

# 2011

## 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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<b>Call Sign</b>	<b>Community</b>	<b>Fin</b>
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, 2011 to, and including, January 31, 2012 (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 Hiree 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, 2012, 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, 2011 through January 31, 2012**

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

	<b><u>Full-time Position Filled by Job Title and Date Filled</u></b>	<b><u>Total Number of People Interviewed for Position</u></b>	<b><u>Recruitment Source that Referred the Person Hired</u></b>
1.	KLZA/KTNC Announcer	2	Internal Posting
2.	KAIR Announcer	4	KAIR On-Air Ad
3.	KAIR News	1	Letter of Inquiry
4.	KAIR Announcer	2	Referral
5.	KAIR News	2	KAB Website
6.	KNZA, Inc. Business Manager	3	Internal Posting
7.	KMZA Sports Director	2	Sportscasters Talent Agency of America

## SECTION 2; Recruitment Sources

Time Period Covered: **February 1, 2011 through January 31, 2012**

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/Mailboxes KAIR (FM & AM) KNZA KMZA KLZA KTNC	2	All Positions
Station Web Site Postings <a href="http://www.kairfm.com">www.kairfm.com</a> <a href="http://www.knzafm.com">www.knzafm.com</a> <a href="http://www.kmzafm.com">www.kmzafm.com</a> <a href="http://www.sunny1013.com">www.sunny1013.com</a> <a href="http://ktncradio.com">ktncradio.com</a>	0	All Positions
On-Air Recruitment Ads: KAIR (FM 93.7) KNZA (FM 103.9) KMZA (FM 92.1) KLZA (FM 101.3) KTNC (AM 1230)	2	All Positions
Referral	2	All Positions
Washburn University Tara D. James-Wallace, Secretary II Mass Media Department (785) 670-1836 Fax # (785) 670-1234 <a href="http://www.washburn.edu/services/career">www.washburn.edu/services/career</a>	0	All Positions
Fort Hays State Niki Dinkel Information Resources Coordinator FHSU Career Services (785) 628-4260 Fax (785) 628-4093 <a href="mailto:nldinkel@fhsu.edu">nldinkel@fhsu.edu</a> <a href="http://careers@fhsu.edu">careers @fhsu.edu</a>	0	All Positions
Nebraska Work Force Development (402) 873-3384 Fax (402) 873-3552 <a href="mailto:susan.baumann@nebraska.gov">susan.baumann@nebraska.gov</a>	0	All Positions

Atchison Workforce Center Tim Brungardt (913) 367 4311 FAX (913) 367 4265 <a href="mailto:tbrungardt@kansasworks.com">tbrungardt@kansasworks.com</a>	0	All Positions
Kansas State University Student Services (785) 532 6541 <a href="mailto:osas@k-state.edu">osas@k-state.edu</a>	0	All Positions
University of Kansas KU Career Services <a href="mailto:Ucc@ku.edu">Ucc@ku.edu</a>	0	All Positions
KState Career Career Development Knzainc/knza1039	0	All Positions
Northwest Missouri State Student Affairs Jackie Elliott (660) 562 1154 <a href="mailto:jackiee@mwmissouri.edu">jackiee@mwmissouri.edu</a>	0	All Positions
Baker University Tom Hedrick (785) 594-4541 <a href="mailto:tom.hedrick@bakeru.edu">tom.hedrick@bakeru.edu</a>	0	All Positions
Benedictine College Marketing & Communications Megan Bickford (913) 360 7467 (email link on website <a href="http://www.benedictine.edu">www.benedictine.edu</a> )	0	All Positions
Missouri Western Career Services <a href="http://www.missouriwestern.edu/careerdevelopment/">www.missouriwestern.edu/careerdevelopment/</a>	0	All Positions
Highland Community College <a href="mailto:Cwaggoner@highlandcc.edu">Cwaggoner@highlandcc.edu</a>	0	All Positions
Kansas Association of Broadcasters <a href="http://www.kab.net/JobBank/JobSearch">www.kab.net/JobBank/JobSearch</a>	3	All Positions
Sportscasters Talent Agency of America Jon Chelesnik (949) 215-6713 <a href="http://www.staatalent.com">www.staatalent.com</a>	5	KAIR Positions KMZA Sports Position
Atchison Globe (newspaper) <a href="mailto:Ritaj@npgco.com">Ritaj@npgco.com</a>	0	All Positions
The Horton Headlight (newspaper) <a href="mailto:Headlight@carsoncomm.com">Headlight@carsoncomm.com</a>	0	All Positions

Hiawatha World (newspaper) NPG Newspapers, Inc. 825 Edmond St. Joseph, MO 64501 (816) 271-8500	1	All Positions
Letter of Inquiry	1	Business Manager

<b><u>Sources Requesting Notification</u></b> <b><u>(Name, Address, Telephone Number,</u></b> <b><u>Contact Person)</u></b>	<b><u>Total Number of</u></b> <b><u>Interviews This</u></b> <b><u>Source Has Provided</u></b> <b><u>During This Period</u></b>	<b><u>Full-time Positions</u></b> <b><u>for Which This</u></b> <b><u>Source Was Utilized</u></b>
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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	All full-time positions were posted with this source.
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## **SECTION 3: Community Outreach Activities**

Time Period Covered: **February 1, 2011 through January 31, 2012**

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

### **COMMUNITY EVENTS**

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.

January 29, 2011, Justin Fluke KNZA, Inc. sales representative, on-air announcer, and sports director attended the Holton Livestock Expo and distributed one "Careers in Broadcasting" booklet.

November 14, 2011, Jeff Nichols, KLZA morning personality, was the guest speaker for the Brown County Retired Teachers Association. He summarized information from a community affairs program aired on an earlier date titled "Let No Senior Go Hungry" and told about KNZA, Inc. operations and job diversity.

January 27 & 28, 2012, multiple staff members manned an exhibition booth at the St. Joseph Agriculture & Rural Lifestyle Show. Each staff member visited with the public and handed out "Careers in Broadcasting" booklet.

### **INTERNSHIPS**

KNZA, Inc. internship program continued to develop throughout 2011.

- An adult that had studied broadcasting in college but had actually worked in various other occupations wanted to return to radio broadcasting. He interned at KNZA, 103.9 in the spring of 2011, to determine if modern day radio was right for him and to brush up on his skills.
- A Hiawatha High School 2011 graduate that had career interests in the area of audio recording interned for the summer at KNZA.
- A Highland Community College sophomore interested in pursuing radio broadcasting interned at KNZA, Inc. during the late summer/early fall of 2011. He became a part time employee during the sports seasons.
- A Missouri Western student completed a summer internship with KAIR in Atchison.

All interns began by job shadowing each department of KNZA, Inc. They were then, provided opportunities to try various jobs such as: copywriting, billing, voice tracking, sports announcing, production, running the board and maintaining the music library.

Fall 2011 - Benedictine College, Atchison, Kansas, has a sports broadcasting class that did play by play for the college football and soccer team competitions. KAIR worked with the instructor so students were provided real-life experiences through streaming their work.

January 20, 2012 - KNZA, Inc. representatives and Benedictine College representatives of the Journalism & Mass Communications department met to brainstorm how the two institutions can work together in providing the best internship program for the students. Everyone parted with hopes of building a long lasting in-depth program. The next meeting is scheduled for February 2, 2012.

## **SCHOLARSHIP PROGRAM PARTICIPATION**

KNZA, Inc. is a supporter and contributor to the Kansas Association of Broadcasters Foundation Broadcast Scholarship Program. The Foundation is a 501 (c) Corporation formed exclusively for funding scholarships for students seeking to learn about employment in the broadcast industry.

KNZA, Inc. stations have a supply of applications for the annual KAB Scholarship Program in their lobbies. The applications were also displayed and handed out at the KAB Student Career Fair and community events.

KNZA, Inc. stations broadcast announcements during the annual application period. Applicants were encouraged to either send a completed application directly to the KAB or return a completed application to the Stations to be forwarded to the State Association.

Justin Fluke, KNZA Sports Director served on the KAB selection committee and helped interview the scholarship applicants.

## **TRAINING PROGRAMS**

KNZA, Inc management has made a concerted effort to train all full-time staff in Equal Employment Opportunity guidelines, public file maintenance, quarterly issues and programs, and license renewal procedures. The intent is to empower the staff so they can better perform their duties to KNZA, Inc. and the listening community. They will also be better prepared to inform the public about careers available in broadcasting at every opportunity, learn about regulatory terminology and KNZA, Inc. categorization, reports associated with the business of broadcasting, to be able to accurately answer questions, and put into place “best practices.” Management wants their personnel to be informed so they are better employees, which, in turn makes them better management candidates down the road. In-house training in 2011, was presented by Greg Buser, General Manager/Sales Manager, and Becky Buser, business manager.

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| 5/13/2011  | In-House Training for KLZA & KTNC Staff  |
| 3/10/2011  | Operations manager, engineer, program director, and clerk participated in the EAS-CAP Webinar: Implementing CAP:Case Studies from Three States   |
| 6/8/2011   | “Analyzing the EAS NPRM: A Town Hall Discussion” by The National Alliance of State Broadcasters Associations – National Association of Broadcaster Emergency Alert System Committee. Webinar participation by KNZA, Inc. engineer and business manager   |
| 6/17/2011  | Open Meeting/Open Records Training by The Office of Kansas Attorney General Derek Schmidt and the Kansas Sunshine Coalition attended by KAIR and KNZA news departments   |
| 10/5/2011  | In-House Training for News Staff   |
| 10/24/2011 | Kansas Association of Broadcasters Annual Convention Training:<br>Sessions attended by KNZA, Inc. Engineer <ul style="list-style-type: none"><li>- EAS-CAP Compliance and National EAS Test by Roy Baum, SECC Chair</li><li>- Could Your Station Pass An Inspection? By Ed O’Donnell, ABIP Inspector for KAB</li></ul> Sessions attended by KNZA, Inc. Operations and Business Managers <ul style="list-style-type: none"><li>- 4 Keys to Leading Successful Cultural Change by Derrick Nielsen, Allen, Gibbs &amp; Houlik</li><li>- Amber Alert by Kent Bauman, Wichita Police Department and Dave Schroeder, KBI</li><li>- FCC Update by Ron Ramage, FCC Regional Office</li><li>- Navigating the Regulatory World by David Oxenford, KAB Legal Hotline Attorney</li><li>- Washington Update by Mike Hershey, NAB Government Relations</li></ul> |

Session attended by one KNZA, Inc. newsman and one sports director  
 - Cool Tools for Gathering News and Aim for the Heart Storytelling  
 Sessions attended by KNZA, Inc. sales personnel  
 - P-1 Selling Presentation by Katey McGusckin-Woolam  
 - Think Like an Adman and Sell Like a Madman  
 12/7/2011 In-House Training for KNZA, Inc.Staff  
 12/12/2011 Business Manager participated in “Social Medi Marketing” seminar by  
 CareerTrack  
 1/4/2012 IN-House Training for KNZA, Inc.Sales Staff

## **MENTORING PROGRAM**

KNZA, Inc. continued the mentoring program to help part-time employees develop skills into other areas of radio broadcasting. KNZA, Inc. staff that normally perform tasks in day-to-day broadcast operations provided instruction, guidance, the opportunity to try new skills, and critiqued performance of duties in the following areas: play-by-play, ripping and scheduling music on the Nex Gen operating system, answering the telephone, producing commission reports from Virtual Traffic, sales and producing the Sunday morning show. Tips and suggestions for improvement were offered and if someone showed an interest in doing more in a specific area the management tried to work it out.

A part-timer that does voice tracking and runs the board during some sports events mentors with the sports department to do play by play. An on-air announcer mentored with the program director and engineer to take over the maintenance of the music library. The payroll clerk mentored to learn more about operating the receptionist’s telephone and how to produce commission reports from the Virtual Traffic system. The engineer and program director mentors the business manager in weekly sessions so she learns more about operations. Part-time voice tracking has turned into full-time employment for one KAIR employee. He mentored with the on-air announcers and is now producing his own Saturday evening show and through mentoring with the sales department has become a full-time salesman. A part-timer that runs the board during some sports events is mentoring with the Sunday morning announcer with hopes of being able to take the show over.

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

March 3, 2011 – Becky Buser, business manager, participated in the Kansas University 2011 Journalism Career Fair.

March 30, 2011 – Becky Buser of KNZA, Inc. participated in the webinar “Internship Program Best Practices” that was conducted in partnership between Washburn University and Intern Bridge.

April 14, 2011- Richardson County Teen Challenge for Cancer: Area high schools sponsor selected students to become disc jockeys for an evening on KTNC AM. Falls City High School, HRTS USD No. 2007, and Sacred Heart Schools send students to learn about broadcasting careers and skills as they work alongside the on-air announcer and become guest show hosts/nnouncers and raise money for the Cancer Society.

November 8, 2011 – School-Business Educational Consortium: Career Fair 2011. Eleven area high schools joined to provide a career fair for over three hundred fifty eleventh grade students at the Centralia Schools. Ryan Elder, KMZA Sports Director/Announcer, represented KNZA, Inc. with a booth. He spoke to many students and handed out 51 copies of the “Job Hunter’s Guide to Broadcasting” booklets and 17 internship applications.

## **SPONSORSHIP OF COMMUNITY EVENTS TO INFORM AND EDUCATE**

### **CAREERS IN BROADCASTING SEMINAR**

At KNZA Inc.'s annual Regional Expo held March 19, 2011, Greg Buser, general manager presented a "Careers in Broadcasting" seminar. He went over the jobs outlined in the KAB Jobs in Broadcasting booklet. It was advertised on the air and there were three interested people attending.

### **BUSINESS/JOB FAIR**

KNZA, Inc. and the Golden Eagle Casino, Horton, are going to co-sponsor a joint business and job fair for the region. 1/24/2012, they met with representatives from the area chamber of commerces to set the date, hours, and discuss activities and participation. The date set was  
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.