

# Ad Astra Per Aspera Broadcasting, Inc.

## **Annual EEO Public File Report Form KNZS-KSKU-KWHK-KXKU 2021 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, 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)

The information contained in this Report covers the time period beginning January 1, 2020 to and including December 31, 2020 (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)

There was one full-time vacancy filled during the calendar year of 2020.

<u>Job/Vacancy</u>	<u>Date Filled</u>	<u>Recruitment Source</u>
Account Executive	March 1, 2020	On Air Advertising

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.  
KNZS (FM) KSKU (FM) KWHK (FM) KXKU (FM)  
On-Air Advertising & Recruitment  
10 East 5<sup>th</sup> Ave.  
Hutchinson, Kansas 67501  
Cliff C. Shank & Aaron Napier  
(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\\_bethany/student life/ career services](http://www.bethanylb.edu/about_bethany/student_life/career_services)

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@mcperson.edu](mailto:schneidm@mcperson.edu)  
620-241-0742 ext 1227

13. McPherson County NOW  
McPherson, KS  
Marla Patrick [McPhersonNOW@kansasnow.org](mailto:McPhersonNOW@kansasnow.org)

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  
Kent Cornish [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

20. Cowley County Community College/Career Services  
Kim Biddle [biddle@cowley.edu](mailto:biddle@cowley.edu)  
125 S. 2<sup>nd</sup>.  
Arkansas City, KS 67005  
(620) 441-5312

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

22. The Hutchinson News  
Sales Help Wanted Classified Ads  
Hutchinson, KS. 67501  
(620) 694-5700

3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period; January 1, 2020 - December 31, 2020

Ad Astra Radio On-Air Advertising

<u>Job/Vacancy</u>	<u>Date Filled</u>	<u>Recruitment Source</u>
Account Executive	March 1, 2020	On air advertising

4. Data reflecting the total number of persons interviewed for full and part-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>
Various Positions	1,7,19, N.H.S., Referral	13

There was one full-time vacancy and four part-time positions filled the calendar year of 2020.

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:

Participated with the Kansas Association of Broadcasters in its Job Bank and Internet Programs which has a substantial number of participants 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 Hutch High Job Fair held in Hutchinson in March. Involved in the Boys & Girls Club Epic Skillz Biz Crawl June 23rd.

Helped promote the K.A.B. Student and Sports Seminar in 2020 and the H.C.C. Career Fair, but unfortunately the events were cancelled because of Covid-19!

KNZS (FM), KSKU (FM), KWHK (FM), & KXKU (FM)'s President & General Manager, Cliff Shank served as Chairman of the K.A.B. Scholarship and Internship committee and as an active committee member. The K.A.B. awarded \$ 15,000 in scholarships, internships, and educational grants in 2020.

KNZS FM), KSKU (FM), KWHK (FM), & KXKU (FM)'s President & General Manager, Cliff Shank is a member and contributor to the K.A.B. Foundation. Cliff Shank is serving on the K.A.B. Board of Directors.

KNZS (FM), KSKU (FM), KWHK (FM), & KXKU (FM) Ad Astra per Aspera Broadcasting, Inc. is also a contributor to the K.A.B. Foundation and over the years has donated more than \$ 10,000 for scholarships and helped participate in the selection process for awarding the scholarships.

KNZS (FM), KSKU (FM), KWHK (FM), & KXKU (FM) participated with the Kansas Association of Broadcasters by offering paid and unpaid internship programs during 2020.

KNZS (FM), KSKU (FM), KWHK (FM), & KXKU (FM) participated in the Hutchinson High School Job Fair. The KAB Student Seminar, and the Hutchinson Community College Career Fair were cancelled because of Covid 19.

Ad Astra Radio

2020 Recruitment

**Part-time Hires**

<u>Date</u>	<u>Recruit</u>	<u>Source</u>
August 2020	Adam Kolb	Hutchinson Community College
September 2020	Dazia Simms	Hutchinson High School
September 2020	Jaisy Gabhart	Hutchinson High School
September 2020	Joe Palacios	Referral

**Interviews Conducted: 9**

**Sources Cited**

Radio Advertisement

Referral

Hutchinson Community College

Nickerson High School

Hutchinson High School

Hutchinson High School Job Fair

**Recruitment Activities**

Hutchinson High School Job Fair	March 11
Hutchinson Community College Career Fair	Cancelled (COVID)
KAB Student Seminar	Cancelled (COVID)
Boys & Girls Clubs Epic Skillz Biz Crawl	June 23



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**HUTCHINSON CAREER & TECHNICAL  
EDUCATION ACADEMY**

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800 15<sup>TH</sup> CIRCLE  
HUTCHINSON, KANSAS 67501-5832  
TELEPHONE (620) 615-4122  
FAX (620) 615-4203

February 26, 2020

Aaron Napier  
Ad Astra Per Aspera Broadcasting  
10 East 5th  
Hutchinson, KS 67501

Dear Aaron:

We are very excited for you to be a part of our ***“Part-Time Job Fair”*** which will be held **on Wednesday, March 11 from 9 to 11:30 a.m.!** Attached you will find a basic agenda for the event, necessary information, and directions to our building.

Please be aware that this is only our third year holding an event of this type, so we greatly value any input you may have to make it successful for you and the students. We will have a ‘Post-Event-Questionnaire’ for you to complete at the end of the event. It is our hope that this will become at the least, an annual event. If you have any questions prior to the event, please feel free to contact us via email or phone at:

Kelli Lusk—[luskk@usd308.com](mailto:luskk@usd308.com) or (620) 615-4193  
Kent Blessing—[blessing.richard@usd308.com](mailto:blessing.richard@usd308.com) or (620) 615-4184

Thanks again for your participation and we hope this job fair will be beneficial to your business or organization.

Sincerely,

A handwritten signature in cursive script that reads 'Kelli Lusk'.

Kelli Lusk  
Co-Coordinator

Enclosure



**aaron@adastraradio.com**

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**From:** Kelli Lusk <luskk@usd308.com>  
**Sent:** Wednesday, March 11, 2020 2:33 PM  
**To:** Oliver, Margaret A; klw00du.s00794.us@wal-mart.com; wlake28@westlakehardware.com; cody.tyer@navy.mil; tjm\_str1474am@tjx.com; Hornback Arlene (US Stores); Lance Patterson; Christel MacDonald; wlake27@westlakehardware.com; Tasha.Erickson@hcu.coop; Lisa Johnson; marcie.arrowsmith@braums.com; Ted Nelson; aaron@adastraradio.com; Cindy Childs; sandra.turner@braums.com; cody.tyer@navy.mil  
**Cc:** Kent Blessing  
**Subject:** Thank you!

**Thank you** for your participation in the Hutchinson High School Part-time Job Fair today! We appreciate your time and commitment to Hutchinson Public Schools! Please feel free to reach out to us throughout the year if you have part-time positions available for our students!

We enjoyed having you here today and we look forward to have you back again next year!

With thanks,  
Kelli Lusk and Kent Blessing

Kelli Lusk  
Business Instructor  
Hutchinson High School  
Career and Technical Education Academy  
800 15th Circle  
Hutchinson, KS 67501  
luskk@usd308.com  
620.615.4193

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**From:** Kelli Lusk  
**Sent:** Monday, March 9, 2020 1:22 PM  
**To:** Oliver, Margaret A <margaret.oliver@dillonstores.com>; klw00du.s00794.us@wal-mart.com <klw00du.s00794.us@wal-mart.com>; wlake28@westlakehardware.com <wlake28@westlakehardware.com>; cody.tyer@navy.mil <cody.tyer@navy.mil>; tjm\_str1474am@tjx.com <tjm\_str1474am@tjx.com>; Hornback Arlene (US Stores) <arlene.hornback@us.stores.mcd.com>; hutchinson@epochcustard.com <hutchinson@epochcustard.com>; Lance Patterson <lpatterson@bgchutch.com>; Christel MacDonald <cmacdonald@wesleytowers.com>; westlake027@westlakehardware.com <westlake027@westlakehardware.com>; wlake27@westlakehardware.com <wlake27@westlakehardware.com>; Tasha.Erickson@hcu.coop <Tasha.Erickson@hcu.coop>; Lisa Johnson <ljohnson@hutchymca.org>; marcie.arrowsmith@braums.com <marcie.arrowsmith@braums.com>; Ted Nelson <tnelson@hutchrec.com>; aaron@adastraradio.com <aaron@adastraradio.com>  
**Subject:** HHS Job Fair

We are very excited for you to be a part of Hutchinson High School's ***“Part-Time Job Fair”*** which **will be held on Wednesday, March 11 from 9 to 11:30 a.m.!** Setup begins at 8 a.m. Attached you will find a basic agenda for the event, necessary information, and directions to our building.

## Aaron Napier

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**From:** Michelle Wortham <WorthamM@hutchcc.edu>  
**Sent:** Monday, November 18, 2019 2:11 PM  
**Cc:** DJ Chastain  
**Subject:** Registration is now OPEN for HutchCC's 2020 Career Connections Job Fair!

Thank you to all those who participated in HutchCC's 2019 Career Connections Job Fair! The event attracted over 120 employers and 450 job seekers -- our best attendance yet! Employers indicated that students were better prepared than previous years. Our goal is to continue this trend!

We hope you will join us for our fifth annual **Career Connections Job Fair**, **Thursday, April 2, 2020, 10am-2pm, at the Hutchinson Sports Arena**. Registration is now open for this free event at [www.hutchcc.edu/careerfair](http://www.hutchcc.edu/careerfair). Please be aware that electrical access is extremely limited so register NOW!

If you do not currently have a free **CareerZone** account, it is the best way to connect with students and graduates 24/7. HutchCC's **CareerZone** is our online job board and job search resource. To create an account in CareerZone, go to <https://www.collegecentral.com/hutchcc/>. This link is also available from our main [www.hutchcc.edu](http://www.hutchcc.edu) web page, under the COMMUNITY link. This online job board/job search resource is **free** to employers and students. It is powered by College Central Network (CCN), a leading provider of web solutions for colleges, job seekers and employers.

Within your CareerZone account profile, the company description is an opportunity to market your business to job seekers. When your account is activated, you'll be able to create job postings. When a position is filled, you can retire it and it can be re-activated later when needed. You can select up to five majors, if more than one apply.

Please feel free to forward this message to anyone you feel may have an interest -- employers or job seekers. We hope you'll join us in 2020 on Thursday, April 2!



*Michelle Wortham*

Administrative Assistant to

Vice President of Student Services

**Hutchinson Community College**

**1300 N. Plum**

**Hutchinson, KS 67501**

**(620)665-3377 (phone)**

**From:** Nancy Bether <nbether@bgchutch.com>  
**Sent:** Friday, June 19, 2020 10:20 AM  
**To:** yoder.megan@usd308.com  
**Cc:** Lance Patterson; Skip Wilson; Lindsey Fields; Debra Teufel; Katy Fallon; Aaron Napier  
**Subject:** Field Trips

Good Morning,

Katy, at the Chamber, has been doing a great job getting our Biz Crawl underway. This week we learned from Mr. Seitnater and Mrs. Preston about Historic Hutch and all of the wonderful sculptures and murals downtown. Here are the plans for next week.

Tuesday, June 23rd:

Wool Market & Ad Astra Radio, 9:00 to 10:15, 1/2 of group from 9 to 9:30 at both locations, 5 minutes to change sites; other 1/2 from 9:45 to 10:15

Thursday, June 25th:

First National Bank, 9:00 to 10:00, two groups will go to different departments within the bank, 5 minutes to switch groups

Hopefully this makes sense, but if not, please feel free to ask me about it, AND know you are always welcome to join us on our field trips. Thank you for your support of the EPIC Skillz program and kids!  
Nancy

Nancy Bether, EPIC Skillz Coordinator, Boys and Girls Clubs of Hutchinson  
office: 620-665-7171  
cell: 620-921-5591

*The EPIC Skillz program creates positive opportunities at school, after school, and in our community.*