

2021 ANNUAL EEO PUBLIC FILE REPORT
Reporting Period: February 1, 2020 through January 25, 2021*

Armada Media-McCook, Inc.

Station Employment Unit (“SEU”) **Stations KXNP and KODY, North
 Platte, Nebraska; KHAQ, Maxwell, NE**

During the Reporting Period, the SEU filled one (1) full-time position.

POSITION FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
3/4/20	Account Executive	SEU Stations’ On-air Announcements

INTERVIEWEES AND REFERRAL SOURCE SUMMARY

The SEU interviewed a total of six (6) persons for the position.

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
SEU Stations’ On-air Announcements	1
Indeed (Internet Website)	5
Nebraska Broadcasters Assoc. jobs webpage	0

* The 12-month Reporting Period has been shortened by a few days to allow for the submission of this Report before the FCC deadline for the filing of the stations’ license renewal applications.

RECRUITING SOURCES USED

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
SEU Stations On-Air Announcements	N	307 E 4 th Street	Bryan Loker; Pam Waugh	308-532-3344 bryan@highplainsradio.com pwaugh@huskeradio.com
Nebraska Broadcasters Association	N	11414 W. Center Rd Suite 342 Omaha, NE	Jim Timm	402-933-5995 jim@ne-ba.org
Indeed	N	www.indeed.com		

* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies.

OUTREACH INITIATIVES

The SEU engaged in the following broad outreach initiatives during the Reporting Period:

The SEU participated in the Nebraska Broadcasters Association scholarship program by contributing money to the scholarship fund and running promos encouraging high school seniors and college students to compete for scholarships by submitting essays on the subject of broadcasting today and tomorrow in the future.

The SEU participated in the Nebraska Broadcaster Association website’s jobs available program that seek to ensure compliance with the FCC’S EEO requirements.

The SEU management had weekly online training sessions with P1selling.com that addressed EEO matters.

The SEU provided a four-week training course – “Funnel for Success” for the new Account Executive conducted by Terry Shockley.