

2020 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, 2020, to and including, January 31, 2021** (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, 2021, 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, 2020 through January 31, 2021

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

<u>Full-time Position Filled</u> <u>Job Title and Date Filled</u>	<u>Recruitment Source that</u> <u>Referred the Person Hired</u>
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No vacancies filled during the reporting period

SECTION 2: Recruitment Sources

Time Period Covered: February 1, 2020 through January 31, 2021

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,</u> <u>Address, Telephone Number,</u> <u>Contact Person)</u>	<u>Total Number of</u> <u>Interviewees This</u> <u>Source Has Provided</u> <u>During This Period</u>	<u>Full-time Positions</u> <u>for Which This</u> <u>Source Was Utilized</u>
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Internal Station Postings	0	0
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Station Web Site Postings www.mscnews.net	0	0
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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
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AllAccess.com Website	0	0
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<p>Washburn University Tracy Horacek tracy.horacek@washburn.edu (785) 670-1836 Fax # (785) 670-1234 www.washburn.edu/services/career</p>	0	0
<p>Fort Hays State University Career Services (785) 628-4260 Fax #(785) 628-4098 careers@fhsu.edu</p>	0	0
<p>Nebraska Workforce Development (402) 873-3384 Fax # (402) 873-3384 susan.baumann@nebraska.gov</p>	0	0
<p>Benedictine College Marketing & Communications Dr. Kevin Page kpage@benedictine.edu (913) 360-7464</p>	0	0
<p>Highland Community College Ilene 785-442-3010 Student Life>Employer Post</p>	0	0
<p>Kansas State University Student Services (785) 532-6541 FAX#: (785) 532 5484 osas@K-State.edu</p>	0	0
<p>NEK-CAP, Inc. PO Box 380 Hiawatha, KS 66434 Phone: (785) 742-2222 ext. 455 Fax: (785) 742-2164</p>	0	0
<p>Kansas Association of Broadcasters 785-235-1307 Allison@kab.net www.kab.net/JobBank/JobSearch</p>	0	0

Nebraska Broadcasters Website Jim Timm, President/Executive Director Jim@ne-ba.org Nebraska Broadcasters Association 12020 Shamrock Plaza, Suite 200 Omaha, NE 68154 www.nebraskabroadcasters.com	0	0
Broadcast Center in St. Louis Sean Anthony (877) 704-1137 www.broadcastcenterinfo.com	0	0
Kansas Works Lawrence Workforce Center Shauna Downing www.kansasworks.com sdowning@kansasworks.com	0	0
HANDSHAKE COLLEGE JOB POSTINGS: handshake@notifications.joinhandshake.com Roanoke College, Courtney Padgett Butler Community College, Aletra Chaney-Profit Norfolk State University, Yogeswari Saddanathan Missouri State University, Jean Foster Kansas State University, Colmuba Herrera-Gonzalez	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 no full time vacancy's filled during the reporting period.

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

There were no full time vacancy's filled during the interview period.

SECTION 5: Community Outreach Activities

Time Period Covered: February 1, 2020 through January 31, 2021

Stations in Employment Unit: KAIR (FM), KNZA (FM), KLZA (FM), KMZA (FM), KTNC (AM) Several usual activities were not conducted due to Covid 19 restrictions.

COMMUNITY EVENTS

February 14, 2020 - KNZA, Inc General Manager and KMZA staff member attended the Whine About Winter event in Seneca sponsored by the Seneca Area Chamber/SDI. Station programming information and information regarding careers, scholarships and internships was available.

March 7, 2020 - KNZA, Inc. hosted the 18th 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 9 - 10, 2020 - 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 August 2020 - Various staff attended 9 area County Fairs and Interviewed 4-H fair participants that aired through out each week of each County Fair.

October 4 - 10th KMZA aired PSA's voiced by area 4-H kids for National 4-H Week.

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 variety of many special on-location events where we have a presence in community activities.

November 2020 KNZA Program Director, Vice President/Owner and General Manager discussed interviewing and marketing ideas for a local person pursuing a social media platform.

PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS

February 4, 2020 - KAIR program director gave tours of KAIR Radio studios to students from Atchison Elementary School USD 409. 120 students were given presentations in groups of 20 students. Jobs in broadcasting were discussed and the skills needed for those jobs.

KLZA and KTNC Participated in 2020 scholarship program of Nebraska Broadcasters Association.

Fall of 2020 Mentoring Program. A Hiawatha High School student spent several hours at KNZA's studios learning about radio by meeting with several staff members. Finding out how radio works and the many jobs at a radio station. He was interested especially in sports broadcasting and spent extra time learning about that from KNZA's local sports broadcasters. He also was allowed to sit in on games for several Friday evenings to learn how radio board operators and broadcasters get the area high school games on the air and helped with the Friday Night Scoreboard Show.

December 20, 2020 Justin Fluke did a Zoom presentation and power point slide show to about 75 fifth grade students in Holton elementary school. The 30 minute presentation was about marketing and advertising a business and included a Q&A session at the end.

January 26th 2021, Justin Fluke met with approximately 20 students in a journalism and marketing class at Hiawatha High School. Sports broadcasting and ideas for how the students can prepare and conduct a live audio/video broadcast for Hiawatha athletic events during Covid attendance restrictions was shared.

Beginning January 31, 2021 KLZA and KTNC aired PSAs recorded by area students promoting awareness and activities during Catholic

Schools Week.

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 job openings.

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.