

2023 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, 2023, to and including, January 31, 2024** (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 Stations 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 & brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the stations 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, 2024, 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, 2023 through January 31, 2024**

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>
N/A	N/A

SECTION 2: Recruitment Sources

Time Period Covered: February 1, 2022 through January 31, 2023

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	0	0
Station Web Site Postings www.mscnews.net	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)	0	0
Sports Talent Agency of America STAA Talent 1 Phone: 949-648-STAA Jon Chelesnik Email: jon@staatalent.com Website: http://www.staatalent.com		0
Washburn University Tracy Horacek 1700 SW College Ave Topeka, KS 66621 tracy.horacek@washburn.edu (785) 670-1836 www.washburn.edu/services/career	0	0
Nebraska Workforce Development 5752 Ames Drive Omaha, NE 68134 (402) 873-3384 susan.baumann@nebraska.gov	0	0
Benedictine College Marketing & Communications Dr. Kevin Page 1020 N 2 nd St Atchison, KS 66002 kpage@benedictine.edu (913) 360-7464	0	0

<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>
Highland Community College Ilene 785-442-3010 Student Life>Employer Post	0	0
NEK-CAP, Inc. PO Box 380 Hiawatha, KS 66434 Phone: (785) 742-2222 ext. 455	0	0
Kansas Association of Broadcasters 785-235-1307 Allison@kab.net www.kab.net/JobBank/JobSearch	0	0
Nebraska Broadcasters Association Website Jim Timm, President/Executive Director Jim@ne-ba.org 12020 Shamrock Plaza, Suite 200 Omaha, NE 68154 402-933-5995 www.nebraskabroadcasters.com	0	0
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	0
HANDSHAKE COLLEGE JOB POSTINGS: handshake@notifications.joinhandshake.com	0	0
Missouri State University, Jean Foster 901 S National Ave Springfield, MO 65897 417-836-5000	0	0
Kansas State University, Colmuba Herrera-Gonzalez 119 Anderson Hall Manhattan, KS 66506 785-532-6011	0	0
Emporia State University, Karla Olson 1 Kellogg Cir Emporia, KS 66801 620-341-5465	0	0

<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>
University of Missouri KC 5000 Holmes St Kansas City, Mo 64110 816-235-1000	0	0
Fort Hays State, Millie Schuster 600 Park St Hays, KS 67601 785-628-4260 careers@fhsu.edu	0	0
Missouri Western State University 4525 Downs Dr St. Joseph, MO 64507 816-271-4200	0	0
Friends University 2100 W University Ave Wichita, KS 67213 316-295-5000	0	0
Falls City Chamber of Commerce Newsletter/Website https://fallscityareachamber.com Falls City, NE 68355 Phone: 402-245-4228	0	0
Holton/Jackson County Chamber of Commerce 104 W 5th St. Holton, KS 66436 P: 785-364-3963 https://exploreholton.com/	0	0
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 were ZERO full time vacancies filled during the this period.

SECTION 4: Data reflecting the total number of persons interviewed for Full Time Vacancies and recruitment source.

Total Number interviewed for four Full Time Positions, 0

Internal Station =0, Radio on air ads = 0, Station MSC Website =0, KAB Website =0, Benedictine College =0, STAA =0.

SECTION 5: Community Outreach Activities - Recruitment Initiatives

Time Period Covered: February 1, 2023 through January 31, 2024

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

COMMUNITY EVENTS

February 11, 2023 - KNZA, Inc VP of Operations Jake Spalding and KMZA staff member Heidi Wolfgang 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 1st, 2023 - KNZA, Inc. hosted the 21st Annual Regional Expo: Station owner Justin Fluke, Program Director Seth Tollefson and other radio station staff 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, 2023 -KNZA Program Director Seth Tollefson, owner Justin Fluke and on air staff conducted the annual Brown County Fair Spotlight Live Auction. Free on air coverage of three hours each night and staffing was provided for this fundraiser to support local 4H.

July through September 2023 - Various staff including owner/Program Director Seth Tollefson, VP Jake Spalding attended 11 area County Fairs and interviewed 15+ 4-H fair participants from each local fair that aired during each week of each County Fair. Possible jobs and mentoring programs were discussed with many of these participants.

October 1 - 7th 2023, KMZA staff Heidi Wolfgang 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.

PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS

KLZA and KTNC Participated in the 2023 scholarship program of Nebraska Broadcasters Association. This included a commercial schedule promoting area students apply for these scholarships. KLZA and KTNC personnel Justin Fluke, owner and Heather Gill, Traffic Director, also participated in the judging of scholarship applications.

KNZA, KMZA and KAIR Participated in the 2023 scholarship program of the Kansas Association of Broadcasters. This participation was overseen by station owner and president Justin Fluke and included airing a commercial schedule encouraging students to apply. Each station aired 90 commercials from 2/1/23 to 4/30/23. Owner Fluke also participated in judging and interview selection process of the scholarships.

January 3rd, 2023 through March 15th, 2023 and September 1st – December 22nd, 2023 our radio stations partnered with four local high schools (Sabetha, Holton, Hiawatha, Jackson Heights) and seven high school students on a paid internship program that they are receiving class credit for while helping us broadcast local games. These seven 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. Student names include: Kyler Kathrens, Ethan Will, Zac Irely, Kryndon Proffitt, Kyson Proffitt, Paige Muller and Leah Kesler.

Job Shadows = January 2023 – May 2023 = We had a high school student do ongoing job shadow as part of assignments for their schools. Aly Gobin from Doniphan West is doing a year-long project about the history and evolution of radio broadcasting. She has spent time and both KAIR in Atchison and KNZA in Hiawatha with many employees including owner Justin Fluke and Program Director Neil Wieland learning about radio while eventually doing some of her own recordings and work.

Job Shadow = April 19th, 2023 – Emilou Schulenberg, a sophomore at Falls City High School spent the day at our Falls City stations with traffic director Heather Gill and Sports/News Director John Nixon. She is interested in a job in journalism and was able to see and hear more about broadcast careers and equipment within our operation.

On Wednesday, March 22nd we had students in a technology class come and your KNZA Radio station with Program Director Seth Tollefson. They also voiced promo's for the podcast which airs on our station every Saturday. Jobs in broadcasting as well as equipment and technology was discussed with these students who produce the radio podcast each week during the school year.

On Tuesday, January 9th, 2024, Neil Wieland, Program Director for KAIR-FM Horton (Atchison), gave a station tour and presentation for a group of adults enrolled in a local leadership and networking class that was taught by Jesse Greenly of Atchison. During the tour and presentation, the students were shown the various elements that go into programming and producing local content as well as careers in broadcasting. The presentation was followed by a short question and answer session.

On Thursday, January 25th, 2024, KAIR-FM Program Director Neil Wieland participated in a panel discussion at Trinity Lutheran Elementary School in Atchison, KS. The discussion centered around what makes a “hero”, and included firefighters, police officers, military personnel, and health care professionals. Neil explained the vital role local radio plays in serving the community with potentially life-saving information. He also talked about his heroes, and how they inspired him to use the medium of radio to give a voice to the voiceless.

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 2023.

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 2023.