

# **Ad Astra Per Aspera Broadcasting, Inc.**

## **Annual EEO Public File Report Form KNZS-KMCP-KMPK-KSKU-KWHK-KXKU 2022 Annual EEO Public File Report**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO rules for broadcast station employment units with five or more full time employees. It is to be included in our public file on or before the anniversary of our renewal of license application. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): KNZS (FM) Arlington, KMCP (AM) McPherson, KMPK (FM) McPherson, KSKU (FM) Sterling, KWHK (FM) Hutchinson, and KXKU (FM) Lyons, KS and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have a website. A website was added during 2011. [www.adastraradio.com](http://www.adastraradio.com)

On June 1, 2022, Ad Astra per Aspera Broadcasting, Inc. acquired KMCP (AM) and KMPK (FM) McPherson from Davies Communications. All employees were retained in the transition.

The information contained in this report covers the time period beginning January 1, 2022, to and including December 31, 2022 (the “Applicable Period”) The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period (BY JOB TITLES).

<u>Job/Vacancy</u>	<u>Date Filled</u>	<u>Recruitment Source</u>
Technical Director	March 2022	Referral
Sales Executive	June 2022	Referral
Sales Executive	October 2022	Referral

2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.

The following sources were utilized to fill full and part-time vacancies:

1. Ad Astra per Aspera Broadcasting, Inc.

On-Air Advertising & Recruitment

10 East 5<sup>th</sup> Ave.

Hutchinson, Kansas 67501

Aaron Napier [aaron@adastraradio.com](mailto:aaron@adastraradio.com)

(620) 665-5758

2. Kansas Department of Labor

Job Services [www.kansasworks.com](http://www.kansasworks.com)

Topeka, KS 66603

785-291-6100 Fax: 785-296-1858

3. Barton County Community College/Career Planning and Placement Center

245 NE 30<sup>th</sup> Rd - Room 102 Library

Great Bend, KS 67530

Jennifer Ankerholz [ankerholzj@bartonccc.edu](mailto:ankerholzj@bartonccc.edu)

620-792-9349

4. Ft Hays State University/Career Services

600 Part St - Rm 214 Sheridan Hall

Hays, KS 67601

Daniel Rice [caeers@fhsu.edu](mailto:caeers@fhsu.edu)

785-628-4260

5. Hesston College/Career Services

Box 3000

Hesston, KS 67062

Steve Smith [steves@hesston.edu](mailto:steves@hesston.edu)

620-327-8325

6. Tabor College/Career Services

400 S Jefferson - Tabor College Library

Hillsboro, KS 67063

620-947-3120 ext 1221

7. Hutchinson Community College/Communications Department  
1300 North Plum – Parker Student Union  
Hutchinson, KS 67501

Randy Myers [myersr@hutchcc.edu](mailto:myersr@hutchcc.edu)  
620-665-3579

8. Hutchinson NAACP  
23 E. 1<sup>st</sup> Ave  
Hutchinson, KS 67501 620-669-7202

9. University of Kansas/Career and Employment Center  
1601 Irving Hill Rd - 100 Burge Union  
Lawrence, KS 66045  
785-864-3624 [uces@ku.edu](mailto:uces@ku.edu)

10. Bethany College/Career Services  
Warner Hall  
Lindsborg, KS 67456  
785-227-3311 ext 8230 [www.bethanylb.edu/about](http://www.bethanylb.edu/about)

11. Kansas State University/Career and Employment Services  
100 Holtz Hall  
Manhattan, KS 66506  
Kerri Day Keller [ces@ksu.edu](mailto:ces@ksu.edu)  
785-532-6506

12. McPherson College/Office of Career Services  
P.O. Box 1402 - 1<sup>st</sup> Floor Miller Library  
McPherson, KS 67560  
Michael Schneider [schneidm@mcpherson.edu](mailto:schneidm@mcpherson.edu)  
620-241-0742 ext 1227

14. Bethel College/Center for Career Dev and Placement  
300 East 27<sup>th</sup> Street  
North Newton, KS 67117  
Marla Krell [marla@bethelks.edu](mailto:marla@bethelks.edu)  
316-284-5326

15. Sterling College

Career Services [www.stercolks.edu/capus/careerservices](http://www.stercolks.edu/capus/careerservices)

125 W. Cooper P.O. Box 98

Sterling, KS 67579

620-278-2173

16. Kansas Association of Broadcasters

214 SW 6<sup>th</sup> St. Suite 300

Topeka, KS 66603

Allison Mazzei [info@kab.net](mailto:info@kab.net)

785-235-1307

17. Wichita State University/Office of Career Services

1845 Fairmont

Wichita, KS 67260

Karen Gillenwater [career.services@wichita.edu](mailto:career.services@wichita.edu)

316-978-6831

18. National Association of Broadcasters

Career Center

1771 N Street NW

Washington, DC 20036

202-429-5497

[careercenter@nab.org](mailto:careercenter@nab.org)

19. Hutchinson High School

Kevin Kneisly [kneislyk@usd308.com](mailto:kneislyk@usd308.com)

(620) 665-4877

21. Trinity High School

Brian Cordel [bcordel@trinity.hutch.com](mailto:bcordel@trinity.hutch.com)

1400 E. 17<sup>th</sup> Ave.

Hutchinson, KS. 67501

(620) 662-5800

3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period; January 1, 2022 - December 31, 2022.

<u>Job/Vacancy</u>	<u>Date Filled</u>	<u>Recruitment Source</u>
Technical Director	March 2022	Referral
Sales Executive	June 2022	Referral
Sales Executive	October 2022	Referral

4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.

<u>Job/Vacancy</u>	<u>Recruitment Source</u>	<u>Number of Interviewees</u>
Technical Director	Referral	2
Sales Executive	Referral	2
Sales Executive	Referral	2

5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080©) (2) of the FCC rules.

Ad Astra per Aspera Broadcasting, Inc. d.b.a. as KNZS (FM), KMCP (AM), KMPK (FM), KSKU (FM), KWHK (FM), & KXKU (FM) conducted the following initiatives:

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Participated with the Kansas Association of Broadcasters in its Job Bank and Internet Programs which has a substantial number of participants of that are women and minorities.

Currently airs announcements urging organizations to contact us, if they wish to be notified of job opportunities at each station.

Currently airs employment recruitment announcements urging women and minorities to apply for future job openings at our radio stations.

Helped promote and participated in the K.A.B. Student Seminar and the K.A.B. Job Fair held in Topeka in April 2022. Many future broadcasters attended the event.

Helped promote the K.A.B. Sports Seminar in June 2022 at Arrowhead Stadium. Many future broadcasters attended the event.

Ad Astra per Aspera Broadcasting, Inc.'s Founder and CFO, Cliff Shank served on the K.A.B. Scholarship and Internship committee as an active committee member. The K.A.B. awarded \$ 20,000 in scholarships, internships, and educational grants in 2022.

Ad Astra per Aspera Broadcasting, Inc.'s President & General Manager, Chris Shank is a member and contributor to the K.A.B. Foundation and serves on the K.A.B. Board of Directors.

Ad Astra per Aspera Broadcasting, Inc. is also a contributor to the K.A.B. Foundation and over the years has donated more than \$ 8,000 for scholarships and helped participate in the selection process for awarding the scholarships.

Ad Astra per Aspera Broadcasting, Inc. participated with the Kansas Association of Broadcasters by offering paid and unpaid internship programs during 2022.

Ad Astra per Aspera Broadcasting, Inc. participated in the Boys & Girls Clubs of Hutchinson's EPIC Skillz program for middle and high school students. The program offers job shadows, internships, and career exploration.

Ad Astra per Aspera Broadcasting, Inc. hosted an intern for a week in February 2022 as part of the Boys & Girls Clubs of Hutchinson's Career/Workforce Readiness.



January 10, 2022

Dear EPIC Skillz Job Shadow Sponsor,

For a while now, business owners in our community have expressed their concerns with the future workforce. Many say their younger employees lack soft skills. In response to these concerns, the Boys and Girls Clubs of Hutchinson, under the greater umbrella of Career/Workforce Readiness, established the EPIC Skillz program which has developed a strong partnership between the Club, USD 308, and business and industry folks in our community. We are so excited to engage in the next step with you, job shadows for our EPIC high school students.

It is our hope that during this job shadow our students will participate in conversations with you about job expectations, what it takes not only to get employment, but also what must be done to keep employment. So, we hope you will put your participant to work, helping in a variety of ways, and we hope, too, that you will enjoy building a positive relationship with the young person you've agreed to help. For one week, he or she will be your employee.

Each student will be asked to spend an hour a day (for one week) at your business and, of course, if they cannot attend, they should be instructed to call you. Transportation will be provided by the Boys and Girls Club, and we will pay each student a stipend for their successful participation. We are including an evaluation for you to complete when the job shadow concludes. The students will also reflect on the experience and complete a self-evaluation. Thank you for your partnership in our Boys and Girls Clubs mission; we strive to help members become productive citizens, and for helping us prepare our youth to enter the workforce armed with critical employment skills that will set them on the path to a great future.

Your student is Dallion Bluebird.

The dates and time your student will work February 7<sup>th</sup> - 11<sup>th</sup>, 10:00am - 11:30am.

If you have any questions about this placement, please don't hesitate to call me. Thank you,

Jordan Brown, EPIC Skillz Coordinator  
620-665-7171



214 SW 6th Street, Suite 300 Topeka, KS 66603  
785-235-1307 [www.kab.net](http://www.kab.net)

April 11, 2022

Good Afternoon,

I'd like to thank you for participating in the 2022 KAB Student Career Fair on the KU campus April 7. We had approximately 50 college students representing the University of Kansas, Kansas State University, Baker University, Cloud County Community College, Pittsburg State, and Butler Community College.

The evaluations from the students indicated the fair was well received and they appreciated the variety of stations we had.

Please let me know if you have any questions. Thank you.

Best Wishes,

A handwritten signature in blue ink that reads "Allison Mazzei". The signature is written in a cursive, flowing style.

Allison Mazzei  
President/Executive Director



Aaron Napier <aaron@adastraradio.com>

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## Jr EPIC Skillz Field Trip

3 messages

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**Jordan Brown** <jbrown@bgchutch.com>  
To: aaron@adastraradio.com

Thu, May 19, 2022 at 1:00 PM

Good afternoon,

In years past we have only offered the EPIC Skillz program to our middle/high school members. We have offered them job shadows, internships, employability skills and career exploration. This summer we would like to offer it to our younger members because we have found that it is beneficial to start having these discussions at a younger age.

Every Monday, Wednesday and Friday (starting on June 6th and ending on July 22nd) I will meet with 3rd-5th graders at our Avenue A site. On Monday and Wednesday we will have activities that relate with the career we're talking about for the week. On Friday we will take a field trip out in the community to tour a business that matches our career theme for the week.

Week three (June 20th-24th) our theme is Arts, A/V Technology and Communications. I was wondering if on Friday June 24th from 1:00-2:00, the Jr EPIC Skillz program could come down to Ad Astra and tour the place. Let me know if you're interested and feel free to contact me with any further questions.

Have a great day!

--  
Jordan Brown  
EPIC Skillz Director  
Boys & Girls Clubs of Hutchinson  
[jbrown@bgchutch.com](mailto:jbrown@bgchutch.com)  
(620)665-7171 ext. 203

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**Aaron Napier** <aaron@adastraradio.com>  
To: Jordan Brown <jbrown@bgchutch.com>

Mon, May 23, 2022 at 3:26 PM

Absolutely! We'd love to host you all.

Aaron

Aaron Napier

VP of Programming & Community

Ad Astra Radio

10 E 5<sup>th</sup> Ave

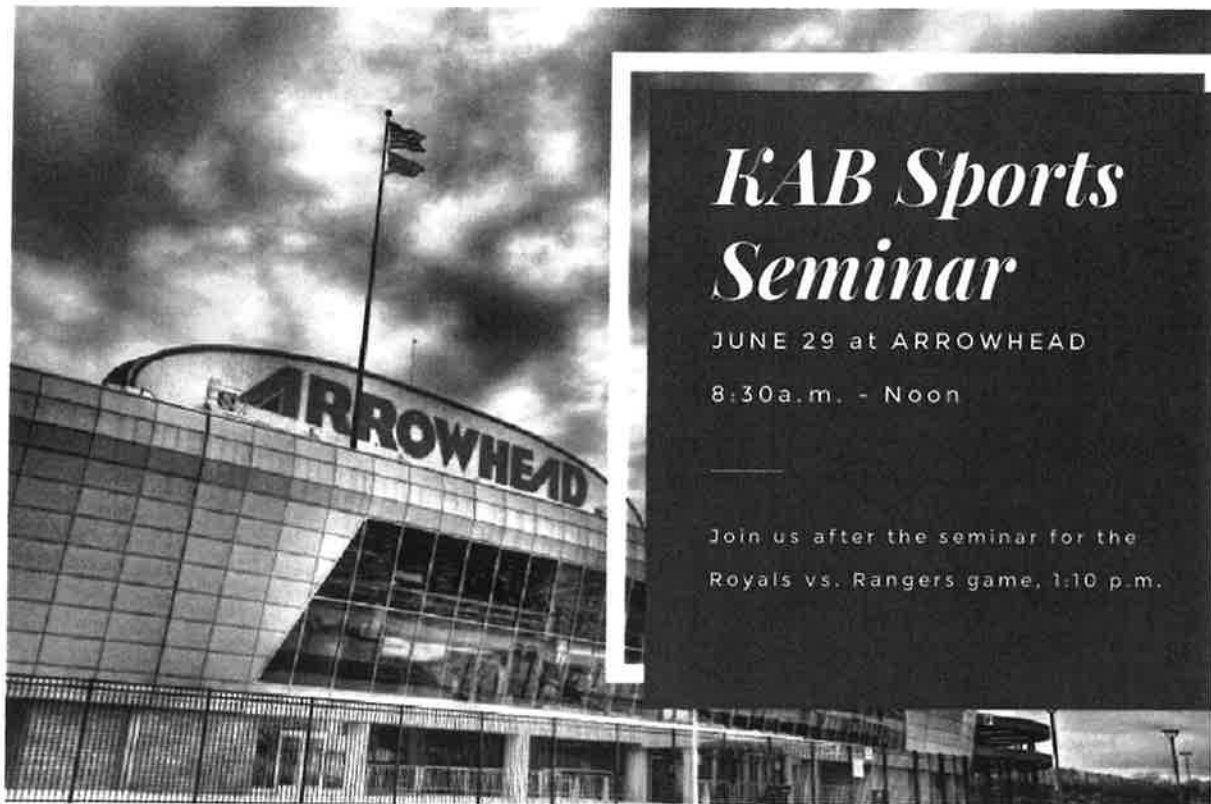
Hutchinson, KS 67501

p (620) 665-5758

c (620) 860-3221

f (620) 665-6655

[View this email in your browser](#)



## *KAB Sports Seminar*

JUNE 29 at ARROWHEAD

8:30a.m. - Noon

Join us after the seminar for the  
Royals vs. Rangers game, 1:10 p.m.

The KAB Sports Seminar is back for the first time since 2019! Please save the date and join us on Wednesday, June 29, at Arrowhead from 8:30 - Noon.

After the seminar, plan to walk over to Royals Stadium and take in the game against the Rangers (starting at 1:10 p.m.).

**A link to register and a detailed agenda will be sent in the next 1-2 weeks.**