

2018 ANNUAL EEO PUBLIC FILE REPORT

Armada Media-McCook

Station(s): KICX-FM-KBRL-KQHK
Community(ies) of License: McCook, NE
Reporting Period: 2/1/17-1/31/18
No. of Full-time Employees: 7 Full time Employees
Small Market Exemption: YES

During the Reporting Period, a total of 1 full time position(s) were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in 2 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

April 11, 2017 McCook High School presents a job fair to the freshman class. Our station group was present to show what there is to offer with jobs in radio broadcasting. It also involved a “job Shadow”

October 4, 2017 we participated in the Cambridge Economical Development and Cambridge Chamber’s job fair in Cambridge Nebraska.

*Participated in at least 1 **event** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

March 12, 2017 Rotary International came in to see what it’s like to be on the air. Members were even allowed to do their own show.

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

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

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

We participated in the Nebraska Broadcast Association’s scholarship program for two students to be awarded \$1,500 each for those going into the broadcasting field

November 15-16, 2017 Staffed a booth at an event sponsored by McCook Farm and Ranch expo. We promoted what the stations have to offer to the farming community

*Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

PIselling.com has training session for management throughout the year ensuing equal employment opportunities in radio.

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|----------------|-------------------|--|
| April 15, 2017 | Account Executive | Nebraska Broadcasters website Facebook, Cambridge Job Fair, Newspaper, Indeed.com and highplainsradio.net |

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: **6**

| Recruitment Sources Used in Preceding Year | Number of Persons Interviewed that the Source Referred |
|--|--|
| Radio | 3 |
| Internet | 2 |
| Newspaper | 0 |

RECRUITING SOURCES USED

Job Title of Position: All were used to higher 1 Account Executives

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|-----------------------|---|--|--------------------------|--|
| Oberlin Herald | N | 170 S. Penn Oberlin, KS | Kimberly Davis | 785-475-2206 |
| Radio | N | 1811 West O McCook, NE | Bryan Loker | 308-345-5400 bryan@highplainsradio.net |
| Nebraska Broadcasters | Y | 12020 Shamrock Plaza Suite 200 Omaha, NE | Marty Reimenschneider | 402-778-5178 marty@ne-ba.org |
| Indeed.com | 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.