

Ad Astra Per Aspera Broadcasting, Inc.

Annual EEO Public File Report Form KNZS-KSKU-KWHK-KXKU 2023 Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080©(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, 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 (www.adastraradio.com) was added during 2011.

The information contained in this report covers the time period beginning January 1, 2023, to and including December 31, 2023 (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>Source</u>
Digital Content Director	July 2023	Advertisement
Sales Executive	September 2023	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 vacancies:

1. Ad Astra per Aspera Broadcasting, Inc.
On-Air Advertising & Recruitment
10 East 5th Ave.
Hutchinson, Kansas 67501
Aaron Napier
aaron@adastraradio.com
(620) 665-5758

2. Kansas Department of Labor
Job Services
Topeka, KS 66603
www.kansasworks.com
785-291-6100

3. Barton County Community College
245 NE 30th Rd - Room 102 Library
Great Bend, KS 67530
620-792-9349

4. Ft Hays State University
Career Services
600 Part St - Rm 214 Sheridan Hall
Hays, KS 67601
caeers@fhsu.edu
785-628-4260

5. Hesston College
Career Services
Box 3000
Hesston, KS 67062
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
620-665-3579

8. University of Kansas
Career and Employment Center
1601 Irving Hill Rd - 100 Burge Union
Lawrence, KS 66045
uces@ku.edu
785-864-3624

9. Bethany College
Career Services
Warner Hall
Lindsborg, KS 67456
www.bethanylb.edu/about
785-227-3311 ext 8230

10. Kansas State University
Career and Employment Services
100 Holtz Hall
Manhattan, KS 66506
ces@ksu.edu
785-532-6506

11. McPherson College
Office of Career Services
P.O. Box 1402 - 1st Floor Miller Library
McPherson, KS 67560
620-241-0742 ext 1227

12. Bethel College
Center for Career Dev and Placement
300 East 27th Street
North Newton, KS 67117
316-284-5326

13. Sterling College
Career Services
125 W. Cooper P.O. Box 98
Sterling, KS 67579
www.stercolks.edu/capus/careerservices
620-278-2173

14. Kansas Association of Broadcasters
214 SW 6th St. Suite 300
Topeka, KS 66603
Allison Mazzei
info@kab.net
785-235-1307

15. Wichita State University
Office of Career Services
1845 Fairmont
Wichita, KS 67260
career.services@wichita.edu
316-978-6831

18. National Association of Broadcasters
Career Center
1771 N Street NW
Washington, DC 20036
careercenter@nab.org
202-429-5497

19. Allen Community College
1791 N. Cottonwood
Iola, KS 66749
620-365-5116

20. Pittsburg State University
Career Development
202 Horace Mann
Pittsburg, KS 66762
620-235-4140

3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period; January 1, 2023 - December 31, 2023.

<u>Job/Vacancy</u>	<u>Date Filled</u>	<u>Source</u>
Digital Content Director	July 2023	Advertisement
Sales Executive	September 2023	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>Source</u>	<u>Interviewees</u>
Digital Content Director	Advertisement	2
Sales Executive	Referral	5

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), 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 includes a substantial number of women and minority participants.

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.

Ad Astra per Aspera Broadcasting, Inc.'s Founder, Cliff Shank, served on the Kansas Association of Broadcasters Scholarship and Internship committee as an active committee member. The KAB awarded \$ 20,000 in scholarships, internships, and educational grants in 2023.

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

Ad Astra per Aspera Broadcasting, Inc. participated with the Kansas Association of Broadcasters by offering paid and unpaid internship programs during 2023.

Ad Astra per Aspera Broadcasting, Inc. is a supporter of the Boys & Girls Clubs of Hutchinson's After School Programming for middle and high school students and is an annual contributor to the Youth of the Year Competition and Banquet.

Ad Astra per Aspera Broadcasting, Inc. participated in the Kansas Association of Broadcasters' Annual Broadcast Scholarship Program and is a contributor to the KAB Foundation which annually grants up to \$16,000 in scholarships.

Ad Astra per Aspera Broadcasting, Inc.'s Chief Programming Officer, Aaron Napier participated in an EEO Webinar sponsored by the Kansas Association of Broadcasters on February 16, 2023. The webinar fulfills Prong 3 Management Training on EEO matters.

Ad Astra per Aspera Broadcasting, Inc. participated in the Kansas Association of Broadcasters' Combined Student Broadcast and Sports Seminar held in Kansas City in May 2023. Many future broadcasters attended the event.

Ad Astra per Aspera Broadcasting, Inc. participated in the ESSDACK Career Expo held at the Kansas State Fair Grounds on October 24 and 25, 2023. More than 5,000 high school and college students were in attendance.

Ad Astra per Aspera Broadcasting, Inc. participated in the Grow Workforce Employer and Jobseeker Summit offered by the Great Bend Chamber of Commerce November 8, 2023.

2023 Help Wanted Ads

Your hometown radio stations are hiring. Interested in being a part of Ad Astra Radio? Here are some positions we're currently looking to fill. Full-time sales positions in the Lyons, Larned, and Great Bend Areas. A full-time sports reporter in McPherson. Part-time production help in Hutchinson and Iola. Apply in person at 10 E. 5th in Hutchinson, 411 E. Euclid in McPherson, 2221 S. State St. in Iola, or online at Ad Astra Radio dot com. Ad Astra is an Equal Opportunity Employer.

Looking for a part-time job with some flexibility? Ad Astra Radio is seeking individuals to work during the school year with in-studio and production tasks. If you're on time and responsible, we'll train you to succeed. This is an excellent opportunity for high school and college students. Apply in person at 10 E. 5th in Hutchinson, 411 E. Euclid in McPherson, 2221 S. State St. in Iola, or online at Ad Astra Radio dot com. Ad Astra Radio is an Equal Opportunity Employer.

Ad Astra Radio accepts applications for both full and part-time employment on an ongoing basis. If your business or organization assists with job seekers and would like to be notified of Ad Astra Radio's posted job openings, contact Chief Programming Officer Aaron Napier at (620) 665-5758, or email your request to production@adastraradio.com. Women and minorities are encouraged to apply. Ad Astra Radio is an Equal Opportunity Employer.

Ad Astra Radio accepts applications for both full and part-time employment on an ongoing basis. This could be your opportunity to pursue a career field in radio broadcasting. If you have a strong work ethic, are reliable, and have strong communication skills, apply today in-person, or online at Ad Astra Radio dot com. Women and minorities are encouraged to apply. Ad Astra Radio is an Equal Opportunity Employer.

Ad Astra Radio is currently looking to fill a full-time sales position with possible part-time play-by-play sports. If you love people, sales, and sports, this could be the job for you. Ad Astra Radio is a locally owned and operated radio broadcast company. Previous radio sales experience is not required. Apply in person at 10 E. 5th in Hutchinson, 411 E. Euclid in McPherson, 2221 S. State St. in Iola, or online at Ad Astra Radio dot com. Ad Astra is an Equal Opportunity Employer.



534 S. Kansas Ave., Ste. 1105
Topeka KS 66603
(785) 235-1307
allison@kab.net
www.kab.net

Dear KAB Member,

We are about to enter a new cycle of the EEO Scholarship Program for 2023 and 2024. Your participation in this scholarship program allows your station the opportunity to achieve a full EEO credit.

As listed by the FCC in their EEO initiative, stations can achieve a full EEO credit "by participating in scholarship programs designed to assist students interested in pursuing a career in broadcasting."

Thanks to your participation, the KAB Foundation will grant up to \$16,000 in scholarships every year. You will receive an invoice from the KAB for your donation that will cover both years of this two-year program.

Also attached to this email are the scholarship application, KAB logos and scholarship spot to air on your station(s). A sample script is also included in case you would like to produce a spot using your own talent. KAB will accept all applications via email. Please post this link on your website(s): <https://kab.net/resources/scholarships/>

Here is the timeline for this phase of the EEO Scholarship Program:

January 1 - May 1 Air promos. SEU decides scheduling; you must run a schedule you feel will be acceptable to FCC in case of audit. Place a copy of the insertion order and script in your public file, along with affidavits after the schedule is complete.

Make your donation to the KAB Foundation: \$300 for commercial TV stations; \$200 for commercial radio stations; \$100 for public broadcast stations. KAB will send an invoice.

May 1: All applications must be received at the KAB office.

May 10-17: Each SEU must review all applications (provided to you by KAB) and submit judging forms to KAB office. KAB will supply judging criteria and scorecards.

June 7-11: Applicant pool narrowed based on SEU judging, pending final selection of the scholarship winners by the KAB Scholarship Committee.

The KAB urges you to keep copies of all related documents in your public file.

Contact me with any questions. Thank you again for your support of the KAB EEO Scholarship Program!

A handwritten signature in blue ink that reads "Allison Mazzei".

Allison Mazzei
KAB President
allison@kab.net

Invoice

Date	Invoice #
1/12/2023	52

Ad Astra per Aspera Broadcasting, Inc
Cliff C. Shank, President
106 N Main Street
Hutchinson KS 67501

[illegible]

SAMPLE SCRIPT FOR KAB EEO SCHOLARSHIP PROMOTION

:30

(To air January 1, 2023 – May 1, 2023)

Are you a Kansas college student considering a career in broadcasting?

We'll listen up. If in the fall you'll be entering your junior or senior year at

a Kansas four-year college, or your sophomore year at a Kansas two-year

college, and are enrolled in a broadcast program, you may qualify for a

scholarship from the Kansas Association of Broadcasters. Application

deadline is May first. For details go to kab.net and click on student

services. Sponsored by the member stations of the Kansas Association of

Broadcasters.

(Feel free to change script as you see fit)



FOR IMMEDIATE RELEASE

CONTACT: Lance Patterson
Chief Executive Officer
620-665-7171, Ext. 102

BOYS & GIRLS CLUBS OF HUTCHINSON TO NAME 2024 HUTCHINSON YOUTH OF THE YEAR

HUTCHINSON, Kan. – 11/02/2023—On Thursday, December 7th the Boys & Girls Clubs of Hutchinson will host its annual Youth of the Year Banquet. Three finalists will compete for the title of 2024 Hutchinson Youth of the Year. Being named Youth of the Year is the highest honor a Boys & Girls Club member can receive. The winner will advance to the statewide competition.

The candidates this year include Taysha Rideaux, Camrynn Harris, and Zion Burgess. Thanks to Heartland Credit Union each runner-up will receive a \$500 scholarship and the winner will receive a \$1,000 scholarship.

TAYSHA RIDEAUX: Taysha is a junior at Hutchinson High School and has been a Club member for 10 years. Taysha is active in Student Council, Fellowship of Christian Athletes, and athletic training at school. Taysha says she wants to impact youth by “showing them that no matter what life has brought to you, that you can still be yourself and that you will be more than what others think of you.”

CAMRYNN HARRIS: Camrynn is a sophomore at Hutchinson High School and has been a Club member for 11 years. Camrynn is active in Fellowship of Christian Athletes, football, basketball, and track at school. The impact Camrynn wants to make is by setting an example “that you can reach high potential and complete high goals no matter what you are going through.”

ZION BURGESS: Zion is a senior at Hutchinson High School and has been a Club member for 6 years. Zion is active in Fellowship of Christian Athletes, Keystone Club, and football at school. Zion says he wants to be the voice of bringing all people together, “this world has fallen apart because of many different beliefs, but I believe that growth can be in process once change happens and once people find happiness in growing together.”

“Each day, Boys & Girls Clubs of Hutchinson provides opportunities and experiences for local kids and teens to thrive,” said Lance Patterson, Chief Executive Officer of the Boys & Girls Clubs of Hutchinson. “Having a place to belong and someone who believes in you can have a powerful impact. Our 2024 Youth of the Year will be a shining example of this and will exemplify what it means to be a Club kid.”

Guests may RSVP for this free event at bgchutch.com. Youth of the Year will be held at The Crystal Ballroom at The Burt, 3 W Ave. B, at 6:00 PM on Thursday, December 7. The night will feature a live auction and raffle. Over 450 local families rely on the Club for after-school transportation. The money raised at this year’s banquet will allow the Club to purchase a new van.

The Hutchinson Boys & Girls Club is one of over 5,000 clubs located across the country serving 4.1 million youth. The Hutchinson Club has nearly 1,000 members each year and provides programs in the areas of education and career; character and leadership; health and life skills; the arts and sports, fitness and recreation. Each Club is locally funded, and is dependent upon the generosity of the community it serves.

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534 S Kansas Ave. Ste. 1105
Topeka KS 66603
(785) 235-1307
allison@kab.net
www.kab.net

February 16, 2023

This letter certifies that one or more hiring managers from this station attended an EEO webinar sponsored by the Kansas Association of Broadcasters on Thursday, February 16, 2023. The webinar fulfills Prong 3 Management Training on EEO matters. Those in attendance should share what they learned with other management employees involved in hiring matters, and at some point in the next year, conduct a training with a local lawyer on hiring and firing and other employment related matters that are covered by local law. They should also have a management training program on EEO matters.

The webinar was prepared and presented by David Oxenford, partner at the law firm of Wilkinson Barker Knauer LLP in Washington, D.C. His regulatory expertise includes all areas of broadcast law including the FCC's multiple ownership limitations, the political broadcasting rules, EEO policy, advertising issues, and other programming matters and FCC technical rules.

This webinar reviewed all of the FCC's EEO obligations and discussed how stations can meet those obligations to comply with the FCC. David also reviewed what might lie in store for future FCC EEO compliance obligations.

The KAB arranged this webinar to assist our member stations' general and 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.

Sincerely,

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

Allison Mazzei
KAB President
allison@kab.net

KAB Student/Sports Broadcast Seminar - attendee registered

1 message

Kansas Association of Broadcasters <info@kab.net>

Thu, Apr 20, 2023 at 4:13 PM

Reply-To: Kansas Association of Broadcasters <reply-mxkj55qe@kansasassociationofbroadcasters.growthzoneapp.com>

To: aaron@adastraradio.com



You have been registered to attend KAB Student/Sports Broadcast Seminar event on 5/2/2023

Thank you for registering! Please contact the KAB with questions at info@kab.net.

Your registration ID is: 9478112

You may wish to add this event to your:

- Google Calendar by clicking [here](#)
- Or to download iCal (Outlook, Apple, or other) click [here](#)

You can update your status [here](#), or update your registration information [here](#).



Aaron Napier <aaron@adastraradio.com>

Important Information for KAB's Student Broadcast & Sports Seminar

1 message

Allison Mazzei <allison@kab.net>

Tue, Apr 25, 2023 at 12:52 PM

Reply-To: Allison Mazzei <reply-60y3lxl@kansasassociationofbroadcasters.growthzoneapp.com>

To: aaron@adastraradio.com

The Kansas Association of Broadcasters is so excited to welcome you to our first-ever combined Student Broadcast and Sports Seminar next week, May 2, at Kauffman Stadium. Please find below some helpful information prior to arriving for our event. If you have a question that is not addressed here, please contact info@kab.net

Parking: Please park in lots A, B, H, or J. Parking is free. There will not be parking attendants in the ticketing booths upon entry in the morning. If you leave and return for the game, you will be required to pay for parking. *Busses must enter the stadium via Gate 1 and park in Lot A.*

Entry: Please enter the stadium via Lot M (between the two stadiums) Gate C, Home Plate Lobby entrance. From there, signs will direct attendees to the Crown Club. Busses may drop attendees off at Lot M and then proceed to park in Lot A.

Attire: Ballgame attire is appropriate for those staying for the game. If not staying for the game, business casual attire is recommended.

Resume Contest: College juniors and seniors, bring your resume to add to the newly-formed KAB Resume Bank and earn a chance to win a \$200 cash prize!* Resumes will be stored in the members-only section of the KAB website and will not be available to view by the general public. Including your resume in the KAB Resume Bank guarantees exposure to actively hiring broadcasters! **There must be a minimum of 10 resumes for the contest to take place.*

Sessions: Each session will repeat twice so participants may attend more than one. Seating in the Kauffman Boardroom and Herk Robinson Room are limited to 70 people each. If a session is full, please choose another and return during the following round.

What's for Lunch: Crown BBQ Buffet, includes: Corn Muffin with Honey Butter, BBQ Chophouse Salad, Smokehouse Baked Beans, Three-Cheese Mac N Cheese, BBQ Chicken, Brisket Burnt Ends, and Carrot Cake. If you have a food sensitivity, please inform info@kab.net ASAP.

Award Pickup: First place student award winners will receive their plaques during the award ceremony. The high school division will be called first, followed by college. Categories with both audio and visual winners will approach the step-and-repeat simultaneously to collect their awards. Second place and honorable mention winners may collect their awards upon the conclusion of the event from the designated awards table.

Royals Tickets: All Royals game tickets must be claimed in the MLB Ballpark app. Please see the Ballpark app attachment for further detail. KAB will transfer the tickets by Friday, May 29. Educators will receive tickets for their students and—upon game entry—have the option to scan multiple tickets on one device, or forward tickets to their group in advance to be scanned via the Ballpark app on individual devices.

Hall of Fame Tours: Tours will take place upon conclusion of the event at 3:30 PM and are *only for those staying for the game*. If you did not purchase a game ticket, you must leave the venue at this time. HOF tours are one hour in duration. After the tour, attendees may watch the Royals batting practice. Attendees must stay in the batting practice area until 5:30 when the gates open for general admission.

Re-entering the Stadium: If you choose to leave the stadium after the KAB event and re-enter upon game time, you will be subject to security and the stadium's clear bag/size policy. Clear bag no larger than 12" x 12" x 6" with all items inside easily visible. One-gallon clear zip-seal bag (Ziploc® bag or similar). Small clutch bags that do not exceed 9" x 5", with or without a handle or strap, may be carried into the stadium along with one of the clear bag options.

Venue: Interest in KAB's inaugural combined Student Broadcast & Sports Seminar exceeded expectations. In order to accommodate as many attendees as possible, we are utilizing Crown Club's overflow section. Some tables may have pillars that restrict views to our stage area. We encourage anyone with a limited view to get up and move so they can see our speakers. Seats may be taken once lunch is served. We realize this is not ideal—and will host the event at a larger venue next year—but wanted to ensure as many students and professionals were able to as possible.

Thank you and see you next week!

This email was sent on behalf of the Kansas Association of Broadcasters located at [214 SW 6th Ave. #300, Topeka, KS 66603](#). To [unsubscribe click here](#). If you have questions or comments concerning this email contact the KAB at info@kab.net.

SAVE THE DATE

ESSDACK's 6th Annual

CAREER EXPO

Set Up: October 23, 2023

Expo: October 24-25, 2023

Kansas State Fairgrounds

Invoice

Invoice No. EM#7154

Order Date October 17, 2023

Payment Mastercard

Email aaron@adastraradio.com



1500 E. 11th Ave.
Hutchinson, KS 67501
contactus@essdack.org
620-663-9566

Bill to: Aaron Napier
Ad Astra Radio
10 E 5th Ave
Hutchinson, KS 67501

Item Description	Qty	Price	Total
Career Expo 2023 - Booth Fee SPONS-1675	x 1	\$200.00	\$200.00
Career Expo 2023 - Registration Fee SPONS-1676	x 1	\$50.00	\$50.00
Notes			Subtotal
Additional contacts: tammie@adastraradio.com; aaron@adastraradio.com			\$250.00
			Shipping
			\$0.00
			Total
			\$250.00
			Total Paid
			\$250.00

PAYMENT INSTRUCTIONS

Please send payment and a copy of this invoice to:

ESSDACK AR
Attn: Kathi Keesling
P.O. Box 5
Sylvia, KS 67581

[Download W9 Form](#)

Thank You for your business!

essdack.org



GREAT BEND EVENTS CENTER

Nov 8

*Fire*works



GROW WORKFORCE

EMPLOYER AND JOBSEEKER SUMMIT

WORKFORCE PANEL

An hour-long panel discussion featuring industry leaders who will share their insights on employment resources, effective hiring strategies, and successful management techniques. This session will equip you with takeaways to optimize your processes.

NETWORKING BREAK

Following the panel discussion, there will be an hour of networking and a deeper dive into some of the panel discussions, share experiences, and forge valuable connections that can potentially lead to collaboration and growth.

JOB FAIR/BUSINESS EXPO

The job fair and business expo provide businesses with the opportunity to showcase their organization and meet potential candidates. Job seekers can participate in breakout sessions throughout the event, and be entered to win prizes at the end of the evening.*

Employer
and
Job Seeker
WORKFORCE EVENT

GREAT BEND EVENTS CENTER | NOVEMBER 8

WORKFORCE PANEL | 2 PM

JOB FAIR & BUSINESS EXPO | 4 PM - 7 PM

[CURIOUS ABOUT SPONSORSHIPS? EMAIL US AT MARKETING@GBEDINC.COM](mailto:MARKETING@GBEDINC.COM)

* Job Seekers have a chance to win one of 3 prizes (each valued at \$320 or more)!

GROW WORKFORCE - HIREWORKS

TICKET NO.

2V96-B4H2-P4K1P

TIME & LOCATION

November 8, 2023, 2:00 – 7:00 PM

Great Bend Events Center, 3111 10th St. Great Bend, KS 67530

TICKET TYPE & PRICE

Employer/Business Booth Space – \$50

ORDER NO.

2V96-B4H2-P4K

PAYMENT STATUS

Paid



ORDERED BY

Tammie Henson

ORDER DATE

Oct 31, 2023

DEAR GUEST,

This is your event ticket. You can find all the details about this event on our website. If you have any questions, or issues or wish to get a refund, contact the event host. If you can't attend the event, please get in touch. Looking forward to seeing you there!

