CAP, Inc. Angela Entrikin FSS Program Coordinator 1260 220 th PO Box 380 Hiawatha, KS 66434 Cell: (785) 741-0660	0	3

Phone: (785) 742-2222 ext. 266
 Fax: (785) 742-2164
 e-mail: aentrikin@nekcapp.org

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	2	3
In-Person Inquiry	0	3
Telephone Inquiry	0	3
Word of Mouth	1	3
Walk-in	0	3
Broadcast Center in St. Louis Sean Anthony (877) 704-1137 www.broadcastcenterinfo.com	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 susan.baumann@nebraska.gov	None	No applicants from this source. Full-time positions were posted with this source.
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NEK-CAP, Inc. 1260 220 th PO Box 380 Hiawatha, KS 66434 785-742-2222 pshaefer@nekcapp.org	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, 2015 through January 31, 2016**

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

COMMUNITY EVENTS

February 28, 2015 - KNZA, Inc General Manager attended the Horton Fish & Game Outdoor Show. Information regarding careers, scholarships and internships was available in the booth. Two career information packets were handed out.

March 7, 2015-KNZA, Inc. 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 careers, internships, and broadcasting scholarships at KNZA, Inc.'s table by the door. Thirteen "Careers Info." Packets were handed out.

May 5, 2015 - Atchison Kiwanis Meeting: General Manager handed out one "Careers Info" packet, plus spoke to them about the broadcasting business.

October 9, 2015 - SENCA Job Fair: KNZA, Inc. General Manager and KTNC Operations Manager manned a booth and handed out the "Job Hunter's Guide to Broadcasting" and talked to people about broadcasting jobs.

January 29 & 30, 2016 - St. Joe Farm & Lifestyle Show: General Manager, announcers, and salesmen 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 booth set up.

INTERNSHIPS

KNZA, Inc. internship program continued to develop throughout 2015.

The Hiawatha High School student intern remained with the station throughout 2015 in a part-time paid position, specializing in board work during sports and clerical duties, and adding live County Fair reporting, and voice tracking to his

list of duties. He will major in Broadcast/Journalism when he graduates this 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 are provided opportunities to try various jobs they have 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, and backup person.

KNZA, Inc. News Director, continued mentoring the 2013 new hire, news reporter on a regular monthly basis (in person). Mentoring via the telephone & email continued until the employee’s resignation in November. A part-time college student was hired in January to help with news writing and gathering. The News Director will mentor this student as per her schedule.

Greg Buser, General Manager & Sales Manager, mentors the on-site KAIR sales director/station director, at least monthly with in-person meetings/training. He also provides ongoing mentoring for person taking on the additional duties of Business Manager.

PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS

May 1, 2015 - Holton Schools Career Day: On-air/Sports announcer spoke to more than 100 students in small groups during a 3 hour period about broadcasting and radio careers. He showed some equipment and offered materials providing more information to those interested.

November 10, 2015 - School-Business Consortium: Career Fair 2015, at Centralia High School. Ten area high schools attend. The KMZA Sports Announcer , represented KNZA, Inc. speaking to students about careers that are available in the operation of the radio stations. Ten copies of “Job Hunter’s Guide to Broadcasting” were distributed.

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

March 12, 2015, Falls City, Nebraska Girl Scout Troop #20468 toured the office and studios of KLZA FM and KTNC AM. The Operations Manager led the 3 scouts, and their leader 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.

JOB SHADOWING

April 29, 2015 - A high school sophomore job shadowed at the KMZA studio in Seneca. Student was interested in a music career and wanted to tour a studio. She learned about the history of radio, observed live radio program, and learned about how commercials are written and produced.

December 18, 2015 - A high school junior planning to attend college, major in broadcasting and pursue a career as a sports broadcaster job shadowed at the KMZA studio in Seneca. He learned the history of the invention of radio and the development of technologies that have come from the science of radio, as well as the many duties he would have as a broadcaster. He practiced and recorded a sports story while in the studio