

2021 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)	Horton, 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, 2021, to and including, January 31, 2022** (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

Section 1. A list of all full-time vacancies filled by the Station(s) during the Applicable Period.

Section 2. 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.

Section 3. The recruitment source that referred the candidate for each full-time vacancy filled during the Applicable Period.

Section 4. 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.

Section 5. 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, 2022, 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, 2021 through January 31, 2022

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

<u>Full-time Position Filled with Job Title and Date Filled</u>	<u>Recruitment Source that Referred the Person Hired</u>
Sports/Sales Position August 2 2021	Kansas Assoc. of Broadcasters Employment Website

SECTION 2: Recruitment Sources

Time Period Covered: February 1, 2021 through January 31, 2022

Stations in Employment Unit: KAIR (FM), KNZA (FM), KLZA (FM), KMZA (FM), KTNC (AM). The following sources to be used to fill any vacancies:

<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	2	1
Station Web Site Postings www.mscnews.net	0	1
On-Air Recruitment Ads: KNZA (FM 103.9) KMZA (FM 92.1) KLZA (FM 101.3) KTNC (AM 1230) KAIR (FM 93.7)	1	1
AllAccess.com Website	7	1

<p>Washburn University Tracy Horacek 1700 SW College Ave Topeka, KS 66621 tracy.horacek@washburn.edu (785) 670-1836 Fax # (785) 670-1234 www.washburn.edu/services/career</p>	0	1
<p>Nebraska Workforce Development 5752 Ames Drive Omaha, NE 68134 (402) 873-3384 Fax # (402) 873-3384 susan.baumann@nebraska.gov</p>	0	1
<p>Benedictine College Marketing & Communications Dr. Kevin Page 1020 N 2nd St Atchison, KS 66002 kpage@benedictine.edu (913) 360-7464</p>	0	1
<p>Highland Community College Ilene 785-442-3010 Student Life>Employer Post</p>	0	1
<p>NEK-CAP, Inc. Phyllis Shaefer PO Box 380 Hiawatha, KS 66434 Phone: (785) 742-2222 ext. 455 Fax: (785) 742-2164 pshaefer@nekcapp.org</p>	0	1
<p>Kansas Association of Broadcasters 785-235-1307 Allison@kab.net www.kab.net/JobBank/JobSearch</p>	1	1

Nebraska Broadcasters Website Jim Timm, President/Executive Director Jim@ne-ba.org Nebraska Broadcasters Association 12020 Shamrock Plaza, Suite 200 Omaha, NE 68154 402-933-5995 www.nebraskabroadcasters.com	0	1
Kansas Works Lawrence Workforce Center Shauna Downing 2920 Haskell Ave Suite 2 Lawrence, KS 66046 785-840-9675 www.kansasworks.com sdowning@kansasworks.com	0	1
HANDSHAKE COLLEGE JOB POSTINGS: handshake@notifications.joinhandshake.com	0	1
Roanoke College, Courtney Padgett, 221 College LN, Salem VA 24153 540-375-2500		
Butler Community College, Aletra Chaney-Profit 901 S Haverhill Rd. El Dorado, KS 67042 316-321-2222	0	1
Norfolk State University, Yogeswari Saddanathan 700 Park Ave Norfolk, VA 23504 757-276-3816	0	1
Missouri State University, Jean Foster 901 S National Ave Springfield, MO 65897 417-836-5000	0	1
Kansas State University, Colmuba Herrera-Gonzalez 119 Anderson Hall Manhattan, KS 66506 785-532-6011	0	1

Colorado State University, Rita Livits 1062 Campus Delivery Fort Collins, CO 80523 970-491-6444	0	1
Emporia State University, Karla Olson 1 Kellogg Cir Emporia, KS 66801 620-341-5465	0	1
Drake University, Leah Berte 2507 University Ave Des Moines, IA 50311 515-271-2011	0	1
Bradley University, Lisa Hinthorn 1501 W Bradley Ave Peoria, IL 61625 309-676-7611	0	1
University of Missouri KC 5000 Holmes St Kansas City, Mo 64110 816-235-1000	0	1
Fort Hays State, Millie Schuster 600 Park St Hays, KS 67601 785-628-4260 careers@fhsu.edu	0	1
Missouri Western State University 4525 Downs Dr St. Joseph, MO 64507 816-271-4200	0	1
Beloit College 700 College St Beloit, WI 53511 608-363-2000	0	1
Concordia University Nebraska 800 North Columbia Ave Seward, NE 68434 402-643-3651	0	1

Friends University 2100 W University Ave Wichita, KS 67213 316-295-5000	0	1
Letter of Inquiry	0	0
In-Person Inquiry	0	0
Telephone Inquiry	0	0
Word of Mouth	0	0
Walk-in	0	0

SECTION 3: The recruitment source that referred the hiree for each full time vacancy.

There was one full time vacancy filled during the calendar year of 2021.

Sports/Sales position.	Filled August 2, 2021	Referred from Kansas Association of Broadcasters Employment Website
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SECTION 4: Data reflecting the total number of persons interviewed for Full Time Vacancies and recruitment source.

Number interviewed for Full Time Sports/Sales Position, 3.

Internal Station Posting referrals, 2.

Kansas Association of Broadcasters Employment Website referrals, 1.

SECTION 5: Community Outreach Activities

Time Period Covered: February 1, 2021 through January 31, 2022

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

COMMUNITY EVENTS

February 13, 2021 - KNZA, Inc General Manager and KMZA staff member attended the Whine About Winter event in Seneca sponsored by the Seneca Area Chamber/Seneca Downtown Impact. Station programming information and information regarding careers, scholarships and internships was available.

April 10, 2021 - KNZA, Inc. hosted the 19th 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 15 - 16, 2021 - KNZA Program Director and on air staff conducted the annual Brown County Fair Spotlight Auction. Free on air coverage provided for this fundraiser.

July through September 2021 - Various staff attended 10 area County Fairs and interviewed 4-H fair participants that aired through out each week of each County Fair. Possible jobs and mentoring programs were discussed with many of these participants.

October 3 - 9th 2021, KMZA recorded and aired PSA's voiced by area 4-H members for National 4-H Week and included discussions and demonstrations of recording equipment and discussions of various jobs at a radio station.

Flyers, provided by the Kansas Association of Broadcasters, about the wide variety of jobs available in the broadcasting business, were passed out by KNZA, Inc. staff members at a variety of many special on-location events in 2021 where we have a presence in community activities.

PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS

KLZA and KTNC Participated in the 2021 scholarship program of Nebraska Broadcasters Association. This included a commercial schedule promoting area students apply for these scholarships. KLZA and KTNC personnel also participated in the judging of scholarship applications.

KNZA, KMZA and KAIR Participated in the 2021 scholarship program of the Kansas Association of Broadcasters. This participation was overseen by Vice President of operations and included airing a commercial schedule encouraging students to apply. Each station KNZA, KAIR and KMZA aired 91 commercials from 2/1/21 to 4/30/21. VP of Operations then participated in the judging of the scholarship applications.

Vice President of operations participated in the Kansas Association of Broadcasters Employment Seminar on October 4, 2021 at the KAB Convention in Wichita. This seminar was arranged by the KAB to assist hiring managers through continuing education to help maintain compliance with the rules and regulations of the Equal Opportunity Employment Commission and the Federal Communications Commission.

On April 8, 2021 Vice President of Operations attended a Virtual Student Career Fair. This provided the opportunity for students to meet with broadcasters from across the state and was organized by the Kansas Association of Broadcasters.

September of 2021 through December 2021, our radio stations have worked with three high school students on an internship program that they are receiving class credit for. All three students are interesting in a career in broadcasting and are currently completing their high school education at Sabetha, Valley Falls and Horton. These three students have done weekly tasks for us and helped with on air, online and digital video sports productions as well as several training and question and answer sessions in person and on site as well as online through zoom.

TRINITY LUTHERAN SCHOOL STUDENTS RECORD MESSAGES AT KAIR-FM
On Wednesday, January 19th, 2022, a group of five students from Trinity Lutheran School in Atchison, along with their Superintendent, came to the KAIR-FM studios, to record messages promoting activities that were happening at the school in observance of National Lutheran Schools Week, which began on January 24th. The messages aired during the week of January 24th, during the morning hours on KAIR-FM. While the students were at the station, they were given a brief tutorial on some of the basic operations of the radio station and answered questions about various job positions.

SAINT BENEDICT CATHOLIC SCHOOL STUDENTS RECORD MESSAGES AT KAIR-FM

On Wednesday, January 26th, 2022, a group of five students from Saint Benedict Catholic School in Atchison came to KAIR-FM to record messages promoting activities that were happening at the school in observance of Catholic Schools Week, which began on January 31st. The messages aired during the week of January 31st, during the morning hours on KAIR-FM. While the students were at the station, they were given a brief tutorial on some of the basic operations of the radio station and answered questions about various job positions.

ACTIVE PROMOTION TO THE PUBLIC TO INFORM AND EDUCATE

KNZA Inc. stations air promotional announcements about careers in broadcasting each week on a recorded schedule. These announcements promote visiting the KAB Web site for more information about on line job openings. These announcements are aired each month year round and amounted to 364 announcements per each station KNZA, KAIR, KMZA, KLZA and KTNC for 2021.

KNZA Inc. stations air Advisory Notice announcements each week on a recorded schedule requesting employment sources to contact us to be added to our jobs notification list. These announcements are aired each month year round and amounted to 364 announcements per each station KNZA, KAIR, KMZA, KLZA, and KTNC for 2021.