

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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Call Sign	Community	Fin
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, 2009 to, and including, January 31, 2010 (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 position, 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, 2010, 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, 2009 through January 31, 2010**

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

	<u>Full-time Position Filled by Job Title and Date Filled</u>	<u>Recruitment Source that Referred the Person Hired</u>
1.	KNZA Announcer/KMZA Sports Director August 1, 2009	Word of Mouth

Total Number of People Interviewed for the Job Position: 5

	<u>Part-time Position Filled By Job Title and Date Filled</u>	<u>Recruitment Source that Referred the Person Hired</u>
1.	KNZA Copywriter May 4, 2009	Internal Job Posting

Total Number of People Interviewed for the Job Position: 1

SECTION 2; Recruitment Sources

Time Period Covered: **February 1, 2009 through January 31, 2010**

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>
1. Internal Station Postings	1	All Positions
2. Station Web Site Postings knzafm.com kmzafm.com sunny1013.com	0	All Positions
3. On-Air Recruitment Ads KAIR (FM) KNZA (FM) KLZA (FM) KMZA (FM) KTNC (AM)	0	All Positions
4. Walk-ins	0	All Positions
5. Hiawatha World 607 Utah Street Hiawatha, KS 66434 (785) 742 2111 Bobbie Dozier	0	All Positions
6. Horton Headlight 133 West 8 th Street Horton, KS 66439 (785) 486 2512 Linda Wood	0	All Positions
7. The Courier-Tribune 512 Main Seneca, KS 66538 (785) 336 2175 Matt Diel	0	All Positions
8. Kansas Association of Broadcasters www.kab.net/JobBank/JobSearch	1	All Positions
9. Atchison Workforce Atchison, KS 66002 (913) 367 4311 FAX#: (913) 367 4265 Tim Brungardt	0	All Positions

10.	North West Missouri State Career Services FAX#: (660) 562 1250	0	All Positions
11.	Kansas State University School of Broadcast Journalism Professor Steve Smethers FAX#: (785) 532 5484	0	All Positions
12.	Sports Talent Agency Mission Viejo, CA (949) 215 6713 www.staatalent.com	3	All Positions
13.	Word of Mouth	1	All Positions

<u>Sources Requesting Notification</u> <u>(Name, Address, Telephone Number,</u> <u>Contact Person)</u>	<u>Total Number of</u> <u>Interviews 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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1.	Nebraska Workforce 1423 Harlan Falls City, NE 68355 (402) 245 4401 Beckie	0	All Positions
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SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered: **February 1, 2009 through January 31, 2010**

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

KNZA Inc engaged in the following non-vacancy specific events:

1. **JOB SHADOW TURNED INTERNSHIP**

A Hiawatha High School Journalism student job shadowed the news department at KNZA FM the entire fall semester 2009. During the holidays, the job shadow became a paid internship.

2. **JOB SHADOWING**

Justin Fluke, sports director KNZA Inc., had Nolan Keim, Sabetha High School, join him in the studio for the entire day of job shadowing on April 21, 2009. Keim also joined Justin for the broadcasting of an American Legion Baseball game during the summer 2009.

Heidi Wolfgang, KMZA FM announcer/news reporter, hosted Keith Haverkamp, Nemaha Valley High School student, for a day job shadow through the journalism class.

Greg Buser, KNZA Inc. general manager, arranged for Erin Gernon, a college journalism student, to job shadow during her spring break in March 2009. She started at KNZA, Hiawatha, with L.J. Trant, program director, and Greg Bebermeyer, news director. Time was also spent at KAIR, in Atchison, with Brian Hagen. Then, John Nixon, KLZA FM news director, and Matthew Leaf, KTNC AM announcer, Falls City, hosted her for three days. Erin not only saw the many aspects of radio broadcasting, she experienced different jobs done differently for a variety of formats, plus, she had the opportunity of trying her hand at writing and running some of the equipment. She produced a PSA.

Justin Fluke, sports director, and Alex Dingman, KMZA sports, had Matt Haug, senior at B & B High School, join them for the entire day at the KNZA studio on Thursday, January 28, 2010.

3. **KANSAS ASSOCIATION OF BROADCASTERS SCHOLARSHIP PARTICIPATION**

KNZA, Inc. is a supporter and contributor to the KAB 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. The stations have a supply of applications for the annual program. The stations broadcast announcements during the annual application period. Applicants were encouraged to either send completed application directly to the KAB or return completed application to the Stations for us to forward them to the State Association.

Robert Hilton, operations manager, served on the KAB committee to preview the KAB scholarship applicants and on the interview committee.

4. **2009 RADIO INFORMATION DISTRIBUTION**

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.

Staff members passed out flyers about the wide variety of jobs available in the broadcasting business at many special on-location events. These flyers are provided by the KAB. These flyers are also available at all studio locations.

DATE	EVENT	EMPLOYEE	# OF CONTACTS
February 21-22, 2009	Seneca Bridal Show	DeAnn Massey	4
February 28, 2009	Atchison Home Show	Karla Kautz	0
February 28, 2009	KTNC/Sunny Everybody's Expo	Greg Buser	0
March 7-8, 2009	Kanzaland Product Expo	Greg Buser	3
January 29 –30, 2010	St. Joe Farm Show	Greg Buser	3

Heidi Wolfgang, KMZA news reporter/ announcer had a Nemaha Valley High School student walk-in and discuss broadcasting jobs during fall 2009.

Justin Fluke, sports director, spoke at the Doniphan County Senior Citizens Center Friday, November 6, 2009, from 10a.m. until noon on the changes and development of radio, jobs, and the current dynamics of local stations. There were approximately 22 people in attendance.

5. **MENTORING OF STAFF**

KNZA, Inc. continued the program to help part-time employees develop skills into other areas of radio broadcasting. KNZA, Inc. provides equipment, instruction and guidance to do play-by-play or news broadcasts. The sports staff then reviews the sports tapes and the news staff critiques the news tapes and offers suggestions for improvement.

6. **CAREERS IN BROADCASTING SEMINARS**

At KNZA Inc.'s annual Home and Garden Expo held March 7 and 8, 2009, a "Careers in Broadcasting Seminar" was one of the sessions offered each day. It was promoted over the air and in a flyer that was mailed to the entire listening area. Greg Buser, general manager, was in charge of the sessions. Other staff members available to answer questions about the various positions in broadcasting included: Justin Fluke, sports director, L.J. Trant, program director, Laura Vittetoe, traffic director and Doug Weinberg, sales.

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