

Spalding returns to KNZA, Inc. in expanded role

(KAIR)--A voice of local sports broadcasting returns to the KNZA, Inc. Radio Group, but this time in an expanded role of influence.

Station President Justin Fluke announces that Jake Spalding returns this month as a partner with some ownership in the Hiawatha-based company.

Spalding for 10-years served as a sportscaster for the company's family of radio stations, but also as a sales executive, a role Fluke says Spalding excelled at for nearly 3-years.

Fluke, who took sole ownership of KNZA, Inc. January 1, 2022, says Spalding begins his new role as a Vice President August 15.

"Jake has a proven track record of success in both sports broadcasting as well as sales and is passionate about local broadcasting," Fluke noted. "He has built tremendous respect and a positive reputation in Northeast Kansas while establishing great business relationships throughout the area. That is a huge value and asset to have rejoining our team and his drive and energy will be a boost to help take our stations to the next level."

Spalding has spent the last 18 months working as a Business Account Manager for Giant Communications and looks forward to his homecoming with the radio group. "I am excited to help lead the sales team in a VP role, but even more happy to partner with Justin Fluke and look forward to this company expanding an already powerful tradition of excellence and rising above other small market stations to become one of the best radio groups in the region. Fluke and I understand our market, how we can help local businesses, and our listeners' desires for timely, accurate and accessible information."

Spalding added that he and Fluke "understand the work and dedication it takes to create a great product every day," noting that "it all starts with a great team," which Spalding says KNZA Inc. has through its five radio station network, as well as its 40-plus-year tradition of excellence.

Spalding is married to Alicia and has two sons. He says they "are excited to once again be a close part of the KNZA Radio Group family."

KNZA, Inc. provides coverage to Northeast KS, Northwest Missouri, and Southeast Nebraska through its family of five radio stations, including KNZA FM, Hiawatha; KMZA FM, Seneca; KAIR FM, Atchison, and Sunny 101.3 FM and KTNC AM, Falls City, Nebraska.

Many Signals Communications