

# 2024 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
KOZA(FM)	Effingham, Kansas	164159
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, 2024, to and including, January 31, 2025** (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, 2024 through January 31, 2025

Stations in Employment Unit: KAIR (FM), KNZA (FM), KOZA (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>
General Manager 7/1/24	KAB Website

**SECTION 2: Recruitment Sources**

Time Period Covered: **February 1, 2024 through January 31, 2025**

Stations in Employment Unit: KAIR (FM), KNZA (FM), KOZA (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	1
Station Web Site Postings <a href="http://www.msnews.net">www.msnews.net</a>	1	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
Sports Talent Agency of America STAA Talent Phone: 949-648-STAA Jon Chelesnik Email: <a href="mailto:jon@staatalent.com">jon@staatalent.com</a> Website: <a href="http://www.staatalent.com">http://www.staatalent.com</a>	0	0
Kansas Association of Broadcasters 785-235-1307 <a href="mailto:Allison@kab.net">Allison@kab.net</a> <a href="http://www.kab.net/JobBank/JobSearch">www.kab.net/JobBank/JobSearch</a>	1	1
Nebraska Broadcasters Association Website Jim Timm, President/Executive Director <a href="mailto:Jim@ne-ba.org">Jim@ne-ba.org</a> 12020 Shamrock Plaza, Suite 200 Omaha, NE 68154 P: 402-933-5995 <a href="http://www.nebraskabroadcasters.com">www.nebraskabroadcasters.com</a>	0	1
Falls City Chamber of Commerce Newsletter/Website <a href="https://fallscityareachamber.com">https://fallscityareachamber.com</a> Falls City, NE 68355 Phone: 402-245-4228	0	1
Holton/Jackson County Chamber of Commerce 104 W 5th St. Holton, KS 66436 P: 785-364-3963 <a href="https://exploreholton.com/">https://exploreholton.com/</a>	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.**

Kansas Association of Broadcasters

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

Total Number interviewed for one Full Time Position, 3

Radio on air ads = 1, Station MSC Website =1, KAB Website =1.

**SECTION 5: Community Outreach Activities - Recruitment Initiatives**

Time Period Covered: February 1, 2024 through January 31, 2025

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

**COMMUNITY EVENTS**

February 10, 2024 - 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.

March 11-12, 2024 -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.

April 13<sup>th</sup>, 2024 - KNZA, Inc. hosted the 22<sup>nd</sup> 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.

April 28<sup>th</sup>, 2024 - KNZA, INC co sponsored the Troy Bridal Fair and served as emcee of the event as well as had a booth set up with information about our radio stations and broadcasting.

July through September 2024 - 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.

**PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS**

KLZA and KTNC Participated in the 2024 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, KOZA, and KAIR Participated in the 2024 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 2/1/24 to 4/30/24. Owner Fluke also participated in judging and interview selection process of the scholarships on May 20<sup>th</sup>, 2024 in Topeka, KS.

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

HS Student Workers = January 3<sup>rd</sup>, 2024 through March 15<sup>th</sup>, 2024 and September 1<sup>st</sup> – December 22<sup>nd</sup>, 2024 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. Students have done weekly tasks for us and helped with on air, online and digital video sports productions. Student names include: Ethan Will, Zac Irely, Kryndon Proffitt, Kyson Proffitt, Zach Self, Paige Muller and Leah Kesler.

College Internship = Garin Noll, a student at Benedictine College in Atchison did an internship with KAIR Radio from August – December of 2024. Garin is pursuing a degree in broadcasting and learned all aspects of on-air and programming at the radio station. He was under the training and direction of Program Director Seth Tollefson, News Director Brian Hagen, and Sports Director Brandon Tadtman.

On September 18<sup>th</sup>, 2024, we had 10 students in a technology class from Everest Middle School 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 during the school year.

On November 12<sup>th</sup>, station owner/VP Jake Spalding attending the Jackson County Career Fair at Royal Valley High School and spoke with students between 9 AM and 12 PM about the broadcasting industry and jobs as well as how it effects their daily lives. Additionally discussed about podcasting and video streaming and the future of radio.

Job Shadow = On Tuesday, November 29<sup>th</sup>, Teagan Sharp, a senior from Horton High School, did a job shadow at KNZA main studio from 7:45-11:45 AM. She spent time with Program Director Seth Tollefson understanding how radio works and our operation as well as other jobs at the station. Teagan also spent time with General Manager Wade Gerstner and Office Manager Cathy Nigus to experience and learn more about the broadcasting industry.

Job Shadow = On Monday, December 16<sup>th</sup>, 2024, Evan Sinclair, a senior at ACCHS visiting KNZA as a job shadow from 9AM-12PM. He is considering a career in media and marketing. Seth Tollefson discussed his role as program director and showed Evan the station before he also spent time with Office Manager Cathy Nigus and President Justin Fluke discussing sales and management.

On Friday, December 20<sup>th</sup>, 2024, Justin Fluke attended a career fair hosted by Sabetha Schools USD 113. For four hours, 8 groups of 15 of so students rotated through as Fluke talked about broadcasting and careers in radio as well as demonstrating some equipment and answering questions from students.

January 2025 – Ten students came to KAIR studio in Atchison, KS and recorded PSA's to air. Five students from Atchison's Trinity Lutheran School provided on air updates of Lutheran School Week activities and five students from Atchison's St. Benedict Catholic School provided on air updates of Catholic Schools Week activities both during the week of January 27<sup>th</sup>. News Director Brian Hagen toured, coached, and visited with the students about radio during their visit to station.

## **ACTIVE PROMOTION TO THE PUBLIC TO INFORM AND EDUCATE**

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 more than 360 announcements per each station KNZA, KAIR, KMZA, KOZA, KLZA, and KTNC for 2024.