

**Ad Astra per Aspera Broadcasting, Inc.**

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

Hutchinson, Kansas 67501

**FCC FORM 396/Narrative Statement**

January 31, 2013 Exhibit # 3.

**Effectiveness of EEO Program**

Our stations have had an effective EEO program for many years. The work force of Ad Astra per Aspera Broadcasting, Inc. is very diverse, and has been since our company was founded in 1986. Ad Astra per Aspera Broadcasting, Inc has given many females and minorities their first job in broadcasting. A large percentage of our employees are hired with no previous broadcast experience. Since the inception of the FCC's new rules on March 10, 2003, we have taken the following EEO initiatives to expand the pool of potential employees even further:

KNZS/KSKU/KXKU/KWHK participates with the Kansas Association of Broadcasters in its Job Bank and Internet programs which has had a substantial number of women and minority participants.

KNZS/KSKU/KXKU/KWHK currently air announcements promoting organizations to be notified of job opportunities at each station.

KNZS/KSKU/KXKU/KWHK currently air announcements to recruit women and minorities to apply for full and part-time positions that might become available with a continuous schedule.

KNZS/KSKU/KXKU/KWHK participated with the Kansas Association of Broadcasters and the K.A.B. Foundation in awarding numerous college scholarships. Cliff Shank, President & General Manager of Ad Astra per Aspera Broadcasting, Inc. is an active member of the K.A.B. scholarship committee and a board member of and a contributor to the K.A.B. foundation.

KNZS/KSKU/KXKU/KWHK participated with the Kansas Association of Broadcasters and the EEO1 Source to expand the number organizations we can contact and use to recruit women and minorities.

KNZS/KSKU/KXKU has had numerous paid and unpaid student interns and a paid teacher internship since March 10, 2003 during the summer. We have also participated with the K.A.B. paid internship program.

KNZS/KSKU/KXKU has participated in and helped host and plan in several K.A.B. Student Seminars, Career & Job Fairs, and Sports Seminars April & May of 2011 & 2012.

Ad Astra per Aspera Broadcasting, Inc. received referrals from different organizations, in addition to those job applicants who became aware of job openings through various web postings and radio ads. Since March 10, 2003 we have interviewed over 500 applicants for full and part-time positions at our stations.