

# 2017 ANNUAL EEO PUBLIC FILE REPORT

## Armada Media-McCook

Station(s): KICX-FM-KBRL-KQHK  
Community(ies) of License: McCook, NE  
Reporting Period: 2/1/16-1/31/17  
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.*

February 22, 2016 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 5, 2016 we participated in the Cambridge Economical Development and Cambridge Chamber’s job fair in Cambridge Nebraska.

*Participated in at least 2 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

February 23, 2016 High Plains Radio and McCook High School offered a Job shadow to McCook High School freshman, Sidney Stewart. Went on sales calls, was on the air, and did some production.

March13, 2016 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.*

September 24, 2016 Staffed a booth at an event conducted by the McCook Chamber of Commerce at Heritage Days in which the stations demonstrated all that radio offers and allowed those interested to talk on the radio

November 16-17, 2016 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 ensuring equal employment opportunities in radio.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
August 8, 2016	Account Executive	Nebraska Broadcasters website
Nov. 14, 2016	Account Executive	Facebook, Cambridge Job Fair, Newspaper, and highplainsradio.net

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: **0**

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Radio	4
Internet	2
Newspaper	0

RECRUITING SOURCES USED

Job Title of Position: All were used to higher 2 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 <a href="mailto:marty@ne-ba.org">marty@ne-ba.org</a>

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