

**2021 KNZA Inc.
Annual EEO Audit Report**

(Amended) Recruitment Initiatives

#	Recruitment Initiative	Description
1.	Hosted Job Fair	<p>April 10, 2021 - KNZA, Inc. hosted the 19th Annual Regional Expo: General Manager Greg Buser, program directors Brian Hurt and Neil Weiland, sports directors Brandon Tadtman and John Nixon, news director Greg Bebermeyer, office manager Cathy Nigus and other 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.</p>
2.	Participated in Job Fairs	<p>July 5th through September 30th, 2021 - Various staff including program directors Brian Hurt and Neil Weiland, VP Justin Fluke, announcer Kurt Killman and others attended 10 area County Fairs and Interviewed more than 100 4-H fair participants that aired through out each week of each County Fair during this period. Possible jobs and mentoring programs were discussed with many of these participants.</p> <p>April 8, 2021 – Vice President of Operations Justin Fluke attended a Virtual Student Career Fair. This provided the opportunity for students to meet with broadcasters from across the state and was organized by the Kansas Association of Broadcasters.</p>
3.	Scholarship Program	<p>KLZA and KTNC Participated in the 2021 scholarship program of Nebraska Broadcasters Association. This included a commercial schedule promoting area students apply for these scholarships. KLZA and KTNC personnel including VP Justin Fluke and Falls City station manager Heather Gill also participated in the judging of scholarship applications.</p> <p>KNZA, KMZA and KAIR Participated in the 2021 scholarship program of the Kansas Association of Broadcasters. This participation was overseen by Vice President of operations Justin Fluke and included airing a commercial schedule encouraging students to apply. Each station KNZA, KAIR and KMZA aired 91 commercials from 2/1/21 to 4/30/21. VP of Operations Justin Fluke then participated in the judging of the scholarship applications.</p>

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4.	Management EEO/Discrimination Training	Vice President of operations Justin Fluke participated in the Kansas Association of Broadcasters Employment Seminar on October 4, 2021 at the KAB Convention in Wichita. This seminar was arranged by the KAB to assist hiring managers through continuing education to help maintain compliance with the rules and regulations of the Equal Opportunity Employment Commission and the Federal Communications Commission.
5.	Internship Program	September of 2021 through December 2021, our radio stations have worked with three high school students on an internship program that they are receiving class credit for. All three students are interesting in a career in broadcasting and are currently completing their high school education at Sabetha (Cray Schilling), Valley Falls (Trenton Kraxner) and Horton (Trevor Walkup). These three 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 in person and on site as well as online through zoom. Students were overseen during internship by station VP Justin Fluke.
6.	Other Recruitment Initiatives	<p>TRINITY LUTHERAN SCHOOL STUDENTS RECORD MESSAGES AT KAIR-FM: On Wednesday, January 19, 2022, a group of five students from Trinity Lutheran School in Atchison, along with their Superintendent, came to the KAIR-FM studios, to record messages promoting activities that were happening at the school in observance of National Lutheran Schools Week, which began on January 24, 2022. The messages aired during the week of January 24, 2022, during the morning hours on KAIR-FM. While the students were at the station, they were given a brief tutorial on some of the basic operations of the radio station by program director Neil Weiland and answered questions about various job positions.</p> <p>SAINT BENEDICT CATHOLIC SCHOOL STUDENTS RECORD MESSAGES AT KAIR-FM: On Wednesday, January 26, 2022, a group of five students from Saint Benedict Catholic School in Atchison came to KAIR-FM to record messages promoting activities that were happening at the school in observance of Catholic Schools Week, which began on January 31st. The messages aired during the week of January 31st, during the morning hours on KAIR-FM. While the students were at the station, they were given a</p>

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		<p>brief tutorial on some of the basic operations of the radio station by program director Neil Weiland and answered questions about various job positions.</p>
		<p>February 13, 2021 - KNZA, Inc General Manager Greg Buser and KMZA announcer 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.</p>
		<p>October 3-9, 2021, KMZA (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.</p>
		<p>March 15 - 16, 2021 - KNZA Program Director Brian Hurt and on air staff including VP Justin Fluke, announcer Kurt Killman, and GM Greg Buser conducted the annual Brown County Fair Spotlight Auction. Free on air coverage provided for this fundraiser and several 4H participants were interviewed.</p>